THE DRINKAWARE TRUST

England & Wales · Charity number 1094586

Details

Other names	THE PORTMAN GROUP TRUST
Status	Registered
Legal form	Charitable company
Company number	04547974
Registered	2002-11-13
Register	View on the Charity Commission register

Contact

Address	1st Floor Michael House 35 Chiswell Street
Phone	02077669900
Email	contact@drinkaware.co.uk
Website	www.drinkaware.co.uk

Activities

Objects: THE OBJECTS OF THE CHARITY ARE THE PRESERVATION, PROTECTION AND PROMOTION OF PUBLIC HEALTH THROUGH THE PROVISION OF EVIDENCE BASED EDUCATION PROGRAMMES AND RESEARCH ON ALCOHOL RELATED MATTERS.

Activities: Drinkaware aims to get people to think differently about alcohol. Our entire focus is on getting people to understand the harm it can do to our health, our families and those around us.Our vision is of a society where alcohol is enjoyed responsibly, where its potential for harm is reduced and where consumers are supported in practical ways to make informed decisions about their drinking.

Classification

- **How:** Provides Advocacy/advice/information, Sponsors Or Undertakes Research, Other Charitable Activities
- **What:** General Charitable Purposes, Education/training, The Advancement Of Health Or Saving Of Lives
- **Who:** The General Public/mankind

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Geography

- **Area of benefit:** NATIONAL
- Northern Ireland
- Scotland

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£6,340,472	£7,122,222	£4,012,235	37
2023-12-31	£6,425,068	£5,743,048	£4,793,985	31
2022-12-31	£6,290,845	£5,768,737	£4,111,965	26
2021-12-31	£5,559,543	£5,011,464	£3,589,857	24
2020-12-31	£6,022,497	£4,708,691	£3,041,778	27

Trustees

Name	Role	Appointed
LUCY VICTORIA WINWOOD ARMSTRONG	Chair	2021-10-06
Christopher Michael Jowsey		2025-03-26
David Hutchinson		2023-01-19
Emma Reynolds		2025-06-03
Remalie Comport		2023-01-19
Rosie Lucy Donachie		2025-06-03
Simon Stephens		2023-01-19
Stephen Bruce Ray		2024-01-18

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THE DRINKAWARE TRUST

England & Wales - Charity number 1094586

Accounts

drinkaware

Annual Trustees' Report 2024

Company number: 04547974 / Charity number: 1094586
Photo credit Pete Jobson via The Junxion

The Drinking Check is easy, and it takes literally less than three minutes. Now I've got a gauge of where I'm at, I know what I'm doing, and I know what I'm putting into my body.

David Seaman, former England goalkeeper.

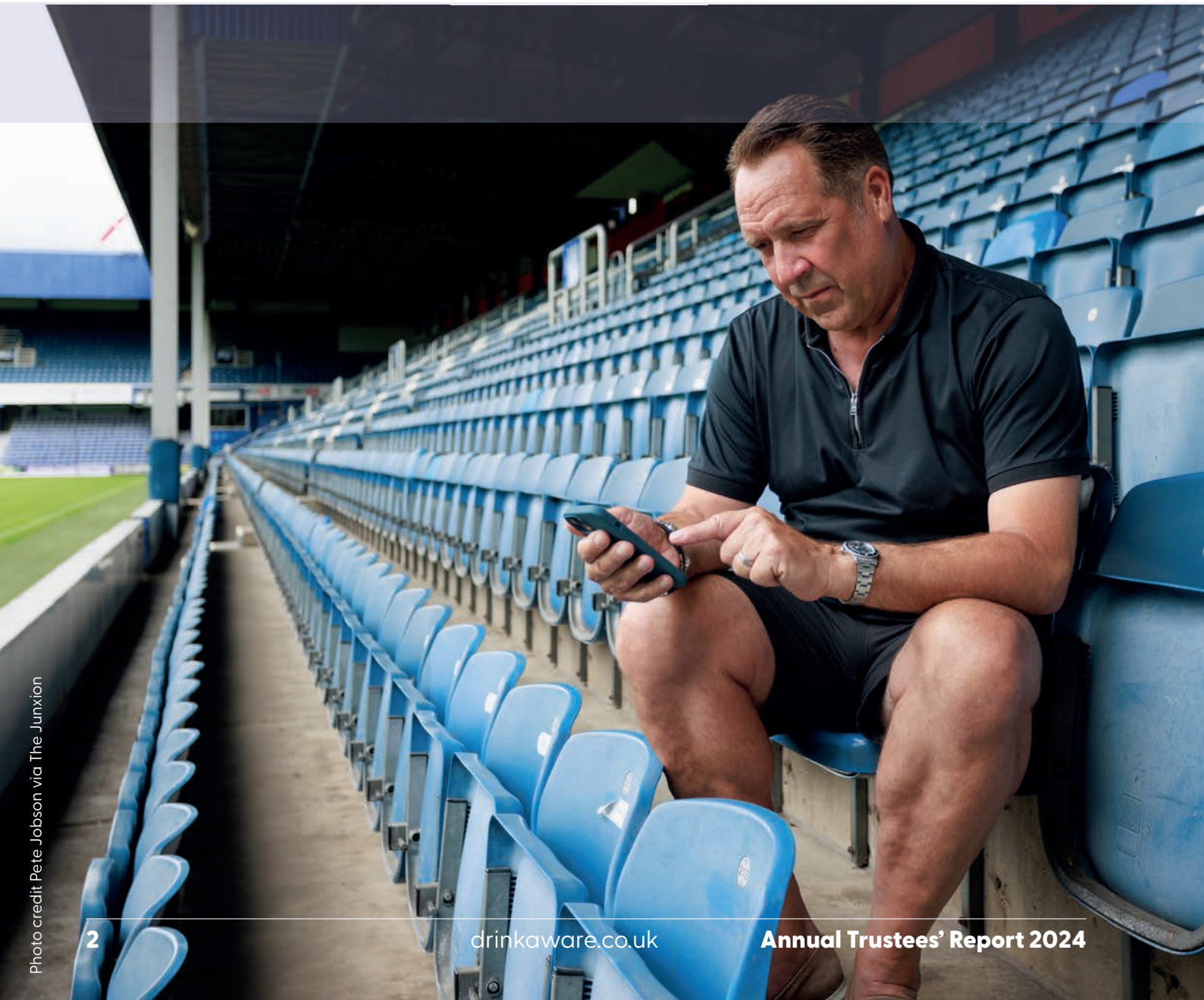

Photo credit Pete Jobson via The Junxion

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Foreword from the Chair of Trustees

Drinkaware was set up with a clear objective – to preserve, protect and promote public health by providing evidence-based education programmes and research on reducing alcohol harm in the UK.

Our model is unique and places us at the centre of a sometimes divided debate. We believe it is only by working together with everyone involved in this space that we can effectively connect with the public and prevent future alcohol-related harm.

Over the course of 2024, we made significant strides in strengthening relationships with our partners. We actively sought their input on our strategy, creating more opportunities to connect with our work and identify ways to effectively reduce alcohol harm together.

We know in order to reduce the harm alcohol causes, Drinkaware needs to be a trusted partner to industry and government, as well as reach the public with information and advice that is presented with clarity, relevance, and independence.

To foster these deeper relationships, we hosted over 20 roundtable discussions throughout the year. This included a diverse range of webinars, in-person meetings, and planning sessions. These efforts have resulted in a more streamlined and focused approach to working with our partners.

398

We had support from nearly 400 organisations – a 30% increase.

We had support from 398 organisations, a 30% increase, and were thrilled to welcome 16 new funders, laying the groundwork for exciting partnerships in 2025. Their support will enable us to achieve our primary goal: working together to reduce alcohol harm across the UK.

During the year, we developed a longer-term financial strategy to ensure Drinkaware is financially sustainable. This is crucial to ensure we can continue our vital work of reducing alcohol harm in the long term and effectively support individuals and communities across the UK.

Our Independent Advisory Panel (IAP) continues to play an important role in ensuring we provide the most accurate and helpful alcohol advice and information to the public and I am delighted to welcome Professor Alastair O'Brien to it.

I would like to express my gratitude to everyone who has supported Drinkaware throughout 2024. Your dedication and hard work have undoubtedly contributed to our many successes this year. A special acknowledgment goes to our Trustees, whose guidance is invaluable to our organisation. We thank Dr Colin Hunter OBE, as he stepped down in November, and Paul Wells who left in March 2025.

Our strong track record and focus remains on communicating accurate, simple to understand, and trusted information and insight, on alcohol and alcohol harm to the public.

Looking ahead, we are committed to building on the successes of 2024 and continuing to work tirelessly to reduce alcohol-related harm in society. With the continued support of our funders, partners, and the dedicated work of our team, we are confident that Drinkaware will continue to make a significant and lasting impact.

Lucy Armstrong
Chair, Board of Trustees

Chief Executive's Report

2024 was a year of continued growth, change, and progress at Drinkaware with much to be proud of.

We successfully delivered impactful campaigns, notably promoting our Drinking Check which has achieved over 1.2 million completions since its relaunch, demonstrating our ability to support people at scale. In 2024, the campaign's content was seen nearly 43 million times across digital channels, engaged with over 2.9 million times, and our videos were watched just under 1.2 million times. With around eight million people putting their health at serious risk due to drinking above the Chief Medical Officers' (CMOs') low risk drinking guidelines, reaching people at scale is vital to our work.

43 million

Our Drinking Check content was seen nearly 43 million times and our videos watched just under 1.2 million times.

Improving access to screening and brief, evidence-based advice is a quick, cost-effective way of preventing future harm from alcohol.

Our Drinking Check, which can be delivered digitally or face-to-face, helps people understand their personal risk level and take simple steps to reduce that risk if needed.

Evaluation of our Drinking Check found that four-to-six weeks after completing the tool, 63% of people reduced the amount they drank and 16% self-reported their risk level being lower. In addition, 51% of people had taken at least one action, including increasing the number of drink-free days they take (15%) and noting or recording the amount they drink (10%).

Drinkaware is unique in how it brings together a cross section of partners behind a common goal – reducing alcohol harm. Our key objective is to positively change public behaviour where needed and influence the national drinking culture. Normalising the conversation around alcohol is more important than ever.

1 in 5

One in five people are exceeding the Chief Medical Officers' low risk drinking guidelines, putting their health at serious risk.

We worked hard to build, sustain, and deepen our relationships across the sector to enable us to work better together. We collaborated on 12 partnership activities, including with Students Organising for Sustainability UK (SOS-UK), Tesco, Heineken UK, Sainsbury's, Morrisons, and Punch Pubs. New partnerships, such as with Morrisons pharmacy, are set to further expand our reach in 2025.

Our annual Monitor survey, which gives us a clear-eyed look at alcohol and alcohol-related harm across the UK, provided valuable insights into the nation's drinking habits and revealed positive trends while highlighting persistent challenges. Nine in 10 UK drinkers moderate their drinking but one in five are exceeding the CMOs' low risk drinking guidelines and putting their health at serious risk. These key findings were widely reported across national media including The Times, The Sun and the Daily Mail.

We carried out impactful research into the drinking behaviours of LGBTQ+ communities and published a report into drink spiking, the latter leading to a government roundtable discussion at Number 10 Downing Street. The event was attended by the Prime Minister, industry leaders, police chiefs, and transport bosses – all with a common goal of creating safer environments.

We were delighted to work with former England goalkeeper David Seaman who shared his experiences of the drinking culture in football and why he supports our Drinking Check campaign. Our brand awareness and trust continued to grow in 2024, fuelled by a 58% increase in media coverage and the breadth of activity throughout the year.

Alongside all the external activity, we reshaped our leadership team. The entire Drinkaware team demonstrated exceptional dedication and hard work throughout this time. I would like to extend a warm welcome to three new members of our senior leadership team: Caroline Price, our new Director of Operations and Programmes; Alex Bennett, our new Commercial Director; and Tiffani Burkitt, who has been promoted to the role of Director of Resources and Business Systems.

There is much to be proud of this year, but it wouldn't be possible without everyone who works for Drinkaware and supports us. I firmly believe that while 2024 had its challenges, we have had an excellent year in terms of growing our impact – and that, of course, is what is most important.

Looking ahead to the final year of our strategy, we remain committed to open dialogue with the public, our funders, supporters and partners, and continuing to work together to support those who are experiencing alcohol harm. We look forward to continued collaboration in 2025.

Karen Tyrell

Karen Tyrell
Chief Executive Officer

Reference and administrative details

Directors and Trustees
The Directors of the charitable company (the charity) are its Trustees for the purposes of charity law. The Trustees and Officers during the year and since the year-end were as follows:

Chair:
Lucy Armstrong

Trustees:
Dr Colin Hunter OBE
(resigned 31 December 2024)
Paul Wells
(resigned 26 March 2025)
Bruce Ray
David Hutchinson
Remalie Comport
Simon Stephens
Chris Jowsey
(appointed 26 March 2025)
Emma Reynolds
(appointed 3 June 2025)
Rosie Donachie
(appointed 3 June 2025)

Chair of Independent Advisory Panel:
Dr Paul Hughes
(appointed 15 January 2024)

Chief Executive Officer:
Karen Tyrell

Company Secretary:
Tiffani Burkitt
(appointed 11 December 2024)
Simon Hopkins
(appointed 16 August 2024,
left 11 December 2024)
Katrina Leighton-Hearn
(left 24 July 2024)

Registered office:
1st Floor Michael House
35 Chiswell Street
London
EC1Y 4SE

Company number:
04547974

Charity number:
1094586

Scottish Charity number:
SCO43163

Auditors:
Moore Kingston Smith LLP
9 Appold Street
London
EC2A 2AP

Bankers:
CAF Bank Limited
25 Kings Hill Avenue
Kings Hall
West Malling
Kent
ME19 4TA

Solicitors:
Lewis Silkin LLP
5 Chancery Lane
Clifford's Inn
London
EC4A 1BL

Drinkaware organisational strategy 2023-2025

Drinkaware is the UK's leading alcohol charity. Founded in 2006 by the Government, devolved administrations and industry stakeholders, our vision is to work with a range of partners to reduce alcohol harm in the UK.

Our approach is evidence based. Our campaigns and initiatives are informed by the work of our experienced research team and independent advisory panel, allowing us to fully understand drinking behaviour in the UK.

We provide impartial information, advice and tools, and develop campaigns to support governments, industry, communities, and millions of people across the UK to make informed decisions about alcohol and how to reduce the harm it can cause.

Drinkaware vision

Working together to reduce alcohol harm across the UK.

Our mission

Using our expertise to give government, industry, communities, and individuals the knowledge and support to make informed decisions about alcohol and how to reduce the harm it can cause.

Our vision and strategy

We know the majority of people drink within the UK CMOs' low risk drinking guidelines, but there still remain millions of people across the UK who need our help. In 2023 we launched our organisational strategy which will run until the end of 2025. You can read more about that, and the ways we check our progress, on our website.

We want to create a society where everyone can have a positive relationship with alcohol. We believe we need to make it:

Normal to talk about your drinking

Normal to check your drinking from time to time

Normal to ask for, and find, help if required

Goals

1

Working together to reduce alcohol harm
We'll partner with industry, governments, and others to move towards systemic and sustainable change at scale, to improve society's relationship with alcohol.

Voice
We'll become a leading voice in conversations around alcohol and use our voice to stand up for people who experience alcohol harm.

2

3

Information and support
We'll ensure the public can make conscious, informed choices about alcohol and can find help if they need it.

Research and expertise
We'll become the trusted experts in our field, generating and sharing knowledge and insight.

4

5

Infrastructure
We'll be a great place to work, with simple, effective systems and a sustainable income.

Values

Solid reasoning
Seeking and using both hard evidence and expert insight to shape our work and inform our voice.

Clarity with empathy
To reduce alcohol harm and strengthen informed choice we make every effort to communicate clearly and constructively, we express our thoughts with care to make a positive difference.

Principled partnership
Working with others to maximise impact, while exercising our independence, to deliver on our purpose.

Understanding and connecting
In every aspect of our work, we support people by listening well and focusing on what matters most to them, we embrace each individual's unique situation, perspectives, and skills.

Determination and curiosity
Determined to meet challenges together, we adapt to discover fresh and more effective ways to work by being open to learning and flexible in our response.

Our Plan

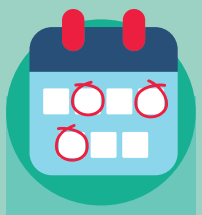
We believe everyone has a shared responsibility for the culture of the society they want to live in. Our work is focused on helping shift the conversation around alcohol, making it more normal to talk about drinking habits and reducing the stigma.

We want a cultural shift where addressing alcohol-related issues is met with empathy and understanding rather than judgment. As a society, community, and as families, we need to be able to talk more confidently, openly, and honestly about alcohol and the part it plays in our lives. We must collectively challenge societal norms and cultivate an environment that promotes understanding and compassion for those struggling with alcohol issues which supports those who want to reduce the amount they drink.

Drinkaware has unrivalled access to insights about the nation's drinking habits and we are committed to being led by those insights and evidence in all our work.

Our research shows that while there have been some encouraging trends around drinking in the UK, with more UK adults drinking less often, a rise in moderation techniques and a reduction in those binge drinking, significant challenges remain.

Concern for other people's drinking has increased and rates of 'high-risk' drinking remain unchanged. One in five (19%) UK drinkers – equivalent to around eight million people, are exceeding the CMOs' low risk drinking guidelines and putting their health at serious risk. We also know that knowledge of the drinking guidelines is mixed and that nearly a third of UK adults are concerned about someone else's drinking.[1]



The UK CMOs' low risk drinking guidelines advise that to keep health risks from alcohol low, you should drink no more than 14 units a week, make sure you have several drink-free days, and never binge drink. The risk of developing a range of health problems increases the more you drink on a regular basis.

85%

of people said they trusted the Drinking Check information and advice shown about the risk levels.

Our Drinking Check helps people identify if the amount they drink could be putting their health at risk. It uses a scoring system that was developed by the World Health Organization (WHO) and is used by medical professionals to check for alcohol harm including dependence. By giving people information about their drinking, and tailored information following their score, the tool can help people take steps to reduce their drinking.

Improving access to screening and brief, evidence-based advice is a quick, cost effective way of preventing future harm from alcohol. Our Drinking Check tool, delivered digitally or face-to-face, helps people understand their personal risk level and provides advice on simple steps to take to reduce their risk if needed.

Evaluation of the tool found that four-to-six weeks after completing it, 63% of people reduced the amount they drank and 16% self-reported their risk level being lower. In addition, 51% of people had taken at least one action, including increasing the number of drink-free days they take (15%) and noting or recording the amount they drink (10%). People surveyed were positive in their attitudes towards the Drinking Check with eight in 10 people believing the result accurately reflected their risk and 85% trusting the information and advice shown about the risk level. There were also high levels of trust in the Drinkaware brand, with 83% saying it made a difference to how much they trusted the information and advice shown.[2]

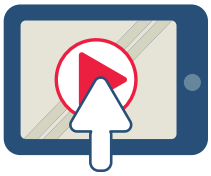
Tackling alcohol harm requires a collective effort involving industry, communities, families, and governments. As an independent charity, we are committed to providing expert guidance and support to achieve this shared ambition. We will continue to strengthen relationships with our partners and create more opportunities to work together to identify ways to effectively reduce alcohol harm.

The impact Drinkaware wants to achieve

More people drink within the CMOs' low risk drinking guidelines more often, and for more of the time.

Drinkaware in numbers

Our Drinking Check campaign content was seen nearly **43 million** times across digital channels, engaged with over **2.9 million** times, and there were just under **1.2 million** full plays of our video content



4,569,702 unique visitors to our website

Support from **398** industry organisations (30% increase)

Our organic social media content was seen **728,988 times**, with 21,917 people engaging with the content

Our MyDrinkaware app was downloaded **62,200 times** with 20,956 Drink Free Days tracked (56% increase)

5,143 people took part in our UK-wide 2024 Drinkaware Monitor survey

684,374 completions of our Drinking Check tool (24% increase)

Drinkaware in numbers

Held 22
Drinkaware-led meetings and events with our funders and secured 16 new funders

Delivered information and tools on how to moderate drinking to **51 universities**

Delivered **12 partnership** activities to support the public with information and guidance on reducing alcohol harm

We were mentioned **5,042 times** across print, broadcast, and online media (58% increase)

108 NHS organisations downloaded or purchased resources from our Drinkaware shop

Our prompted **brand awareness was 56%** (5% increase) and trust in our brand was 59%

385 supermarket branches promoted the Drinking Check and information on alcohol harm in aisles and on digital displays

Drinking trends in 2024

Positive trends continue for many drinking behaviours

UK adults are drinking less frequently when they choose to drink, with nearly half of people (46%) drinking at least once a week in 2024[3], compared to 52% in 2018[4]. This has largely been driven by a reduction in adults who drink very regularly (four or more times a week), with year-on-year decreases since 2020 (19% in 2020[5] vs. 13% in 2024[6]). UK adults also appear to be drinking less alcohol when they drink. The downward trend in regular (monthly or more often) binge drinking (more than eight units of alcohol in a single session for males, or more than six units in a single session for females) seen in the last two years continued in 2024, with 24% of drinkers[7] now doing so, compared to 27% in 2023[8] and 30% in 2018[9].

52%	46%
2018	2024

Drinking at least once a week

69%	72%
2023	2024

UK drinkers classified as low-risk

However, the prevalence of high-risk drinking is unchanged

The proportion of UK drinkers classified as 'high-risk' or 'possibly dependent' by the WHO's screening tool for alcohol use – the Alcohol Use Disorders Identification Test (AUDIT)[10] – has remained relatively steady for the last few years (7% in 2024[11] vs. 6% in 2021[12]). This remains even when UK drinkers classified as low-risk increased compared to 2023 (72%[13] vs. 69%[14]). It suggests that despite the encouraging trends in drinking behaviours, 7% (equivalent to 3.2 million people[15]) are still at very high risk of experiencing alcohol-related harm and may be putting their health at serious risk. It is crucial to reach and engage these people, so they are supported to moderate their drinking and reduce their risk of alcohol-related harm.

Levels of alcohol harm continue to rise

Harm from alcohol remains high, with a record number of alcohol-specific deaths (where each death is a direct consequence of alcohol) being broken for the fourth consecutive year. In 2023, the most recent year where data is available, there were 10,473 alcohol-specific deaths – an increase of 4.2% compared to 2022 (10,048 deaths), and an increase of 38.4% compared to 2019 (7,565 deaths)[16]. These figures highlight the pressing need to tackle 'high-risk' and 'possibly dependent' drinking behaviours and habits across the UK if alcohol harm is to be reduced, and these worrying trends are to be reversed.

Confusion around the CMOs' low risk drinking guidelines persists

The last time awareness of the CMOs' low risk drinking guidelines was assessed in the 2022 Drinkaware Monitor, UK adults showed high levels of confusion about what the guidelines included. This still exists in 2024 and, in some respects, may have become more widespread. Only 51% of UK adults[17] correctly identified that the CMOs' guidelines specify a weekly unit limit (down from 59% in 2022[18]). There does seem to have been improvements since 2022, however confusion is still rife. For example, although only 10% correctly identified that the guidelines specify the same unit limit for everyone, this is up from 7% in 2022, 60% incorrectly think they specify different limits for men and women, down from 65% in 2022[19,20], Awareness of what the guidelines specify needs to be raised significantly.

7,565	10,473
2019	2023

Alcohol-related deaths

Not all UK drinkers recognise the signs of risky and problem drinking

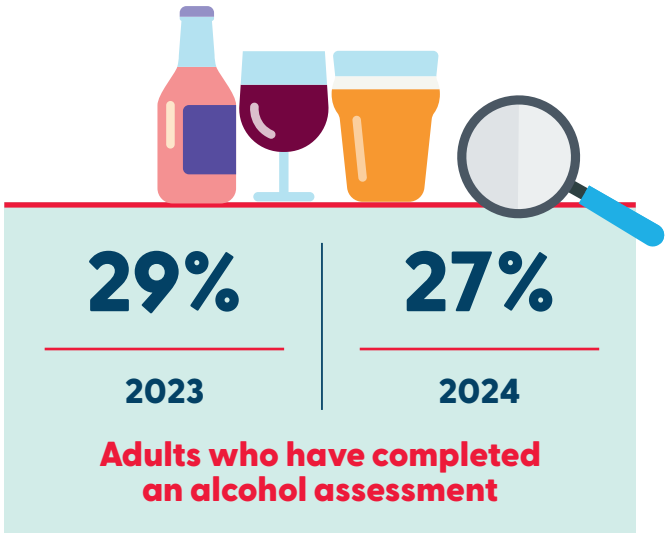
For the first time, the 2024 Drinkaware Monitor assessed the ability of drinkers to recognise the signs that someone may have alcohol problems. We used the Alcohol Problems Questionnaire (APQ)[21], and the behaviours assessed by the AUDIT[22] to recognise whether someone may be a risky or problem drinker. In terms of problem drinking, the most widely recognised (APQ-derived)[23] sign was "sometimes being late to work due to drinking" (83%)[24]. There is a similar spread across the (AUDIT-derived)[25] signs of risky drinking, with 84% of UK drinkers recognising "not being able to stop drinking once started" as a sign of risky drinking[26]. However, far fewer than half were able to correctly recognise all the signs of problem drinking (43%), and all the signs of risky drinking (36%)[27]. More needs to be done to empower people to recognise the signs of risky and problem drinking, so they feel more able to make changes or seek help at an earlier stage.

Stigma is a large barrier to accessing support services

For the first time, the prevalence of stigma around alcohol among UK adults, and stigma's role as a barrier to accessing support services, were assessed by the 2024 Monitor. It revealed people with alcohol problems are likely subject to relatively high levels of stigma, with 64% of UK adults feeling that those with alcohol problems are not respected, 53% feeling that they are different to everyone else, and 38% thinking that they are responsible for their own struggles[28]. Perhaps because of such widespread stigma, and as reported in previous research[29], it was identified as a common barrier to accessing support services[30]. More work is required to understand stigma as a barrier to accessing support services.

Moderation is on the rise, alongside growth of low-alcohol and alcohol-free drinks

In 2024, 90% of UK drinkers report currently using at least one technique to moderate their drinking – up significantly from 84% in 2018, and 87% in 2023[31,32,33]. This rise is a result of a range of moderation techniques becoming more widely used by drinkers in 2024. Taking drink-free days remains the most widely used moderation technique (71% of UK drinkers currently do this, compared to 67% in 2023), followed by avoiding alcohol on a "school/work night" (60% of UK drinkers currently do this, compared to 55% in 2023)[34,35]. In 2024, 34% of UK drinkers were using low-alcohol beverages to moderate their drinking, while 31% are using alcohol-free beverages to do so.[36]



Just one in four UK adults have completed an alcohol assessment

Interventions and brief advice (IBAs) and alcohol assessments, such as the AUDIT, serve as good ways for individuals to gain an objective understanding of their drinking and the risks associated with it. However, the use of these assessments has largely been limited to clinical settings, potentially restricting their use across the UK. The 2024 Monitor reveals that only 27% of UK adults have been asked to complete an alcohol assessment (29% in 2023[37]) – 87% of whom were asked to do so in a clinical setting (GP surgery, other healthcare setting, or substance/addiction treatment centre)[38]. With over 1.2 million completions of our digital alcohol assessment Drinking Check since its relaunch[39], Drinkaware is at the forefront of making alcohol assessments accessible beyond only clinical settings, and in normalising such checks within society. This helps to increase public familiarity with the risks associated with alcohol, and equips individuals with tools to monitor and make changes to their drinking.

Progress against strategic objectives

Drinkaware is the UK's leading alcohol charity. Working together with individuals, communities, academics, researchers, industry, and governments, we have a vision of reducing alcohol harm in the UK.

Many factors influence behaviour, including individual motivation, the wider environment, and policy and regulation. We want to see change at a societal level and create a future where people who choose to drink can make informed choices about their drinking and do it in a low-risk way.

Our strategy is divided into five key goals and provides a clear roadmap for how we want to achieve our vision.

1 Working together to reduce alcohol harm

It is only through working in partnership with different organisations that we can achieve our vision of reducing alcohol harm in the UK. We know real partnerships matter and it is only through these that we can jointly achieve change at scale.

Delivered 12 partnership activities to provide people with information and guidance on reducing alcohol harm

In total, 385 supermarket branches promoted the Drinking Check and information on alcohol harm in aisles and digital displays within stores

Our CEO Karen Tyrell gave evidence to the Westminster's Health and Social Care Select Committee's inquiry into preventing alcohol harm (read more on page 22)

Cross-stakeholder roundtables were held off the back of our joint Drink Spiking Report, including a visit to No.10 Downing Street (read more on page 23)

Throughout 2024 we worked with several of our partners to help educate people on the harmful effects of alcohol.

Our work with partners

Drinkaware partnered with supermarkets Morrisons and Sainsbury's to promote Heineken's low-alcohol and alcohol-free drinks in their stores.

Morrisons, Sainsbury's & Heineken UK

We installed co-branded 'Low and No bays' (a set of shelves within an aisle) in 150 Morrisons stores which included QR codes to our Drinking Check and Drinkaware advice and support, as well as promoting Heineken's low-alcohol and alcohol-free drinks.

Additionally, from November we started a year-long partnership with Sainsbury's and Heineken installing 'Low and No bays' in 50 supermarkets, again directing people to our Drinking Check via a QR code and offering customers advice and support. This work will be evaluated to understand the impact of partnering with producers of low-alcohol and alcohol-free drinks, as well as promoting the Drinking Check within aisles selling alcohol.

MORRISONS Sainsbury's HEINEKEN

Staropramen 0.0 & Edgbaston Cricket Group

Staropramen 0.0, owned by Molson Coors, partnered with Drinkaware to help people attending the T20 Blast cricket semi-finals and Finals Day at Edgbaston Cricket Ground moderate their drinking by trying its alcohol-free beer. Fans at Edgbaston could visit a Staropramen 0.0 mobile truck and sample the drink, all while watching the live cricket. People could also take part in a 'spin the wheel' competition where prizes included winning a year's supply of Staropramen 0.0.

Staropramen supported us to promote our Drinking Check by encouraging fans to complete the tool and gain valuable insights into how much they drink and receive personalised results and guidance. This collaboration was also highlighted in a section of the spectator guide and in advertisements on screens throughout the ground to direct fans to complete the Drinking Check.

Staropramen EST. IN PRAGUE 0.0% ALC. VOL.

200

stores across Morrisons and Sainsbury's promoted the Drinking Check.

Our work with Government

2024 was an important year – a general election was held, and the UK electorate voted Keir Starmer's Labour party into power after 14 years of a Conservative government. Additionally, both local and regional elections took place adding to the changing political landscape.

Labour's priorities for the upcoming parliamentary year were outlined during the King's Speech and while alcohol was not specifically mentioned, the government's focus remains on a 'prevention first' approach to address social and health issues, including obesity, economic productivity, poverty, and likely alcohol-related harms.

With the Labour government now firmly established and health remaining a priority, there is potential for increased attention and efforts to tackle alcohol-related harm in 2025.

Highlights from 2024

Our focus was to meet with MPs to share our research findings, and to continue developing our relationships with civil servants in Westminster and Scottish governments.

Westminster's Health and Social Care Select Committee's inquiry into preventing alcohol harm

In February, our CEO Karen Tyrell was invited to give evidence to the Westminster's Health and Social Care Select Committee's inquiry into preventing alcohol harm. She delivered a range of key points, including calling for an alcohol harm prevention strategy and promoting our Drinking Check tool.

Westminster All Party Parliamentary Group (APPG) on Global LGBT+ Rights

In March, we presented to the APPG on Global LGBT+ Rights our recent research into LGBTQ+ drinking behaviours and harms. Across Westminster parliament, 11 parliamentarians and a range of parties listened to the presentation. The MPs and Peers were very engaged with our research and work. Read more about the research on page 36.

Drink Spiking Report

In May, Karen was invited to participate in a roundtable on drink spiking organised by the Metropolitan Police. We shared findings from our joint research project with Anglia Ruskin University which looked at the rise of drink spiking incidents in the UK. Read more about the research on page 35. Prior to the publication of the report in November, we held a cross-sector stakeholder roundtable in October to present the findings. Attendees included representatives from the Home Office, Scottish Government, Metropolitan Police, industry partners and charities. This work led to Karen attending a ministerial roundtable chaired by Minister for Safeguarding Jess Phillips, and a subsequent roundtable at Downing Street chaired by the Prime Minister. Building on this progress we will continue collaborating with stakeholders across sectors to identify and implement initiatives to drive this work forward.

NHS 10 Year Health Plan

In December, we submitted a response to the NHS 10 Year Health Plan consultation, emphasising the critical role of IBA, such as our Drinking Check, in preventing alcohol-related harm and highlighting the disproportionate impact of alcohol harm on underserved communities.

Additional government activity in 2024:

- In February, we wrote to all MPs and MSPs with information about our Drinking Check, encouraging them to share it with their followers, asking them to check whether they could be drinking at harmful levels
- In July, we wrote to all 650 MPs with a brief introduction to Drinkaware and an overview of the trends around alcohol and alcohol harm in the UK. We received positive responses, with a few MPs highlighting their use of the Drinkaware app and encouraging us to continue our good work
- In November, we met with Diana Johnson, Minister of State for Police and Crime Prevention, to present findings from our Drink Spiking Report and introduce Drinkaware's role in reducing alcohol harm

Our work in Scotland

Our 2024 Scotland Report shows the number of occasions people are drinking in Scotland has remained largely consistent since 2018. Compared to previous years, adults in Scotland are drinking fewer units on a typical day, although this is higher compared to UK drinkers as a whole.

The use of moderation techniques among drinkers in Scotland has increased with 91% of people using at least one technique to moderate their drinking, the same as 2023 (91%) but up from 86% in 2018.

Similar to across all of the UK, people are more likely to feel that those with a drinking problem are different to everyone else and are not respected in the same way, but less likely to feel they are responsible for their struggles. In addition, a quarter of adults in Scotland report having been asked to complete an alcohol assessment, similar to all of the UK.

We recognise the different policy environment in Scotland but believe through greater partnership working, we can identify ways to effectively reduce alcohol harm together and support people to make informed decisions about their drinking.

91%

of Scottish drinkers use at least one technique to moderate their drinking.

Our work with Scottish government

At the start of 2024, we had an exhibition stand in the Members' Lobby of the Scottish Parliament for a week where we talked to MSPs, staffers, and others about Drinkaware's work, the data from the 2023 Scottish Monitor, and our Drinking Check tool. We aimed to speak to 30 MSPs but finished the week having had quality conversations with 46 – more than a third of MSPs. This builds on our concerted efforts to build and renew our relationships in the country.

In December, we travelled to Scotland, and met with four MSPs from different political parties where we discussed our upcoming research and the Drinking Check, and sought additional support to increase its visibility and impact in Scotland.

Our work with Scottish partners

With 10% of Drinkaware's licence holders and 9% of our funders based in Scotland, we wanted to work more with local businesses in the country to promote our Drinking Check and other tools, information, and advice.

Scottish Alcohol Industry Partnership (SAIP)

We launched a Scotland-focused Drinking Check campaign in collaboration with SAIP. Through digital marketing, as well as traditional media such as radio and print advertising, the campaign aimed to drive completions of our Drinking Checking. With SAIP's support, we wanted to reach more people using partnerships, and other proven strategies, to reduce alcohol harm in a high-risk area and ultimately normalise conversations around drinking. We achieved 6,095 completions of our tool directly through digital activity – over six times the number of completions in Scotland compared to the same period the year before. The digital activity reached 9.7 million people and digital advertising was seen by over 13 million people.

William Grant & Sons

Drinkaware provided alcohol awareness training to over 290 employees at the Scottish distillery with staff given information on the CMOs' low risk drinking guidelines along with guidance on alcohol units, how to calculate a unit, as well as information on short-and long-term health risks associated with drinking alcohol.

SOS-UK

As part of Drinkaware's partnership with SOS-UK, read more on page 33, student ambassadors at Scottish universities have been trained to deliver the Drinking Check on campus. Students across the participating universities were provided with wellbeing resources with advice and guidance on how to moderate their drinking and how to reduce the harm drinking can cause.

Scottish Professional Football League (SPFL)

As part of the SPFL Trust's award-winning Football Fans in Training (FFIT) programme, Drinkaware provided alcohol awareness training to FFIT coaches through workshops and an e-learning course. The training equips coaches with the knowledge and tools to deliver alcohol awareness content confidently. We provided assets to each of the participating clubs to help people moderate their drinking – 485 people took part in the programme.

Considerate Constructors Scheme (CCS)

Drinkaware now supports nearly 200 Considerate Constructors Scheme (CCS) sites in Scotland by providing advice and information on ways to moderate your drinking via digital assets, posters, and access to the Drinking Check. Alcohol awareness training is available to 390 site ambassadors who, in turn, help promote Drinkaware's advice and support by displaying posters in communal areas, reaching a wide demographic of self-employed and small business contractors.

2 Voice

We want to positively change public behaviour where needed and influence the national drinking culture to reduce alcohol harm in the UK. Normalising conversations around alcohol is more important than ever.

To help make these changes and start conversations with a large number of people, we must have clear and effective ways of communicating. Our information and advice must be simple to understand and resonate with those who need our support the most.

Drinking Check campaign content was seen nearly **43 million times across digital channels**

Media coverage secured **increased by nearly 60%**

More than **4.5 million unique visitors** to our website

Our prompted **brand awareness increased** by 5%

Throughout 2024, we ran campaigns promoting what we do and the advice, support and tools we offer to help people moderate their drinking.

Drinking Check

In 2024, we concentrated our efforts on promoting our Drinking Check and increasing the number of people completing the tool. This area of work received the lion's share of our marketing and communications activity.

We know improving people's access to intervention and brief advice tools, such as our Drinking Check, can prevent future harm from alcohol.

Promoting the tool offers a cost-effective way to help people at scale understand the risks of alcohol and provides simple steps for reducing those risks, if needed.

We promoted the tool with a range of campaign activity across the year including securing high profile media coverage, digital advertising, and working with influencers – all signposting people to the Drinking Check.

We partnered with ex-England and Arsenal goalkeeper David Seaman to encourage people to complete the tool and check if their drinking was putting their health at serious risk. A moderate drinker himself, David has supported friends over the years with their drinking and wanted to back Drinkaware's campaign to encourage more people to have conversations about their drinking by completing the Drinking Check. We produced two videos, one focusing on the drinking culture within football and a second video of David completing the Drinking Check.

David Seaman completing the Drinking Check.

As part of our ongoing partnership with David, he promoted the Drinking Check on his podcast 'Seaman Says'. Each of the presenters completed the tool and discussed their results. Other activity included sharing the videos on social media, news articles on our website, and a day of media interviews with coverage secured on Sky Sports News, Talk Sport and BBC radio stations across the UK.

Due to David's household name status, we were able to reach new audiences, raise awareness of the Drinking Check, and help normalise conversations around drinking. The videos drove over 5,031 engagements. We also saw an increase in our brand tracking, showing how this type of activity has a positive impact on the awareness of Drinkaware across the UK.

700,000

Drinking Check completions in 2024.

During planned activity in the summer, which coincided with Alcohol Awareness Week, we received widespread media coverage of our Drinking Check, with our CEO Karen Tyrell giving 17 radio interviews including LBC, and a TV interview with Sky News. We also featured on more than 340 radio stations' news bulletins and secured features across trade magazines including The Morning Advertiser, Propel, Food & Drink, and The Caterer.

Overall, we ended 2024 with just under 700,000 Drinking Check completions. Our marketing content was seen nearly 43 million times across digital channels, engaged with over 2.9 million times, and there were just under 1.2 million full plays of our video content. In total, we secured 1,038 pieces of media coverage with a total audience reach of 8,656,691. Our campaign evaluation shows that completions of the Drinking Check spike when we increase marketing activity or secure press coverage about the tool.

We worked with our partners to promote the Drinking Check during 2024. Read more on page 39.

Understand more about your drinking. Take the Drinking Check and get all the tips and advice to help you make a change

www.drinkaware.co.uk/tools/drinking-check

Our channels

Drinkaware in the media

In total, Drinkaware was mentioned 5,042 times across print, broadcast, and online media in 2024 – a 58% increase. In addition to media coverage about the Drinking Check, one of our other big media moments in 2024 was the publication of our annual Monitor survey.

The findings led to widespread coverage with articles in The Times, The Sun, and the Daily Mail. Our CEO Karen Tyrell pre-recorded three news bulletins that were syndicated on commercial radio stations across the UK. These included The Lunchtime News report which has 187 stations and a reach of 4.8 million, and the News Bulletin which has 346 stations and a reach of 8.6 million. The Financial Times was provided with a more detailed analysis of the Monitor on young people's drinking habits and an article was published in November. BBC Wales used the Welsh specific Monitor report for a feature on people stopping drinking and the story ran across the BBC network.

Ahead of Christmas, we commissioned a survey looking at people's drinking habits over the festive period. The findings led to Karen appearing on Dr Hilary Jones' podcast which promoted the Drinking Check. The show was played on 73 UK radio stations, and the video has had more than 20,000 views. The festive drinking survey led to widespread coverage across the media with Karen giving 16 interviews including Sky News Radio and London Live, with an overall reach of 49.5 million.

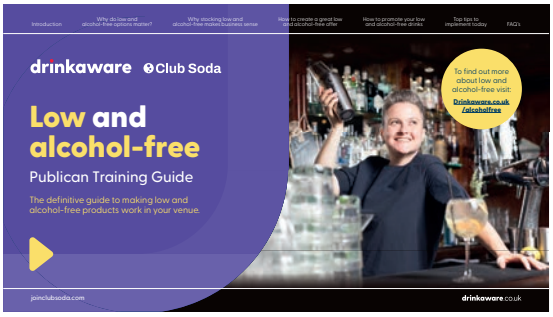
20,000 views

A podcast with Dr Hilary Jones and Karen Tyrell has gained significant attention.

Other highlights from 2024 included:

- Our LGBTQ+ report (read more on page 36) prompted a thoughtful piece on the findings by a prominent LGBTQ+ journalist at the Manchester Evening News
- An opinion piece by Karen in Scottish newspaper The Herald on the need to be more open with our relationship with alcohol in Scotland
- A series of podcast host reads (adverts read by podcast hosts) promoting our Drinking Check on programmes including Alan Carr's 'Life's a Beach', 'The Adam Buxton Podcast', and 'Stick to Football', hosted by ex-England footballer Gary Neville
- Our Drink Spiking Report received coverage in The Observer with online articles in Daily Mail Online, The Independent, and Metro (read more about the research on page 35)
- Trade media articles on our free Low and Alcohol-Free Publican Training Guide published in both the DRAM and BAR

Club Soda, Punch Pubs and Star Pubs



Following a roundtable event with our on-trade funders we agreed a shared area of focus was improving the knowledge and acceptability of low-alcohol and alcohol-free drinks in venues. The result was a partnership with Club Soda, Punch Pubs, Star Pubs, and Admiral Taverns, and the creation of the free 'Low and Alcohol-Free Publican Training Guide'. We recorded a series of videos with publicans as well as providing an e-booklet with key information that can be distributed to on-trade venues. More than 1,500 people have accessed the free guide since its launch published in February.

Club Soda

3 Information and support

Our digital tools can help people assess, track, and set goals to reduce their drinking. All our tools provide clear, evidence-based information about alcohol and give advice and information on how to moderate your drinking – directing people to where they can find support if they need it.

Nearly **700,000 completions of our Drinking Check** in 2024, with over 1.2 million completions since its relaunch[40]

Just under **200,000 messages from people contacting our virtual assistant** which provides personalised information and advice on drinking

108 NHS organisations downloaded or purchased items from our online shop

Tools to help people reduce their drinking, known as Identification and Brief Advice (IBA), are an established and well recognised behaviour change intervention and can be delivered in several ways including a self-completed digital format, such as our Drinking Check.

Our tools

Drinking Check

Our Drinking Check is an alcohol self-assessment that can help people identify whether the amount they drink could be putting their health at risk. We use a tool developed by WHO called 'AUDIT', that is used internationally by medical professionals to check for alcohol harm, including dependence. The Drinking Check is a digital tool that can be accessed through our website or via our MyDrinkaware app. All completions are anonymous, although individuals can receive their results via email if they wish.

Increasing completions of the Drinking Check is an important way for Drinkaware to reach people and communities at scale, enabling more people to make informed decisions about their drinking, and have conversations about alcohol and how to reduce the harm it can cause.

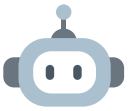
As part of our continuing work to improve the Drinking Check, we commissioned an independent evaluation of the tool which was published in 2024. We wanted to measure the tool's effectiveness, identify its impact, and make recommendations for its future development. The evaluation found that the majority of people think it is easy to fill in accurately (90%) and honestly (88%). More information on the findings of the evaluation can be found on page 36.

90%

Of users found the Drinking Check easy to fill in accurately.

In response to the findings, improvements were made to the tool during 2024. People now receive more personalised content after completing it, depending on their answers. For example, if someone said they binge drink frequently they are now provided with information specifically around binge drinking. We have also made it easier for people to record the number of units of alcohol they drink and made the tool more gender inclusive following feedback from LGBTQ+ communities.

These updates aim to make the results more accessible and engaging for people so they can have better insight into their risk score and level, and act to change their drinking behaviour if necessary.



Chatbot

Our virtual assistant, which uses AI technology, provides people with personalised information and advice. It is designed to identify and direct high-risk and possible dependent drinkers, and those in crisis, into appropriate alcohol support services, and is available 24 hours a day. The Chatbot supports people with critical issues like alcohol poisoning and directs them to the NHS. It also deals with a range of customer enquiries on topics from drink spiking to how to report a drink driver, routing enquiries to the relevant information. The Chatbot had just over 40,000 unique users and more than 195,000 messages in 2024.

Students Organising for Sustainability UK (SOS-UK)

Drinkaware and SOS-UK launched a programme of activity to encourage university students across the UK to check their drinking habits. According to research by SOS-UK, 38% of students said they had missed a lecture or seminar due to their drinking, and 32% of students said they had argued with friends or strangers while under the influence of alcohol.

We trained just over 70 student ambassadors at 11 UK university campuses on how to provide face-to-face drinking assessments using our Drinking Check tool.

"I have found the student insight very helpful. Also, the Drinking Check has been – and continues to be – a really useful conversation starter with staff and students," – said a member of university staff on the digital project.

Overall, 51 universities signed up for our digital programme with the activity reaching 960,520 students across the UK. Drinkaware supplied digital resources promoting the Drinking Check, health and wellbeing content, posters, emails, newsletters, videos, and webinars.

By completing our Drinking Check, students were able to understand more about their personal relationship with alcohol, making it easier to see how it might be affecting their studies or health.

Other highlights from the partnership included:

- 38 days of student-led face-to-face interventions on campus
- A network of over 70 staff members across universities and students' unions supporting the activity
- 8,667 Drinking Check completions across the university programme

Drinkaware App

MyDrinkaware can help people take the first step towards changing their drinking habits. The app helps to track units, calories and sleep quality side-by-side. It is free to download from the App Store or Google Play.

In response to feedback on the app, and to improve the customer experience, we made some upgrades in 2024. Through a year-long programme there was a focus on usability and accessibility upgrades, allowing people to log their drinks while outside of the UK, and improving the login process which some people found difficult. A feedback form has been implemented allowing users to highlight any issues or provide feedback which can be used for further improvements.

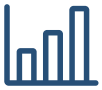
The app has been installed or downloaded more than 1.1 million times since its creation, more than any other UK alcohol tracking app. In 2024, it was downloaded 62,000 times with 20,956 drink-free days recorded.

Shop

The Drinkaware shop hosts materials which can be used to support reducing alcohol harm. This includes a range of free resource packs, an accredited Drinkaware at Work training programme, as well as our popular alcohol moderation products including the unit measuring cup and unit and calorie calculator wheel. The shop is widely used by the public, employers, other charities, treatment providers, local government, and the NHS. In 2024, there were over 80,000 items downloaded or purchased from the online shop which included those distributed to 108 NHS organisations.

4 Research and expertise

Drinkaware has unrivalled access to insights about the nation's drinking habits. We are committed to being led by the evidence in all our work. From our annual Monitor through to our data and insights, we provide a range of information that examines alcohol habits, behaviours, and attitudes in the UK.



Our Drink Spiking Report led to a **roundtable at No.10 Downing Street** (read more on page 23 and 35)

Independent evaluation of our Drinking Check tool (read more on page 36)

Report exploring **attitudes to drinking among the UK's LGBTQ+ communities** (read more on page 36)

Our approach is evidence based. Our campaigns and initiatives are informed by the work of our experienced research team and independent advisory panel, allowing us to fully understand drinking behaviour in the UK.

Our research

Drinkaware Monitor

In September we published our annual Monitor, a UK-wide fully representative survey that provides a snapshot of the UK's drinking habits. This year we wanted to examine UK adults' ability to recognise the signs of problem drinking, their perceptions of what constitutes harmful drinking, and stigma towards those with alcohol problems. We also explored people's moderation practices in greater detail.

In addition to the findings already reported on pages 16 to 18, there were mixed responses around UK drinkers' concerns about their own drinking. 14% are concerned about their drinking, while 17% think it is likely that their current level of drinking will lead to future health problems. Concern for someone else's drinking is more common with 28% of UK adults citing this as a concern – up from 26% in 2023.

Drink spiking

In the UK, incidents of drink spiking have increased, as well as a relatively new phenomenon of 'needling' – where someone injects a person with a substance using a hypodermic needle[41]. In response to the increase, Drinkaware and Anglia Ruskin University partnered on a two-year research project and jointly published the Drink Spiking Report in November 2024.

Findings included only one in 10 drink spiking incidents are reported to police, and of those 90% who did not report it, approximately half said they "didn't see the point". Some 2.2% of respondents reported having their drinks spiked in the previous 12 months, which is equivalent to around 1.2 million UK adults every year in the UK. In 2023, more incidents of drink spiking occurred in bars (41%) and clubs (28%) than anywhere else. However, 9% reported being a victim in a private home.

Evaluation of our Drinking Check

As part of our continuing work to improve our Drinking Check, we commissioned an independent evaluation of the digital IBA tool to measure its effectiveness, identify its impact, and make recommendations for the future development of the tool. People surveyed were asked to complete the Drinking Check twice, approximately four-to-six weeks apart, and complete a short survey at both phases. The report was published in April 2024.

Findings included people being positive in their attitudes towards the Drinking Check with the majority believing the result accurately reflected their risk (80%) and 85% trusting the information and advice shown about the risk level. At phase two, 48% said they would use the Drinking Check again in the next six months and 40% would recommend it to someone else. In response to the findings several changes were made to the tool.

Out in the open: Alcohol use and harm in LGBTQ+ communities

We wanted to understand more about alcohol consumption, drinking behaviour, and experiences among gender and sexual minority (GSM) individuals in the UK. Reports consistently highlight that GSM individuals are more prone to high-risk drinking compared to the general population, making them vulnerable to various harm.[42,43,44]

In one of the largest and most comprehensive surveys of the attitudes to drinking of the UK's LGBTQ+ communities, we asked individuals who identify as LGBTQ+ about their alcohol consumption, mental health, and experiences of alcohol-related harm. Findings included 70% of LGBTQ+ drinkers engaging in binge drinking, compared to 62% of non-LGBTQ+ adult drinkers. LGBTQ+ drinkers are more likely to report drinking alone at home in the last 12 months than non-LGBTQ+ drinkers (63% vs. 57%). Adults from LGBTQ+ communities are more likely to seek support for their drinking.

www.drinkaware.co.uk/research

5 Infrastructure

At Drinkaware, we deeply value our team. We believe in providing a supportive and inspiring work environment that attracts and retains top talent. Our dedicated staff are crucial to our mission of reducing alcohol harm in the UK.

We recognise that our success hinges on the generous support of our funders and partners. Their vital funding and collaboration are essential for our evidence-based approach and impactful work.

Instigated **annual planning meetings** with key stakeholders

Developed a **new financial strategy** and improved our reserves policy

Moved to new larger offices meaning we can convene **more meetings with partners providing more opportunities to collaborate**

Welcomed 16 new funders and **overall had support from 398 businesses** – a 30% increase

We are committed to securing the necessary resources to effectively implement our strategic goals.

Our people

In 2024, we started a review of our HR practices to ensure we have the right systems and processes in place, and that any existing ones are up to date and fit for purpose. Priority areas include looking at a new staff survey platform and having a learning and development strategy in place. Several internal policies have been reviewed including carer and family leave policies.

We have reviewed our staff appraisal process, and a new appraisal pack was launched in early 2025 which includes a guide for staff and managers, training slides, tools, and resources on giving constructive feedback. Other areas being reviewed include a comprehensive appraisal of the employee lifecycle. This work will continue into 2025.

Leadership

In 2024 we reshaped our leadership team.

During 2024, we reshaped our leadership team. We updated how we think about leadership, creating broader roles and bringing in people with wider responsibilities. We've given more attention to our operational and commercial functions, and we've improved how we manage our resources and supply chains. At the same time, we're still strongly focused on research, measuring our impact, and gaining insights. We believe this new leadership structure will ensure Drinkaware remains effective both now and in the future.

Our funders

Drinkaware is committed to working in partnership with our funders and being open, transparent, and collaborative. In 2024, we created more opportunities to share our upcoming work. We facilitated 22 separate meetings throughout the year including webinars, in-person meetings, and strategic planning sessions. New working groups and forums have been formed, and a yearly planning meeting will now be held with funders to seek their thoughts on future planned work and areas including our public affairs activities and financial planning.

In total we had support from 398 industry organisations in 2024 (30% increase) which included 16 new funders such as Amazon Fresh UK, Just Eat, Butlins, and Estrella Damm. As we move into 2025, we have some great partnership work coming up with one of our producer partners and another with Morrison's pharmacy team, among others. Our funders' support will help us achieve our primary goal: working together to reduce alcohol harm across the UK.

Punch Pubs

We provided 10 Punch Pubs based in the Cotswolds with over 3,000 assets including beer mats and posters which promoted our Drinking Check and had a QR code or URL directing people to our website. The materials were distributed in October and were in venues until January 2025. At the start of 2025, we also provided similar materials promoting the Drinking Check to more than 200 Star Pubs across the UK.

PUNCH PUBS & CO

Tesco & Heineken®™

We worked with two of our funders, Tesco and Heineken, on a campaign to help supermarket customers reflect on their drinking habits while also introducing them to low-alcohol and alcohol-free drinks. We held activity in 50 Tesco stores, specifically targeting areas with higher alcohol harm in regions such as the north-east, north-west, Midlands, Scotland, and south Wales.

Customers were encouraged to complete our Drinking Check and then invited to sample Heineken 0.0. Alongside the face-to-face activity, we ran a month-long digital advertising campaign and Drinkaware materials were placed at checkouts to further engage with customers. We spoke with 16,000 people and the online activity achieved two million impressions with over 100 people completing the Drinking Check either while in the store or after they returned home by using the QR code supplied. In the lead up to Christmas, we also partnered with Tesco to promote the CMOs' low risk drinking guidelines which were advertised in 85 stores on digital screens along aisles that stocked alcohol.

TESCO HEINEKEN

398

Industry organisations supported us in 2024.

Our funders are listed on page 73.

Our income

Drinkaware funding operates through a long-standing universal funding model, established in partnership with government stakeholders and representatives from across the alcohol industry.

The donation funders are asked to pay to Drinkaware is calculated through the funding model matrix, based on their annual turnover from alcohol sales (including Duty, but excluding VAT) and on their category of business e.g. producer, off-trade, on-trade, wholesaler.

Contributions to Drinkaware follow our financial year of January to December, with donations subject to potential inflationary increases depending on the external environment. We aim to keep any increases as low as possible, with any inflation increments approved by the Drinkaware Board after careful consideration.

During 2024, we developed a longer-term financial strategy to ensure we are financially sustainable. This is crucial to ensure we can continue our vital work of reducing alcohol harm in the long term and effectively support individuals and communities across the UK.

Drinkaware trademark logo licence

The bedrinkaware.co.uk logo is used to signpost the public to our website where they can find information and advice about alcohol, learn about its impact on their health and wellbeing, and feel empowered and supported to make informed choices.

Businesses with a revenue of below £2.5 million per year can renew their licence each year via the Drinkaware Shop. In 2024, we had 273 logo licence holders – a 39% increase.

Plans for future periods

During 2025 we will remain focused on public-facing campaigns which target people drinking above the CMOs' low risk drinking guidelines. We want those people who have never completed an alcohol assessment before or had a face-to-face IBA to know about our Drinking Check and to feel empowered to complete it.

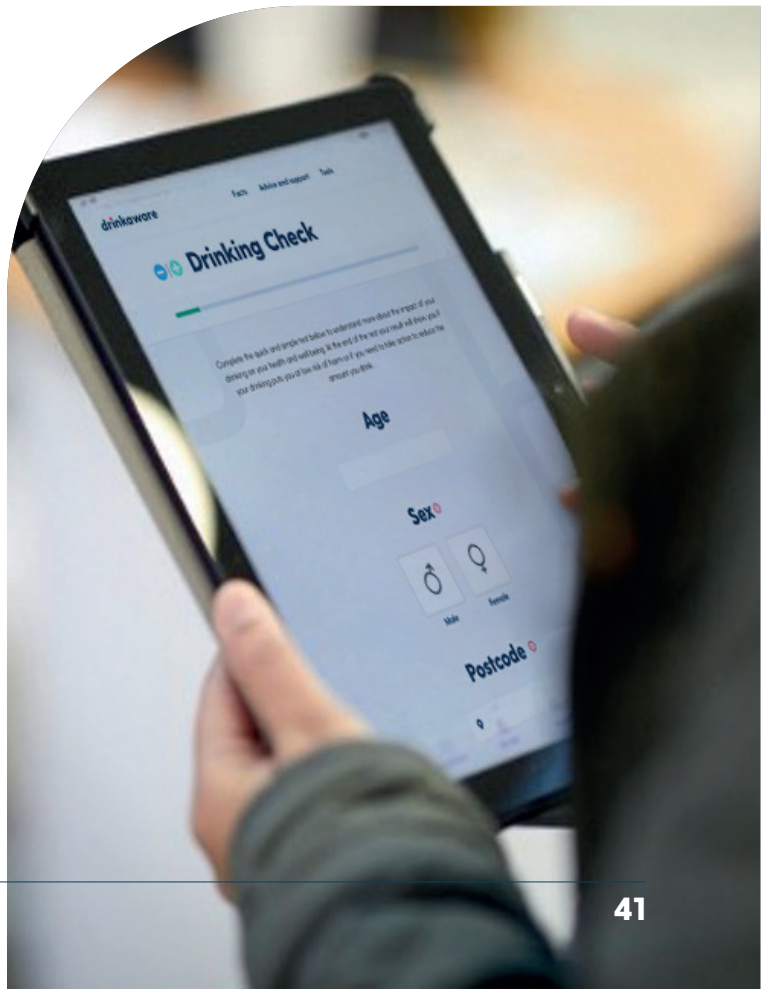
We will refocus our marketing, content, and products on reaching and engaging those drinkers who are increasing their risk of alcohol-related harm. We plan to undertake work to make it easier for those who drink at higher risk and possibly dependent levels to come to us to find, and access, specialist support.

Our partnership activity will expand further in 2025, with new partnerships created to increase our reach even further. We will increase support to our existing partners, learning from previous activity and supporting them to deliver and demonstrate even greater impact.

We also plan to continue to review and refresh our organisational infrastructure to give us the best possible foundations to move into our new strategy period.

Our research, and unrivalled access to insights about the nation's drinking habits, will remain the cornerstone of all our work and continue to direct what we do. In 2025, the Drinking Check will continue to be the main focus of our marketing activity, however we plan to take a more targeted approach having delivered a broad, mass campaign in 2024. We hope to work with funders and partners to amplify our activity during these campaign periods.

2025 will be the final year of our three-year strategy. Throughout the year we will talk with the public, our funders, partners, and government, ensuring everyone has an equal voice and a chance to help shape our new strategy. We are keen to hear from more people who have moderated their own drinking and can share their experiences with us and other people who may be concerned about their drinking. We plan to do even more work on normalising conversations around alcohol. This will remain at the heart of what we do and our new strategy.



Goal 1: Working together to reduce alcohol harm

We will continue to strengthen relationships with our key partners by bringing people together through roundtables, and hosting events and forums, that will provide updates on our work and explore opportunities for collaboration. We will deliver more face-to-face activity with our partners to promote our Drinking Check and other advice and support we provide.

Goal 2: Voice

We will continue to build awareness of our brand, so the public recognise and trust our advice. We will focus on storytelling, working with people with real lived experience of alcohol harm to help promote and normalise conversations around alcohol and moderation.

Goal 3: Information and support

Our focus will be on increasing completions of our Drinking Check by ensuring our campaign content is simple to understand and resonates with those who need our support the most. We want to reach people most at risk from alcohol harm who haven't completed an IBA before. We will run campaigns with new and existing partners to help deliver this work.

Goal 4: Research and expertise

Research will continue to be the foundation of all our work in 2025, ensuring we have unrivalled access about the nation's drinking habits and are led by the evidence in everything we do.

Goal 5: Infrastructure

Drinkaware will prioritise financial sustainability in 2025 to ensure the long-term impact of our goal to reduce alcohol harm in the UK. We are committed to nurturing a high-performance culture by focusing on employee wellbeing. This includes implementing best practices in staff welfare, such as robust learning and development programmes. By investing in our team's growth and providing a supportive environment, we empower them to excel in their roles and contribute significantly to reducing alcohol-related harm.

Understand more about your drinking. Take the Drinking Check and get all the tips and advice to help you make a change

Take the Drinking Check

Financial review

The group financial statements are set out on pages 55 to 72 of the annual report. The net deficit for the group for the year was £781,750 (2023: surplus of £682,020).

Income

In 2024, Drinkaware's total group income was £6,340,472 (2023: £6,425,068), received in voluntary donations, grants, sales of Drinkaware products and investment income. Drinkaware's total income includes £5,884,092 in voluntary donations from alcohol producers (with operations in the UK), retailers and hospitality businesses (2023: £5,992,227). In 2023, we moved to a rolling commitment from our voluntary donors to mitigate the risk of a significant drop in income due to all recommitment processes falling at the same time. Income from expected donations is a high-risk area and one that is under constant scrutiny internally and by the Trustees (see risk management on page 48).

We also raised £456,380 (2023: £432,841) from grants, logo licence sales, alcohol awareness publications, and products and bank interest.

Fundraising

In 2023 and 2024, Drinkaware did not undertake any public fundraising activities, either directly or through other parties, and has no plans to do so in the immediate future. Consequently, Drinkaware is not subject to any undertaking to be bound by any voluntary scheme for regulating fundraising, although the charity is registered with the Fundraising Regulator. The charity did not receive any complaints in relation to fundraising.

Expenditure

Total group expenditure in 2024 increased by 24% to £7,122,222 (2023: £5,743,048). During the year, we accelerated the implementation of our 2023-2025 strategy. In particular, we invested heavily in marketing and media campaigns to promote our digital services, information, and guidance through our Drinking Check. We also undertook a lot of research work including examining UK adults' ability to recognise the signs of problem drinking and evaluation on the impact and effectiveness of our campaigns and partnership work.

Of the total group expenditure, 93% (2023: 91%) was spent on charitable activities. Expenditure on raising funds for the year was 6% of total expenditure (2023: 7%). This expenditure covers the costs of account management. Excluding redundancy and termination costs, staff costs represented 35% of total expenditure in 2024 (2023: 37%). At the end of 2024, we had a total of 37 employees (2023: 41).

Commercial trading operations

Drinkaware's trading subsidiary had another good year with strong sales of its educational and support materials and logo licence fee income from both existing and new funders. The commercial operations generated a profit of £201,671 (2023: £96,364). This profit will be Gift-Aided to the parent charity within nine months of the year end.

The results of the trading subsidiary are shown in note 3 of the financial statements on page 61.

Investment powers and policy

In considering the charity's investment policy, the Trustees continue to take the view that the preservation of capital is of primary importance. Future cash flow requirements are regularly reviewed, and any excess cash balances are invested in fixed term deposits or notice accounts with a view to maximising interest income.

The invested funds held on deposit by the Trust achieved an average rate of 3.8% (2023: 1.3%) for the year. In 2024, we put excess funds in a higher interest-bearing account, which is evidenced by the increase in investment income.

Reserves policy and performance

It is the intention of the Trustees to maintain sufficient reserves to ensure the ongoing viability of the charity, notwithstanding a significant shortfall in funding or other unexpected events. In addition, the nature of Drinkaware's campaigns mean that expenditure peaks significantly at certain times of the year, reflecting the timing of media buys in particular. An appropriate level of reserves is required to ensure adequate cash flow to support such campaign activities.

In early 2024, the Board of Trustees reviewed Drinkaware's reserves policy to ensure that it is still appropriate and in line with the Charity Commission guidance, Charity reserves: building resilience (CC19). It was agreed that our free reserves (unrestricted funds excluding designated funds and fixed assets) should be a minimum of six months' operating expenditure, following the latest review of our principal risks and the likely impact on the charity should they materialise.

The minimum reserve levels sufficient to cover expenditure for six months is £2.9m (based on budgeted costs for the next financial year). Free reserves held on 31 December 2024 were £3,206,270 (2023: £3,182,792) and are therefore above the minimum required amount. This will enable scope for further investment in 2025 to support our strategy.

Designated reserves

Designated reserves are established at the discretion of the Trustees for specific purposes which are in the best interests of the charity, or to reflect the investment of reserves in capital assets rather than operating costs.

At the end of 2024, there was £479,513 in a future depreciation fund representing the net book value of tangible and intangible fixed assets. The purpose of this reserve is to emphasise to the reader of the accounts that funds used to acquire tangible and intangible assets are not available to fund other operations in future years, while providing a fund into which these assets' depreciation and amortisation can be charged.

At the end of 2023, the Trustees decided to ring-fence some of the group's reserves into the following designated funds, to ensure that accelerated activity to support the strategy can be carried out:

- Campaign fund: there was £67,000 in this fund at the end of 2023. The entire amount was spent in 2024 to promote our Drinking Check
- Research fund: there was £31,000 in this fund at the start of 2023. The entire amount was spent in 2024 to produce a specific report on high-risk drinkers
- Strategy delivery fund: we started the year with £951,372 in this fund and we spent £851,264 in the year towards the promotion and improvement of our Drinking Check, strengthening our IT infrastructure and the move to our new office in Chiswell Street. The remaining balance of £100,108 will be spent in 2025 on further improvements to our IT infrastructure and reviewing our information, advice, and guidance materials for our partners. At the end of 2024, a further £200,000 was designated to be used towards new strategic projects in 2025 and £26,344 for evaluation work

Going concern

The Trustees have reviewed the latest budget and business plan, the level of free reserves, the latest management accounts, and most recent cash flow projections.

Drinkaware's reserves policy will remain subject to ongoing review and has been set at a level to ensure that sufficient free reserves are maintained to cover at least six months' operating expenses. On 31 December 2024, free reserves amounted to seven months' operating expenses.

The Trustees have also considered the potential impact of a reduction in future income and the consequential effect on expenditure, after allowing time for Drinkaware to implement necessary actions to maintain a sustainable financial position.

As a result, the Trustees believe that Drinkaware is well-placed to manage operational and financial risks successfully. The Trustees are confident that Drinkaware has adequate resources to continue in operational existence for the foreseeable future. Accordingly, the Trustees are of the view that Drinkaware can continue to adopt the 'going concern' basis of accounting in preparing the financial statements.

Structure, governance, and management

Governing document

The Drinkaware Trust is a company limited by guarantee and governed by its Memorandum and Articles of Association. It is registered as a charity with the Charity Commission and its Trustees are also members of the company. Trustees are appointed through an open recruitment process based solely on their ability to meet the needs of the Trust. The Board may appoint no more than two Trustees who are either currently employed in the alcohol industry or have a policy role with respect to alcohol. A register of Trustees' interests is maintained and accessible on the Drinkaware website.

Trustee induction and Board appraisal

The charity has a formal procedure for inducting Trustees and provides key reference documents to ensure that newly appointed Trustees are fully aware of Drinkaware's history, current strategy and activities, and their responsibilities. New Trustees also receive induction material on the role of a Trustee and are signposted to the Charity Commission website for wider reading.

Training is provided at the request of the Trustees. The Board has a formal annual appraisal of Trustees (including the Chair) in line with best practice in the charity sector.

Trustee recruitment

Under its Memorandum and Articles of Association, the Board may comprise of at least three and no more than 12 Trustees. Trustees are appointed by the Board and serve for a term of three years, with each Trustee able to serve for a maximum of nine years.

Organisation

The Board of Trustees direct the work of the charity. It typically meets around six times per year, although additional meetings can be held as and when required.

The Risk & Audit Committee provides independent oversight of Drinkaware's systems of internal controls, risk management, and financial reporting. The Committee meets up to four times per year and committee members provide expertise and advice to the executive team as required.

In addition, the Board is advised by an Independent Advisory Panel (IAP) which was set up in 2024. The IAP assists the charity by providing expert advice that will help raise awareness of the long-and-short-term risks associated with alcohol consumption. It has a wider expertise in behavioural sciences to sit alongside medical experts. The IAP meets twice a year and attends Board meetings on an observer basis.

The Chief Executive Officer (CEO) is appointed by the Board of Trustees to manage the day-to-day operations of the charity. The CEO works with the Senior Leadership Team, which comprises of directors for each key department. Collectively, they have delegated authority for operational matters. These include finance, employment, campaigns, and communications in line with the policies that have been approved by the Board of Trustees. The CEO is appraised annually by the Chair and the Board of Trustees.

Related parties and cooperation with other organisations

No Trustees receive remuneration or other benefits from their work with the Trust. Any connection between Trustees or senior managers with any donor, supplier, or partner of the Trust must be disclosed to the full Board of Trustees and included in the Register of Interests. Declarations of interest are invited at each Board and Committee meeting.

Pay policy

In 2023, we undertook a pay and reward review whereby all staff pay was benchmarked against market rates at the time. The review ensured that Drinkaware pays a fair and equitable salary for the diversity of its job roles. When a vacancy is advertised, a benchmarking exercise is also undertaken to ensure that the salary offered is attractive to prospective applicants. As part of our pay policy, we have committed to undertake a benchmarking exercise every two years.

Proposed pay increases or bonuses for exceptional performance are agreed by the Trustees or the CEO as appropriate and are not guaranteed.

Remuneration for senior staff is reviewed annually by the Risk & Audit Committee, which is also responsible for recommending the remuneration of the CEO to the Board for approval.

Public benefit

The Trustees believe that activities undertaken in 2024 by the charity further its purpose for public benefit, and believe that the annual report provides evidence of this with its case studies, research, and progress against strategic objectives. Therefore, the Trustees believe that they have complied with their duty to have due regard for public benefit in undertaking activities.

Risk management

The Board of Trustees has created a risk management strategy that involves an annual review of the principal risks and uncertainties that the charity faces, and of the policies, systems, and procedures in place to mitigate those risks.

A Risk Register, designed to include all the principal risks to which the charity is exposed, is maintained and regularly reviewed by the Risk & Audit Committee.

The Trustees consider the following to be the key risks and mitigations currently facing the charity:

- Drinkaware's income is made up of donations from industry organisations from across the UK, which is a risk when the industry is under financial pressure or for other reasons, such as how donations are being spent. This continues to be closely monitored, given the continued impact of inflation and cost of living, and other pressures faced by the industry including a new duties system and changing consumer preferences. The trading activities are monitored by the Board of the trading company. A review of our pipeline process will be undertaken in 2025 by our new Commercial Director, with a view to developing a clear funding strategy

- Our reputation as a trusted source of information for the public, government, and industry remains a key organisational risk. We have a range of mitigations in place for this including an Independent Advisory Panel, revised organisational values, and investment in new key roles across our management team

- With a greater focus on digital, the Board considers that risks of IT systems failure and cyber and data security are of rising importance. Drinkaware's business continuity plan is reviewed quarterly, and a cyber maturity assessment was completed in late 2022 with remedial actions put in place during 2023. Annual penetration testing is conducted on both our internal and external infrastructure. In 2024, we also outsourced our data governance which has led to a review of all data processing activities across the organisation. No significant issues were highlighted, and we are in the process of improving and documenting our internal practices and formalising new data protection policies

- The Board is concerned that the governance and leadership structures are resilient enough to ensure that Drinkaware's work to reduce alcohol harm will continue despite departures and absences among Trustees and senior management. To mitigate this, the management level under the Senior Leadership Team has been strengthened so that each area of activity has a Head. These new roles have taken on responsibility for day-to-day management of teams, allowing more time for the Senior Leadership Team to focus on strategic work. During 2024, the Senior Leadership Team was also reshaped to ensure our operational effectiveness and ongoing ability to deliver our strategy. Following a couple of Trustee retirements, recruitment of new Trustees is underway. A full list of current Trustees can be found on page 8

- The Board is aware of the potential for the loss of organisational memory when there is change both among the Board and senior management

Trustees' responsibilities in relation to the financial statements

The Trustees are responsible for preparing the Trustees' Report and Financial Statements in accordance with applicable law and UK accounting standards (United Kingdom Generally Accepted Accounting Practice). Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company, and of the incoming resources and the application of resources of the charitable company for that period.

In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and apply them consistently
- Observe the methods and principles of the Charities Statements of Recommended Practice (SORP)
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on the 'going concern' basis unless it is inappropriate to presume that the charitable company will continue in operation

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with relevant legislation. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Information to Auditors

The Trustees confirm that they have taken appropriate steps to make themselves aware of any relevant audit information and to establish that the company's auditors are aware of that information. As far as the Trustees are aware, there is no relevant audit information that has not been disclosed to the auditors.

This report has been prepared in accordance with the special provisions of Section 381 of the Companies Act 2006 relating to small companies.

By order of the Board of Trustees:

Lucy Armstrong
Chair, Board of Trustees

23 July 2025

Independent Auditors' Report to the members of The Drinkaware Trust

Opinion

We have audited the financial statements of The Drinkaware Trust (the 'company') for the year ended 31 December 2024 which comprise the Group Statement of Financial Activities, the Group and Parent Charitable Company Balance Sheets, the Statement of Cash Flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 'The Financial Reporting Standard Applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- Give a true and fair view of the state of the group's and the parent charitable company's affairs as at 31 December 2024, and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice
- Have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee investment (Scotland) Act 2005 (as amended), regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and the Charities Act 2011

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least 12 months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The Trustees are responsible for the other information. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements, or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- The information given in the Trustees' annual report for the financial year for which the financial statements are prepared is consistent with the financial statements
- The Trustees' annual report has been prepared in accordance with applicable legal requirements

Matters on which we are required to report by exception

In light of the knowledge and understanding of the group and parent charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' annual report.

We have nothing to report in respect of the following matters where the Companies Act 2006, the Charities Accounts (Scotland) Regulations 2006 (as amended) and the Charities Act 2011 require us to report to you if, in our opinion:

- The parent charitable company has not kept adequate and sufficient accounting records, or returns adequate for our audit have not been received from branches not visited by us; or
- The parent charitable company's financial statements are not in agreement with the accounting records and returns; or
- Certain disclosures of Trustees' remuneration specified by law are not made; or
- We have not received all the information and explanations we require for our audit; or
- The Trustees were not entitled to prepare the financial statements in accordance with the small companies' regime and take advantage of the small companies' exemption in preparing the Trustees' Annual Report and from preparing a strategic report

Responsibilities of Trustees

As explained more fully in the Trustees' responsibilities statement set out on page 49, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the group and parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the group or parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005, the Companies Act 2006 and section 151 of the Charities Act 2011 and report in accordance with those Acts.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs (UK) we exercise professional judgement and maintain professional scepticism throughout the audit.

We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control

- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the group and parent charitable company's internal control

- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Trustees

- Conclude on the appropriateness of the Trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the group and parent charitable company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of

our auditor's report. However, future events or conditions may cause the group or parent charitable company to cease to continue as a going concern

- Evaluate the overall presentation, structure, and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation

- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the group to express an opinion on the consolidated financial statements. We are responsible for the direction, supervision, and performance of the group audit. We remain solely responsible for our audit report

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Explanation as to what extent the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed as follows.

The objectives of our audit in respect of fraud are: to identify and assess the risks of material misstatement of the financial statements due to fraud; to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud, through designing and implementing appropriate responses to those assessed risks; and to respond appropriately to instances of fraud or suspected fraud identified during the audit. However, the primary responsibility for the prevention and detection of fraud rests with both management and those charged with governance of the charitable company.

Our approach was as follows:

- We obtained an understanding of the legal and regulatory requirements applicable to the charitable company and considered that the most significant are the Companies Act 2006, the Charities and Trustee investment (Scotland) Act 2005 (as amended), regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended), the Charities Act 2011, the Charity SORP, and UK financial reporting standards as issued by the Financial Reporting Council and UK taxation legislation

- We obtained an understanding of how the charitable company complies with these requirements by discussions with management and those charged with governance

- We assessed the risk of material misstatement of the financial statements, including the risk of material misstatement due to fraud and how it might occur, by holding discussions with management and those charged with governance

- We inquired of management and those charged with governance as to any known instances of non-compliance or suspected non-compliance with laws and regulations

- Based on this understanding, we designed specific appropriate audit procedures to identify instances of non-compliance with laws and regulations. This included making enquiries of management and those charged with governance and obtaining additional corroborative evidence as required

There are inherent limitations in the audit procedures described above. We are less likely to become aware of instances of non-compliance with laws and regulations that are not closely related to events and transactions reflected in the financial statements. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, and to the charity's Trustees, as a body, in accordance with section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005, and in respect of the consolidated financial statements in accordance with Chapter 3 of Part 8 of the Charities Act 2011. Our audit work has been undertaken so that we might state to the charitable company's members and Trustees those matters which we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to any party other than the charitable company, the charitable company's members, as a body, and the charity's Trustees, as a body, for our audit work, for this report, or for the opinion we have formed.

Moore Kingston Smith LLP

Luke Holt
(Senior Statutory Auditor)

For and on behalf of Moore Kingston Smith LLP, Statutory Auditor

9 Appold Street
London
EC2A 2AP

30 July 2025

Moore Kingston Smith LLP is eligible to act as auditor in terms of Section 1212 of the Companies Act 2006.

Consolidated financial statements

For the year ended 31 December 2024.
The Drinkaware Trust (A Company Limited by Guarantee)

Consolidated statement of financial activities

(incorporating the income and expenditure account) for the year ended 31 December 2024

	Notes	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £	Total funds 2023 £
Income from:					
Donations	2	5,884,092	-	5,884,092	5,992,227
Charitable activities					-
Commercial trading operations	3	345,643	-	345,643	370,369
Investment income	4	77,191	-	77,191	37,618
Other income	5	13,546	20,000	33,546	24,854
Total		**6,320,472**	**20,000**	**6,340,472**	**6,425,068**
Expenditure on:					
Raising funds		465,119	-	465,119	393,665
Commercial trading operations		69,842	-	69,842	114,138
Charitable activities		6,567,261	20,000	6,587,261	5,235,245
Total	**6**	**7,102,222**	**20,000**	**7,122,222**	**5,743,048**
Net income		(781,750)	-	(781,750)	682,020
Transfers between funds		-	-	-	-
Net movement in funds		(781,750)	-	(781,750)	682,020
Reconciliation of funds:	**18/19**				
Total funds brought forward		4,793,985	-	4,793,985	4,111,965
Total funds carried forward		**4,012,235**	**-**	**4,012,235**	**4,793,985**

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

The notes on pages 58 to 72 form part of these financial statements.

Consolidated and company balance sheets

For the year ended 31 December 2024

	Notes	Group		Charity	
		2024 £	2023 £	2024 £	2023 £
Fixed assets					
Intangible assets	11	402,659	557,993	402,659	557,993
Tangible assets	12	76,853	3,828	76,853	3,828
Investment in Trading Sub			-	1	1
		479,512	**561,821**	**479,513**	**561,822**
Current assets					
Stocks	13	32,649	9,973	-	1,490
Debtors	14	1,745,338	1,635,485	1,683,215	1,715,477
Short-term investments		1,433,393	-	1,433,393	-
Cash at bank & in hand		906,811	3,380,648	733,327	3,118,952
		4,118,191	**5,026,106**	**3,849,935**	**4,835,919**
Creditors: amounts falling due within one year	15	(585,468)	(793,942)	(518,885)	(805,927)
Net current assets		**3,532,723**	**4,232,164**	**3,331,050**	**4,029,992**
Net assets		**4,012,235**	**4,793,985**	**3,810,563**	**4,591,814**
Funds					
Unrestricted funds	19	3,206,270	3,182,792	3,004,598	2,980,621
Designated funds	19	805,965	1,611,193	805,965	1,611,193
Restricted funds	18	-	-	-	-
Total funds		**4,012,235**	**4,793,985**	**3,810,563**	**4,591,814**

As permitted by S408 of the Companies Act 2006, the company has not presented its own income and expenditure statement and related notes. The company's loss for the year was £781,251 (2023: surplus of £530,478).

These accounts are prepared in accordance with the special provisions in Part 15 of the Companies Act 2006 relating to small companies.

The financial statements were approved by the Board and authorised for issue on 23 July 2025 and signed on its behalf by:

Lucy Armstrong
Chair

Registered Company no. 4547974

The notes on pages 58 to 72 form part of these financial statements.

Consolidated statement of cash flows

For the year ended 31 December 2024

	2024 £	2023 £
Cash generated from operating activities		
Net cash provided by operating activities	(842,595)	747,101
Cash flows from investing activities:		
Interest income	77,191	37,618
Purchase of property, plant, and equipment	(109,043)	-
Purchase of intangible assets	(165,997)	(151,993)
Investment movement in short-term cash	(1,433,393)	-
Net cash used in investing activities	**(1,631,242)**	**(114,375)**
Change in cash and cash equivalents in the reporting period	(2,473,837)	632,726
Cash and cash equivalents at the beginning of the reporting period	**3,380,648**	**2,747,922**
Cash and cash equivalents at the end of the reporting period	**906,811**	**3,380,648**
Reconciliation of net income/(expenditure) to net cash flow from operating activities		
Net income/(expenditure) (as per the Statement of Financial Activities)	(781,750)	682,020
Adjustments for:		
Depreciation charges	36,018	22,968
Amortisation charges	321,331	412,476
Bad debt provision movements	(59,461)	(33,722)
Investment income	(77,191)	(37,618)
Decrease in stocks	(22,676)	23,621
Increase in debtors	(50,392)	(710,432)
Decrease/(increase) in creditors	(208,474)	387,788
Net cash provided by operating activities	**(842,595)**	**747,101**
Analysis of cash and cash equivalents		
Short-term investments	1,433,393	-
Cash in hand	906,811	3,380,648
Total cash and cash equivalents	**2,340,204**	**3,380,648**

Analysis of changes in net debt

	As at 1 January 2024	Cash flows	As at 31 December 2024
Short-term investments	-	1,433,393	1,433,393
Cash at bank	3,380,648	(2,473,837)	906,811
Total	**3,380,648**	**(1,040,444)**	**2,340,204**

Notes to the consolidated financial statements

For the year ended 31 December 2024

1. Accounting policies

The Drinkaware Trust is a company limited by guarantee registered in England and Wales (company number 4547974). Its registered office is 1st Floor, Michael House, 35 Chiswell St, London, EC1Y 4SE.

a) Accounting convention

Basis of preparation
The charity constitutes a public benefit entity as defined by FRS102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) including Update Bulletin 2, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS102), the Charities Act 2011, the Companies Act 2006 and UK Generally Accepted Practice. The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest pound. The financial statements are prepared under the historical cost concept except for investments which are held at fair value.

Going concern
The Trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the charitable company and the group to continue as a going concern. This assessment has included the potential for loss of income as a consequence of high inflation and rising prices, both from an organisation viewpoint and from our funders. The Trustees have made this particular assessment for a period of at least twelve months from the date of approval of the financial statements for the year ended 31 December 2024 and in particular have considered the charitable entity's forecasts and projections, taking into account the pressures on donation and investment income and those of its trading subsidiary.

Having reviewed the forecasts and projections prepared by management, the Trustees are confident that the charitable group will continue to meet its obligations as they fall due and as a result of this, the going concern basis of accounting continues to be appropriate.

Consolidation
These financial statements consolidate the results of the charity and its wholly owned subsidiary Drinkaware Trading Limited on a line-by-line basis. A separate Statement of Financial Activities, or income and expenditure account, is not presented for the charity itself following the exemptions afforded by section 408 of Part 15 of the Companies Act 2006 relating to small companies.

b) Tangible fixed assets and depreciation

Tangible fixed assets acquired with a fair value over £2,500 are capitalised and depreciated on a straight-line basis over their expected useful economic lives as follows:

- Fixtures, furniture, and equipment – three years
- Leasehold improvements – the life of the lease

c) Intangible fixed assets

Intangible fixed assets acquired with a fair value over £2,500 are capitalised and amortised on a straight-line basis over their expected useful economic lives as follows:

- Website domain – three years
- Website replatforming and mobile application – three years
- Assets under construction – not amortised until they are ready for use

d) Income

Income is recognised as soon as Drinkaware has entitlement to the income and there is a probability of receipt, and the amount is measured with sufficient reliability. Income attributable to the financial period is recognised as follows:

- Donations are accounted for in the period to which they relate
- Investment income is accounted for over the period in which it is earned
- Other income is accounted for as it is earned
- Sale of informational materials from commercial trading operations is accounted for when the sale has taken place. Other commercial income is accounted for in the period to which it relates

e) Deferred income

Where income for expenditure in a future accounting period is received in advance, it is recognised as deferred income. The amounts shown in the balance sheet in respect of deferred income represent the amounts deferred to future accounting periods.

f) Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement, and the amount of the obligation can be measured reliably. All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all the costs related to the category. Where costs cannot be directly attributed to particular headings, they have been allocated to activities on a basis consistent with use of the resources.

Cost of raising funds include an allocation of staff and overhead costs apportioned to this activity. Support costs are apportioned as a percentage of management time spent on these activities.

Direct costs, including directly attributable salaries, are allocated on an actual basis to the key strategic areas of activity. Overheads and other salaries are allocated between expense headings on the basis of time spent.

Governance costs include the cost of governance arrangements which relate to the general running of the charity. These activities provide the governance infrastructure which allows the charity to operate and to generate the information required for public accountability. They include the strategic planning processes that contribute to the future development of the charity.

Direct staff costs are posted to the activity to which they relate, overhead staff costs are allocated on the basis of management time spent on these activities.

g) Irrecoverable VAT

Irrecoverable VAT is charged against the category of resources expended for which it is incurred.

h) Operating leases

Rentals arising under operating leases are charged to the SOFA over the period in which the costs are incurred.

i) Fund accounting

Funds held by the charity are:

- **Unrestricted funds** are funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes
- **Designated funds** represent a portion of the unrestricted funds that have been set aside by the Trustees for a particular purpose
- **Restricted funds** represent grants and other income received which can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor

j) Stock

Stocks are stated at the lower of cost and net realisable value. Net realisable value is assessed not only in relation to 'selling' price but also with reference to the value in distribution to the beneficiaries in order to further the objectives of the charity. Stock is expensed in the reporting period in which it is distributed.

Stock comprises informational booklets and materials which aid people in managing their alcohol intake.

k) Cash and cash equivalents

Cash and cash equivalents include cash-in-hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

l) Debtors and creditors

Trade and other debtors are recognised at the settlement amount due.

Creditors and liabilities are recognised when an obligation arises to transfer economic benefits to a third party as a result of past transactions or events. The amount due to settle the obligation can also be measured reliably.

m) Pensions

Drinkaware operates a defined contribution pensions policy in compliance with the stakeholder pensions requirements. Drinkaware matches the percentage that the employee contributes up to a maximum of 7.5%. Contributions payable are charged as an expense to the SOFA in respect of the accounting period.

No further liabilities accrue to the Trust other than these contributions.

n) Financial instruments

Cash and cash equivalents include cash at banks and in hand and short-term deposits with a maturity date of three months or less.

Drinkaware only has financial assets and financial liabilities of a kind that qualify as basic financial instruments.

The charity only holds basic financial instruments as defined by FRS 102. Financial instruments receivable or payable within one year of the reporting date are carried at their transaction value and subsequently at their settlement value.

o) Critical accounting estimates and areas of judgement

In preparing financial statements it is necessary to make certain judgements, estimates, and assumptions that affect the amounts recognised in the financial statements. The following judgements and estimates are considered by the Trustees to have the most significant effect on amounts recognised in the financial statements:

- Depreciation and amortisation charges are based on the estimated useful life of the assets held
- Dilapidation provision is based on the estimated costs of delivering up the leased property at the end of the lease in the state in which it was at the beginning of the lease
- Provision for bad and doubtful debts is based on a specific provision in respect of invoices that either have been unpaid for more than 90 days, or where we believe there is a high risk of non-payment

2. Grants & donations - charity

	2024 £	2023 £
Unrestricted:		
Donations	5,884,092	5,992,227
Total income	**5,884,092**	**5,992,227**

Note: All donations were unrestricted in the current year and in the prior year.

3. Commercial trading operations and investment in trading subsidiary

The wholly owned trading subsidiary, Drinkaware Trading Limited, registered office 1st floor, Michael House, 35 Chiswell St, London, EC1Y 5SE, Company Number: 11735195, which is incorporated in the UK, Gift Aids any taxable profits to the charity. Drinkaware Trading Limited operated the commercial activities previously carried out by The Drinkaware Trust up to 30 June 2019. The charity owns the entire issued share capital of 1 share of £1. A summary of the trading results is shown below.

Shares held in subsidiary

	2024 £	2023 £
1 ordinary share of £1	1	1

	2024 £	2023 £
Summary profit & loss account		
Turnover	345,643	370,369
Costs of sales	(29,295)	(64,698)
Gross profit	**316,348**	**305,671**
Distribution costs	(11,875)	(11,136)
Administrative costs	(102,802)	(198,171)
Net profit	**201,671**	**96,364**
Interest payable and similar charges	-	-
Profit on ordinary activities before Gift Aid	**201,671**	**96,364**
Gift aid payments to parent charity	(96,364)	(50,628)
Net movement in funds	**105,307**	**45,736**
Retained profits brought forward	96,365	50,629
Retained profits carried forward	**201,672**	**96,365**

	2024 £	2023 £
Summary balance sheet		
Current assets	282,187	369,417
Current liabilities	(80,515)	(273,052)
Capital and reserves	**201,672**	**96,365**

4. Investment income

	2024 £	2023 £
Unrestricted bank interest receivable	**77,191**	**37,618**

5. Other income

	2024 £	2023 £
Unrestricted grants	13,546	24,854
Restricted grants	20,000	-
Total	**33,546**	**24,854**

The restricted grant was from the Scottish Alcohol Industry Partnership (SAIP) to deliver a specific Drinking Check campaign in Scotland. All of the grant was spent in the year.

6. Expenditure

	Staff costs £	Support costs (note 7) £	Other direct costs £	Total 2024 £
Raising funds				
Cost of raising donations	304,081	161,038	-	465,119
Commercial trading operations	-	69,842	-	69,842
Charitable activities				
Consumer information	2,460,296	1,478,604	2,648,361	6,587,261
Total expenditure	**2,764,377**	**1,709,484**	**2,648,361**	**7,122,222**

	Staff costs £	Support costs (note 7) £	Other direct costs £	Total 2023 £
Raising funds				
Cost of raising donations	235,162	158,503	-	393,665
Commercial trading operations	-	114,138	-	114,138
Charitable activities				
Consumer information	1,902,671	1,436,364	1,896,210	5,235,245
Total expenditure	**2,137,833**	**1,709,005**	**1,896,210**	**5,743,048**

7. Allocation of support costs and overheads

	Raising funds £	Consumer information £	Commercial trading operations £	Total 2024 £
Unrestricted funds:				
Premises	28,780	232,855	-	261,635
Depreciation	39,308	318,040	-	357,348
Communications and IT	30,069	243,287	-	273,356
Postage and printing	264	2,135	-	2,399
Travel costs	4,648	37,595	-	42,243
Employee related costs	57,969	469,024	-	526,993
Governance costs (note 8)	-	175,668	-	175,668
Commercial trading operations	-	-	69,842	69,842
Total support costs	**161,038**	**1,478,604**	**69,842**	**1,709,484**

	Raising funds £	Consumer information £	Commercial trading operations £	Total 2023 £
Unrestricted funds:				
Premises	10,973	88,778	-	99,751
Depreciation	47,899	387,545	-	435,444
Communications and IT	28,169	227,916	-	256,085
Postage and printing	489	3,957	-	4,446
Travel costs	4,852	39,255	-	44,107
Employee related costs	66,121	534,977	-	601,098
Governance costs (note 8)	-	153,936	-	153,936
Commercial trading operations	-	-	114,138	114,138
Total support costs	**158,503**	**1,436,364**	**114,138**	**1,709,005**

8. Analysis of governance costs

	2024 £	2023 £
Auditors' remuneration		
- Audit of company	17,399	18,160
- Audit of subsidiary	-	6,425
Legal and professional fees	158,269	129,351
Total governance costs	**175,668**	**153,936**

9. Staff costs and Trustee remuneration

	Group and Charity	
	2024 £	2023 £
Wages and salaries	2,372,415	1,839,504
Pension contributions	141,506	95,387
Social security costs	250,456	202,942
	2,764,377	**2,137,833**

The average number of employees during the year was:

	2024	2023
Charity	37	31
	37	**31**

The number of employees with annual remuneration in excess of £60,000 was as follows:

	2024	2023
£60,000 to £69,999	4	4
£70,000 to £79,999	6	1
£80,000 to £89,999	-	2
£90,000 to £99,999	1	1
£100,000 to £109,999	1	-
£110,000 to £119,999	1	-
£120,000 to £120,999	2	1

During 2024 we reshaped our leadership team creating broader roles and bringing people in with wider responsibilities. The changes incurred termination payments of £283,645 which include PILON, unpaid leave, and redundancy. Termination payments are made as compensation for loss of office. Such payments are recognised in the period as they arise.

The pension contribution attributable to higher paid employees is £74,685 (2023: £42,521). Drinkaware operates a salary sacrifice pension scheme.

Trustee and key personnel remuneration

The Trustees neither received nor waived any emoluments during the year (2023: £nil).

Expenses of £5,036 (2023: £5,131) were reimbursed to three (2023: four) Trustees during the year.

The key management personnel of the charity are considered to be the Trustees, the Chief Executive, the Company Secretary, and the Chief Medical Advisor. The key management personnel of the charity received £316,846 (2023: £253,435) in salaries and fees. The employer contributions into the charity's pension scheme with respect to key management personnel amounted to £13,164 (2023: £12,536). For most of 2024, the Company Secretary was outsourced. As a result, the current year is not fully comparable to the previous year.

10. Taxation

The charity benefits from exemptions on income and gains falling within Sections 466-493 of the Corporation Tax Act 2010 to the extent they are derived from charitable activities. Its wholly owned trading subsidiary, Drinkaware Trading Limited, passes profits on which tax would be payable to the charity under Gift Aid.

11. Intangible fixed assets - group and charity

	Website and mobile application and software £	Asset in course of construction £	Total £
Cost			
At 1 January 2024	1,619,775	151,993	1,771,768
Additions	144,397	21,600	165,997
Transfers	151,993	(151,993)	-
Disposals	-	-	
At 31 December 2024	1,916,165	21,600	1,937,765
Amortisation			
At 1 January 2024	1,213,775	-	1,213,775
Charge for year	321,331	-	321,331
Disposals	-	-	-
At 31 December 2024	1,535,106	-	1,535,106
Net book value			
At 31 December 2024	381,059	21,600	402,659
At 1 January 2024	406,000	151,993	557,993

12. Tangible fixed assets - group and charity

	Fixtures, furniture and equipment £	Leasehold improvements £	Total £
Cost			
At 1 January 2024	85,411	48,045	133,456
Additions	44,029	65,014	109,043
Disposals	(86,063)	(47,376)	(133,439)
At 31 December 2024	43,377	65,683	109,060
Depreciation			
At 1 January 2024	85,211	44,417	129,628
Charge for year	13,554	22,464	36,018
Disposals	(86,063)	(47,376)	(133,439)
At 31 December 2024	12,702	19,505	32,207
Net book value			
At 31 December 2024	30,675	46,178	76,853
At 1 January 2024	200	3,628	3,828

13. Stock

	Group		Charity	
	2024 £	2023 £	2024 £	2023 £
Informational booklets and materials	32,649	9,973	-	1,490

14. Debtors

	Group		Charity	
	2024 £	2023 £	2024 £	2023 £
Trade debtors	1,441,255	1,395,850	1,372,450	1,344,224
Provision for bad and doubtful debts	(19,486)	(78,947)	(18,486)	(62,882)
Other debtors	88,173	51,940	14,184	31,604
Amounts owned by group undertakings	-	-	79,931	137,796
Prepayments and accrued income	235,396	266,642	235,136	264,735
	1,745,338	**1,635,485**	**1,683,215**	**1,715,477**

15. Creditors - amounts falling due within one year

	Group		Charity	
	2024 £	2023 £	2024 £	2023 £
Trade creditors	207,741	405,850	134,507	401,667
Other creditors	67,308	30,000	67,308	30,000
Pension liability	25,497	21,642	25,497	21,642
Taxes and social security costs	58,270	94,043	55,648	78,679
Accruals and deferred income	160,857	160,839	164,857	156,793
Deferred income (see note 16)	65,795	81,568	65,068	75,713
Amounts due to subsidiary	-	-	6,000	41,433
	585,468	**793,942**	**518,885**	**805,927**

16. Deferred income

	Group		Charity	
	2024 £	2023 w£	2024 £	2023 £
Balance at beginning of year	81,568	10,288	75,713	-
Deferred during the year	65,795	81,568	65,068	75,713
Released during the year	(81,568)	(10,288)	(75,713)	-
Balance at end of year	**65,795**	**81,568**	**65,068**	**75,713**

17. Operating leases

At 31 December 2024 the group had commitments under non-cancellable operating leases as follows:

	Group		Charity	
	2024 £	2023 £	2024 £	2023 £
Land & buildings				
Within one year	163,094	135,774	163,094	135,774
In two-to-five years	180,074	343,168	180,074	343,168
After five years		-		-
	343,168	**478,942**	**343,168**	**478,942**

In February 2024, Drinkaware entered a five-year lease for a new office at 1st floor, Michael House, 35 Chiswell St, London EC1Y 4SE. There is a break clause after three years. The new lease also has a rent-free period of four months.

18. Restricted funds - group and charity

Year ended 31 December 2024

	Balance at 1 January 2023 £	Incoming resources £	Resources expended £	Transfers £	Balance at 31 December 2024 £
Restricted funds	-	20,000	(20,000)	-	-
Total funds	**-**	**20,000**	**(20,000)**	**-**	**-**

Restricted funds related to monies received from Drinkaware partners to be applied to specified goods and services. These included delivery of bespoke campaign support and materials and tailored Drinkaware programmes.

19. Unrestricted funds

Consolidated - year ended 31 December 2024

	Balance at 1 January 2024 £	Incoming resources £	Resources expended £	Transfers £	Balance at 31 December 2024 £
General reserves	3,182,792	6,340,472	(5,815,962)	(501,032)	3,206,270
Designated fund - future depreciation	561,821	-	(357,348)	275,040	479,513
Designated fund - strategy delivery	951,372	-	(851,264)	226,344	326,452
Designated fund - campaign fund	67,000	-	(67,000)	-	-
Designated fund - research fund	31,000	-	(30,648)	(352)	-
	4,793,985	**6,340,472**	**(7,122,222)**	**-**	**4,012,235**

Consolidated - year ended 31 December 2023

	Balance at 1 January 2023 £	Incoming resources £	Resources expended £	Transfers £	Balance at 31 December 2023 £
General reserves	1,926,693	6,425,068	(4,815,604)	(353,365)	3,182,792
Designated fund - future depreciation	845,272	-	(435,444)	151,993	561,821
Designated fund - strategy delivery	750,000	-	-	201,372	951,372
Designated fund - campaign fund	400,000	-	(333,000)	-	67,000
Designated fund - research fund	190,000	-	(159,000)	-	31,000
	4,111,965	**6,425,068**	**(5,743,048)**	**-**	**4,793,985**

Charity - year ended 31 December 2024

	Balance at 1 January 2024 £	Incoming resources £	Resources expended £	Transfers £	Balance at 31 December 2024 £
General	2,980,621	6,165,321	(5,640,312)	(501,032)	3,004,598
Designated fund - future depreciation	561,821	-	(357,348)	275,040	479,513
Designated fund - strategy delivery	951,372	-	(851,264)	226,344	326,452
Designated fund - campaign fund	67,000	-	(67,000)		-
Designated fund - research fund	31,000	-	(30,648)	(352)	-
	4,591,814	**6,165,321**	**(6,946,572)**	**-**	**3,810,563**

Charity - year ended 31 December 2023

	Balance at 1 January 2023 £	Incoming resources £	Resources expended £	Transfers £	Balance at 31 December 2023 £
General	1,876,064	6,265,193	(4,807,271)	(353,365)	2,980,621
Designated fund - future depreciation	845,272	-	(435,444)	151,993	561,821
Designated fund - strategy delivery	750,000	-	-	201,372	951,372
Designated fund - campaign fund	400,000	-	(333,000)	-	67,000
Designated fund - research fund	190,000	-	(159,000)	-	31,000
	4,061,336	**6,265,193**	**(5,734,715)**	**-**	**4,591,814**

The purpose of the designated funds can be found on page 45.

20. Analysis of net assets between funds

Year ended 31 December 2024

	Unrestricted funds £	Restricted funds £	Total £
Group			
Fund balances at 31 December 2024 are represented by:			
Fixed assets	479,513	-	479,513
Net current assets	3,532,722	-	3,532,722
Total net assets	**4,012,235**	**-**	**4,012,235**

	Unrestricted funds £	Restricted funds £	Total £
Charity			
Fund balances at 31 December 2024 are represented by:			
Fixed assets	479,513	-	479,513
Investment	1	-	1
Net current assets	3,331,049	-	3,331,049
Total net assets	**3,810,563**	**-**	**3,810,563**

Year ended 31 December 2023

	Unrestricted funds £	Restricted funds £	Total £
Group			
Fund balances at 31 December 2023 are represented by:			
Fixed assets	561,821	-	561,821
Net current assets	4,232,164	-	4,232,164
Total net assets	**4,793,985**	**-**	**4,793,985**

	Unrestricted funds £	Restricted funds £	Total £
Charity			
Fund balances at 31 December 2023 are represented by:			
Fixed assets	561,821	-	561,821
Investment	1	-	1
Net current assets	4,029,992	-	4,029,992
Total net assets	**4,591,814**	**-**	**4,591,814**

21. Related party transactions

During the year Drinkaware Trust charged a management fee of £72,000 (2023: £156,000) to Drinkaware Trading Limited, its fully owned subsidiary, for administration and support costs.

At the balance sheet date Drinkaware Trust was owed £79,931 (2023: £243,604) by Drinkaware Trading Limited, of which £nil (2023: £105,808) was provided for. This amount included a loan of £nil (2023: £50,000) from Drinkaware Trust to Drinkaware Trading, which had an interest rate of 3% above the Bank of England Base Rate, accruing daily. The loan was fully paid off during the year.

At the balance sheet date, Drinkaware Trust owed £6,000 (2023: £41,433) to Drinkaware Trading Limited for trading sales receipts that were paid into the Trust.

During the year Wells & Co Limited, a related party to Drinkaware Trust by virtue of Trustee Paul Wells also being a director of the company, purchased logo licences totalling £2,000 (2023: £2,000) and donated £1,839 (2023: £1,745) to the Trust.

22. Capital commitments

There was £36,720 of capital commitments authorised and contracted by the Charity and Group as at 31 December 2024 for the development of the new finance systems. This amount will be spent in 2025. There were no capital commitments by the charity or group, contracted or authorised at 31 December 2023).

23. Legal status of the charity

The charity is a company limited by guarantee and has no share capital. In the event of the charity being wound up the liability in respect of the guarantee is limited to £1 per member of the charity.

Our funders

1. Accolade Wines Limited
2. Admiral Taverns Ltd
3. Adnams PLC
4. Aldi UK
5. Amazon Fresh UK
6. Asahi UK
7. Aston Manor Brewery Company Limited
8. Bacardi-Martini
9. Bancroft Wines
10. Beam Suntory
11. Ben Nevis Distillery
12. Benchmark Drinks
13. Berry Brothers & Rudd
14. Blue Tree Limited
15. Broadland Drinks
16. Brothers Drinks Co Ltd
17. Brown-Forman Brands
18. Budweiser Brewing Group UK&I
19. Butlins Skyline
20. C&C Group PLC
21. Campari UK
22. Carlsberg Marston's Brewing Company Limited
23. Casella Family Brands (Europe) Ltd
24. Castel-Frères
25. Cider of Sweden Ltd (Kopparberg)
26. Concha y Toro UK Ltd
27. Continental Wine and Food
28. Corinthian Brands Limited
29. Cotswold Brewing Company t/a Hawkstone
30. Cotswold Distillery
31. DGB Europe Limited
32. Diageo Great Britain Ltd
33. Disaronno International UK Limited
34. CVH Spirits (Distell)
35. E & J Gallo Winery Europe
36. Eden Mills St Andrews
37. Edrington Group
38. England and Wales Cricket Board
39. Enotria & Coe Ltd
40. Estrella Damm
41. Freedom Brewery Ltd
42. Funkin Cocktails Ltd
43. Getir UK Limited
44. Glen Turner Company Ltd
45. Global Brands
46. Goedhuis & Co
47. Gordon & Macphail
48. Guy Anderson Wines
49. H Weston and Sons Ltd
50. Hallgarten & Novum Wines
51. Harvey & Sons (Lewes) Ltd
52. Hatch Mansfield Limited
53. Heineken UK
54. Hippodrome Casino Ltd
55. Hi-Spirits (Sazerac)
56. Hook Norton Brewery
57. Ian Macleod Distillers Ltd
58. Ideal Wine Company
59. In Good Company Brewing Ltd
60. InchDairnie Distillery Ltd
61. Intercontinental Brands
62. International Beverage (InverBev)
63. Isle of Arran Distillers
64. J Chandler & Co (Buckfast) Ltd
65. J D Wetherspoon
66. John E Fells & Sons Ltd
67. Just Eat
68. Kingsland Wines
69. Laithwaite's Wine (Direct Wines)
70. Laurent Perrier
71. Lidl
72. Loch Lomond Group
73. Louis Latour Agencies
74. Maisons Marques et Domaines
75. Mark Anthony International
76. Marks & Spencer plc
77. Marston's PLC
78. Mason's of Yorkshire Ltd
79. Mast-Jaegermeister UK Ltd
80. Metropolitan Gaming
81. Mitchells and Butlers plc
82. Moet Hennessy UK Ltd
83. Molson Coors
84. Morrison Scotch Whisky Distillers
85. Moth Drinks
86. North South Wines Ltd
87. Off-Piste Wines Ltd
88. Origin Wine Ltd
89. Parkdean Resorts UK Ltd
90. Pernod Ricard
91. Pol Roger
92. Punch Pubs & Co
93. Quintessential Brands UK (G&J Greenalls)
94. R&B Distillers Limited
95. Racecourse Association Ltd
96. Rank Leisure Holdings
97. Remy Cointreau UK Ltd
98. Ridgeview Estate Winery
99. Sainsbury's Supermarkets Ltd
100. SHS Group Drinks Division
101. Southwestern Distillery Ltd
102. Spar (UK) Ltd
103. St Austell Brewery
104. Terroirs et Vignerons de Champagne
105. Tesco plc
106. TGI Friday's
107. Thatchers
108. The Coca-Cola Company
109. The Co-operative Group
110. The Drinks Company
111. The Isle of Wight Distillery
112. The Wine Flyer (Avios)
113. The Wine Society
114. Treasury Wine Estates
115. Vintage Roots
116. Vranken Pommery
117. Warners Distillery
118. Wells & Co
119. Whisky Exchange / Speciality Drinks Ltd
120. Whitbread Restaurants
121. Whyte and Mackay ltd
122. William Grant & Sons
123. WM Morrison
124. Woodforde's Brewery Ltd
125. Yealands Wine

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We have found the student insight very helpful. Also the Drinking Check has been – and continues to be – a really useful conversation starter.

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drinkaware

THE DRINKAWARE TRUST

England & Wales - Charity number 1094586

Accounts

drinkaware

Annual Trustees' Report 2023

Drinkaware Annual Trustees' Report 2023

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Drinkaware Annual Trustees' Report 2023

Foreword from the Chair of Trustees

2023 was an important - and successful - year for Drinkaware. It marked the first full year of implementing our new organisational strategy, with colleagues and partners coming together like never before with a shared goal of achieving the change needed to reduce alcohol-related harm.

Lucy Armstrong
Chair, Board of Trustees

Working with our partners

Together with our network of academics, industry experts, governments, and other key stakeholders, we are capitalising on conversations around alcohol and making it possible to share our advice, tools, and evidence with many more people.

We had support from over 300 industry organisations, including funders and Drinkaware logo licence holders - a 35% increase. Our conference in March brought together nearly 70 funders, partners, alcohol and alcohol-free producers, and political representatives to discuss how we can best work in partnership to reduce alcohol harm.

We held roundtable events with different areas of the alcohol industry, to understand key issues and identify areas we can work together, and held a series of one-on-one meetings with partners to define joint plans for the year ahead.

300

We had support from over 300 industry organisations – a 35% increase

First year of our new strategy

Our organisational culture has benefitted greatly from the rollout of our new strategy, helping to make Drinkaware a great place to work, and a great partner to work with.

"We recognise the need for, and importance of, working in partnership with all our stakeholders and will continue to find new and innovative ways to do this."

In tandem with these changes, we have strengthened our governance by developing a new Independent Advisory Panel. The panel will have a wider expertise than the former Medical Advisory Panel, including in behavioural sciences who will sit alongside medical experts. They will look at ways we can use our influence, and work with others, to reduce the stigma around drinking. We want to make it easier for people to confidently - and openly - discuss their drinking habits and seek help when necessary.

Changes in governance

I would like to offer particular thanks to Dr Fiona Sim OBE, who stepped down from her role as Drinkaware's Chief Medical Advisor, and Chair of the Medical Advisory Panel, in November 2023. She has always been extremely supportive and diligent in ensuring our work is aligned with the best available medical and public health evidence.

I am delighted by the appointment of Dr Paul Hughes as Fiona's successor, taking on the role as chair of the new panel. Dr Hughes brings more than 30 years of experience, including his current role as National Medical Director for the UK's largest primary care provider of NHS General Practice services, Operose Health, and five years as Executive Medical Director at the national drug, alcohol, and mental health charity We Are With You. His passion and expertise will ensure we continue to provide the best available alcohol advice and information to people.

Thank you

More broadly, I would like to thank everyone who has worked with and supported Drinkaware during 2023 (if you are reading this, the likelihood is that you have contributed too, so thank you!). A final acknowledgment must go to our Trustees, who play a vital role in guiding our organisation. Thank you to Charles Allen, who retired in July, and welcome to our new trustee Bruce Ray, who was appointed in early 2024.

Of course, any annual report is only a snapshot in time. Our achievements have only been possible because of the joint efforts of all our partners; we look forward to continuing this work into the future, to change our society for the better and reduce alcohol harm.

Drinkaware Annual Trustees' Report 2023

Chief Executive's Report

2023 was a foundational year for Drinkaware. We delved deeper into who we are and how we can contribute to reducing alcohol harm in the UK.

8 million

Our research shows that eight million people are drinking above the Chief Medical Officers' low-risk drinking guidelines of 14 units per week

Our strategic direction

We refined our focus to strategically position us as a catalyst for real, lasting change to society and the UK's drinking culture.

Karen Tyrell

Karen Tyrell
Chief Executive Officer

> **"Our relationship with alcohol has shifted over the past 20 years."**

Many things have improved, particularly the number of young people choosing to drink less, the significant increase in the uptake of low alcohol and alcohol-free products, and a reduction in binge drinking. However, some trends are moving in the wrong direction, including the recent rise in alcohol-specific deaths.

Our reach

In 2023, our work helped us to significantly expand our reach, sparking more conversations with people about their drinking habits. Our brand is now recognised by even more people: we secured a record amount of media coverage, featuring on national TV including ITV's Lorraine and Sky News; and our website had 5.5 million visitors - a 10% increase.

We delivered our first campaign focusing on alcohol-free drinks, which resulted in more than eight million engagements with the campaign's content, and more than 550,000 people completed our Drinking Check – a 32% increase.

550,000

More than 550,000 people completed our Drinking Check in 2023 – a 32% increase

The Drinking Check helps us initiate conversations with people concerned about their drinking and provide information on whether the amount they drink could be putting their health at risk. The advice and support provided is designed to empower people to discuss their drinking more openly with friends and loved ones, and seek help and support if they need it.

Our vision

We believe that everyone has a shared responsibility for the culture of the society we want to live in.

Our work is helping to shift the conversation around alcohol, making it more normal to talk about your drinking habits and reducing the stigma.

A cultural shift is needed where addressing alcohol-related issues is met with empathy and understanding rather than judgment. As a society, community, and as families, we need to be able to talk more confidently, openly, and honestly about alcohol and the part it plays in our lives. We must collectively challenge societal norms and cultivate an environment that promotes understanding and compassion for those struggling with alcohol issues.

"We want to create a future where people who choose to drink can make informed choices about their drinking and do it in a low-risk way."

While we remain focused on informing and supporting those who choose to drink, and to do so in a low-risk way, we want to reach all adults affected by alcohol harm. We want an increased focus on reaching people sooner and providing support well before they reach crisis point.

Thank you

I would like to say a big thank you to everyone who works for Drinkaware. Our amazing team worked incredibly hard during 2023 to really pinpoint the difference we can make so we can focus our efforts in the right places and give us the best foundations possible to help reduce alcohol harm in the UK.

In 2024, we will work in partnership with a wider range of organisations and businesses to test and learn the most effective ways to work with others.

5.5m

Our website had over 5.5 million visitors in 2023

"Working together will allow us to make tangible change to the UK's drinking culture so more people can lead healthy, happy lives."

Drinkaware Annual Trustees' Report 2023

Reference and administrative details

Directors and Trustees

The Directors of the charitable company (the charity) are its Trustees for the purposes of charity law. The Trustees and Officers during the year and since the year-end were as follows:

Chair:
Lucy Armstrong

Trustees:
Dr Colin Hunter OBE
Paul Wells
David Hutchinson
Remalie Comport
Simon Stephens
Charles Allen
(retired 20 July 2023)
Bruce Ray
(appointed 18 January 2024)

Chief Medical Advisor:
Dr Fiona Sim OBE
(resigned November 2023)

Chair of Independent Advisory Panel:
Dr Paul Hughes
(appointed 15 January 2024)

Chief Executive Officer:
Karen Tyrell

Company Secretary:
Katrina Leighton-Hearn

Registered office:
1st Floor Michael House
35 Chiswell Street
London
EC1Y 4SE

Company number:
04547974

Charity number:
1094586

Auditors:
Moore Kingston Smith LLP
9 Appold Street
London
EC2A 2AP

Bankers:
CAF Bank Limited
25 Kings Hill Avenue
Kings Hall
West Malling
Kent
ME19 4TA

Solicitors:
Lewis Silkin LLP
5 Chancery Lane
Clifford's Inn
London
EC4A 1BL

Drinkaware Annual Trustees' Report 2023

Drinkaware organisational strategy 2023-2025

Drinkaware was set up in 2006, through discussions between the alcohol industry and government. At the time, alcohol was a major public issue with concerns about binge drinking and alcohol-fuelled social disorder regularly in the news.

But as we know, the world has changed a lot since then. The way people purchase and consume alcohol has changed, with more people drinking at home and more alcohol bought online.

Drinkaware was established to convene all key players across industry, retailers, government, researchers, academics and charities, we use our collective expertise to promote informed decisions about alcohol and how to reduce the harm it can cause. Our work is as relevant today as it was in 2006.

By continuing to be independent, working with our partners, providing advice and guidance based on the evidence, and commissioning research into under-explored areas we are helping to reduce alcohol harm in the UK.

Our vision

Working together to reduce alcohol harm across the UK.

Our mission

Using our expertise to give government, industry, communities, and individuals the knowledge and support to make informed decisions about alcohol and how to reduce the harm it can cause.

We deliver our work through:

Public-facing campaigns and digital services, information, and guidance

Evidence-led advice to governments and industry

Independent research, consumer insight, and evaluation

Drinkaware vision

Working together to reduce alcohol harm across the UK

Drinkaware Annual Trustees' Report 2023

Our goals

1

Working together to reduce alcohol harm
We'll partner with industry, governments, and others to move towards systemic and sustainable change at scale, to improve society's relationship with alcohol

2

Voice
We'll become a leading voice in conversations around alcohol and use our voice to stand up for people who experience alcohol harm

3

Information and support
We'll ensure the public can make conscious, informed choices about alcohol and can find help if they need it

4

Research and expertise
We'll become the trusted experts in our field, generating and sharing knowledge and insight

5

Infrastructure
We'll be a great place to work, with simple, effective systems and a sustainable income

Drinkaware Annual Trustees' Report 2023

Our values

Drinkaware Annual Trustees' Report 2023

Our plan

To keep health risks from alcohol low, the UK Chief Medical Officers' (CMOs) low-risk drinking guidelines say you should drink no more than 14 units a week, make sure you have several drink-free days, and never binge drink. The risk of developing a range of health problems increases the more you drink on a regular basis.

However, our research shows that eight million people are drinking above the CMOs' drinking guidelines. This means they are at increased risk of harm from cancer, liver and heart diseases, and mental health issues from their drinking.

Our Drinking Check helps people identify if the amount they drink could be putting their health at risk. It uses a scoring system that was developed by the World Health Organization (WHO) and is used by medical professionals to check for alcohol harm including dependence. By giving people information about their drinking, and tailored information following their score, our Drinking Check can help people take steps to reduce their drinking.

Tackling alcohol harm is a shared ambition – one which straddles industry, local communities, families, and governments. As an independent charity, part of our role is to be a convener, bringing together experts, and sharing our advice and guidance to help reduce alcohol harm.

In 2023 we published our theory of change - a map describing our pathway to create change. It was developed with the National Council of Voluntary Organisations (NCVO) with contributions from representatives in academia, charities, civil society groups and service users, government, public health, and industry, as well as Drinkaware Trustees and staff.

It shows how we can harness the trust people have in our evidence-led advice and guidance, and will help us understand where we are making progress and generating positive change in social norms.

Download our full strategy document.

The impact Drinkaware wants to achieve

More people drink within the Chief Medical Officers' low risk drinking guidelines, more often and for more of the time.

Drinkaware Annual Trustees' Report 2023

Plans for future periods

In 2024 our focus will be on our Drinking Check tool, initially through campaigns and later through partnerships. We will be developing impact at scale and continue to deliver against our strategy.

Goal 1: Working together to reduce alcohol harm

We will continue to foster strong senior alliances with the alcohol industry and seek partnerships for both influence and impact. We will continue to invest in stakeholder engagement activity, developing a stakeholder influencing strategy, and building a strong network of advocates across our main stakeholder groups.

Goal 2: Voice

We will continue to create a trusted, visible, understood brand, so the public recognise and trust our advice. We will build on our media profile establishing ourselves as an authoritative voice, through evidence and insight. We will create campaigns and content designed to normalise low risk drinking.

Goal 3: Information and support

We will increase our digital reach to inform the UK public about low risk drinking, and aim to deliver a community-based Identification and Brief Advice (IBA) programme at scale. We will run campaigns to make it easier to find and complete our Drinking Check and build partnerships to enable us to reach more drinkers. We will continue to develop our content and tools, so they are designed to normalise conversations about alcohol.

Goal 4: Research and expertise

We will build networks across our key stakeholder groups and with academia, cementing our position as trusted experts. Our research programme will seek to deepen our understanding of the UK's drinking habits and share the lessons from our impact evaluations more widely.

Goal 5: Infrastructure

We will work to ensure Drinkaware is financially sustainable. We want to deliver best practice in how we treat our staff, through a learning and development approach to deliver a high-performance culture.

Drinkaware Annual Trustees' Report 2023

Drinkaware in numbers

Over **550,000 completions** of our Drinking Check tool **(32% increase)**

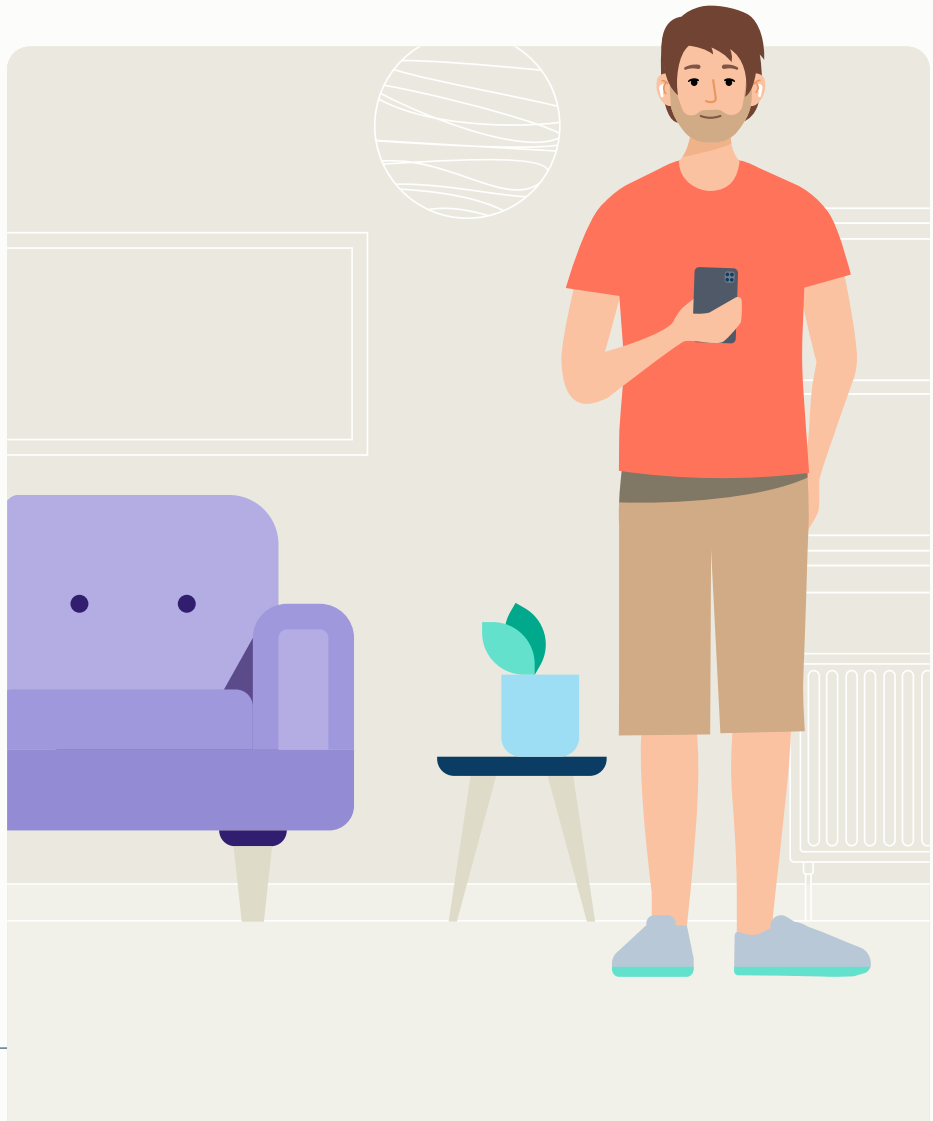
We were mentioned **3,100 times** across print, online, and broadcast media **(160% increase)**

Our alcohol-free campaign content was seen over **242 million times** across our digital channels

10,473 people took part in our UK-wide 2023 Drinkaware Monitor survey

5.5 million unique visitors to our website. **(10% increase)**

Our organic social media content was seen over **750,000 times,** with 22,000 people engaging with the content **(92% increase)**

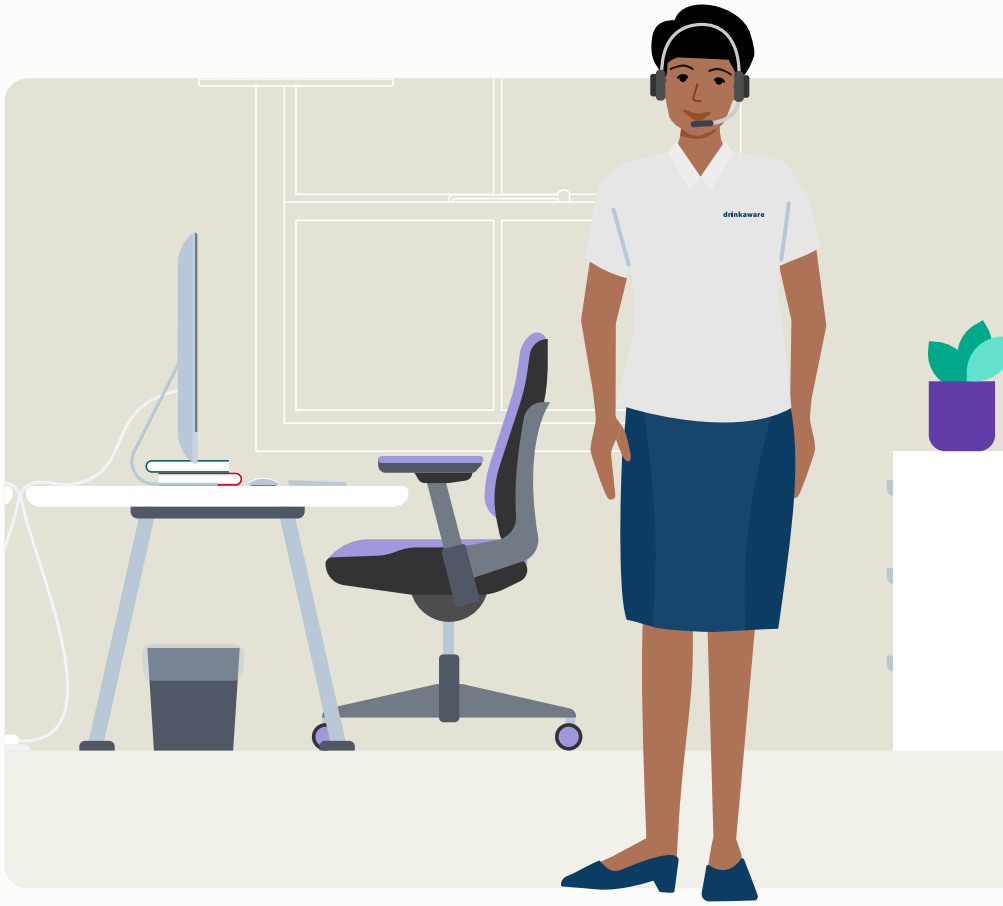


Over **60,000 people** accessed our alcohol education training resources, the majority through their own organisation's online hub or Drinkaware digital platform

159 NHS organisations downloaded or purchased resources from our Drinkaware Shop

More organisations are using resources accessed via our Drinkaware Shop than ever before, with a **100% increase** in activity

Support from **over 300 industry organisations**, including funders and Drinkaware Trademark Licence holders **(35% increase)**



We delivered information and tools on how to moderate your drinking to 55 universities with **27,500 students** receiving an educational pack

Our MyDrinkaware app was downloaded **110,000 times**

We held **eight roundtables and webinars** in partnership with our funders

Research and expertise

Drinking trends in 2023

Trend 1: The impact of the cost-of-living crisis is still being felt

The effect of the cost-of-living crisis that gripped the UK in 2021 and 2022 was still being felt in 2023. Despite a gradual decline in inflation throughout 2023,[1] almost nine in 10 UK adults (89%) still felt the cost-of-living crisis was an important issue facing the country, with almost half (47%) reporting in November 2023 that their cost-of-living had increased compared with the previous month.[2] This was reflected in our 2023 Monitor, with one in five (19.4%) UK adults struggling to afford essential costs, and two in five (38.6%) managing but reducing non-essential expenses.[3] These figures demonstrate the ongoing impact of the cost-of-living crisis on UK households. Notably, despite a general decrease in inflation, alcohol prices increased by 9.6% in December 2023, exceeding the increase in food and non-alcoholic drink prices (8%) for the same period.[4]

These changes have affected people's drinking habits

Due to the increased cost-of-living, and perhaps as a result of the price increases in alcohol, our 2023 Monitor revealed that more than a quarter of drinkers reduced both the amount they spent on alcohol (27.8%), and how much they drank (25.5%).[5]

These findings suggest that although the rising cost-of-living is causing alcohol prices to rise, many drinkers are spending less on alcohol. Instead, they are choosing to drink less and prioritise essential expenses, such as food and rent, which saw inflationary increases of 8% and 6.2%, respectively, in 2023.[6 7] Notably, those experiencing financial strain are most impacted, being more than twice as likely to either reduce (39% vs 15%) or increase (10% vs 3%) their drinking compared to people who are financially comfortable. This suggests that some drinkers who are struggling financially may be turning to alcohol as a coping mechanism amid economic pressures. Our data shows that these people are more inclined to drink for coping reasons, compared to those who are financially comfortable.[8]

Trend 2: Positive trends are seen for many drinking behaviours

Over a longer period, there is evidence of changes to some drinking behaviours - many that are positive. More UK adults are choosing not to drink in 2023 (13.8%), compared to 2018 (11.7%),[9 10] whilst those who do drink appear to be drinking less frequently, with the proportion of UK adults drinking at least once a week reducing from 52% in 2018 to 48% in 2023.[11 12] This change is seen among both men and women, however those aged 55 and over show little change since 2018.[13]

14 units

Encouragingly, the proportion of people who told us in our 2023 Monitor survey that they drink within the UK Chief Medical Officers' low-risk drinking guidelines of 14 units per week increased from 77% in 2018 to 80% in 2023.[14 15]

This suggests that people who drink alcohol are not only drinking less often, but they are also drinking less. In addition, there has been a decline in the proportion of people who binge drink alcohol monthly or more often from 30% in 2018 to 27% in 2023.[16] [17] This has been largely driven by a decrease among men who drink, with levels of binge drinking remaining broadly consistent among women who drink (23% in 2018 vs 22% in 2023).[18] [19] Binge drinking among women in the UK was highlighted in a 2023 report by the Organisation for Economic Co-operation and Development (OECD). It found UK women exhibited the highest level of binge drinking across all 38 OECD member nations.[20]

In addition, results from the 2023 Monitor reveal a reduction in the proportion of "risky" drinkers, according to the World Health Organization's (WHO) screening test for harmful alcohol consumption, the Alcohol Use Disorders Identification Test for Consumption (AUDIT-C). Our 2023 Monitor showed a fall from 41% in 2018 to 38% in 2023 - the lowest level it has been since our surveys began in 2014.[21] [22] Meanwhile, use of the full AUDIT questionnaire - a more in-depth way of measuring a person's risk from drinking alcohol - reveals an encouraging trend among young adults, with the proportion of those aged 18 to 34 being classified as "high-risk" drinkers falling to 7% from 11% the previous year.[23] [24]

Trend 3: However, there has been little overall change in the proportion of high-risk drinkers

Despite positive trends, the proportion of UK adults drinking at high-risk and possibly dependent levels are relatively unchanged, according to both the AUDIT-C (15% in 2018 vs 14% in 2023),[25] [26] and the full AUDIT which has remained constant since 2021 (3% in 2021 and 2023).[27] [28]

This suggests that more needs to be done to reach and support those drinking at the riskiest levels to help them moderate how much they drink and subsequently reduce their risk of alcohol-related harm.

Trend 4: Levels of alcohol harm are at an all-time high

Deaths from alcohol are at unprecedented levels in the UK.

In 2022, there were 10,048 alcohol-specific deaths (16.6 per 100,000 people) in the UK - the highest number on record. The number recorded in 2022 was 4.2% higher than in 2021 (9,641 deaths; 14.9 per 100,000 people) and 32.8% higher than in 2019 (7,565 deaths; 11.8 per 100,000 people), the last pre-coronavirus (COVID-19) pandemic year.[29] These figures highlight the pressing need to tackle risky drinking behaviours and habits across the UK if alcohol harm is to be reduced, and these worrying trends are to be reversed.

Trend 5: Evidence of the alcohol harm paradox continues

UK adults living in the 30% most deprived areas are more likely to be classified as possibly dependent drinkers by the full AUDIT, compared to those living in the 30% least deprived areas (3.2% vs. 2.1%), despite being equally likely to consume at possibly dependent levels (AUDIT-C: 2.1% vs 2%).[30] The same pattern was observed in 2022, as adults in the most deprived areas were more likely to be classified as possibly dependent drinkers by the full AUDIT (4.9% vs. 3.8%), despite not being more likely to consume at these levels (AUDIT-C: 2.5% vs. 2%)[31] – suggesting that these adults have a higher likelihood of experiencing the adverse effects of drinking, and that this trend is continuing.

This is evidence of the alcohol harm paradox, whereby those who are socially disadvantaged are more likely to experience alcohol-related harm, despite showing similar drinking habits to those of higher socioeconomic status.[32] [33]

We see evidence of this when examining the individual drinking consequences and symptoms of alcohol dependency measured by the full AUDIT. For example, as observed in 2022, drinkers in the most deprived areas are more likely than all drinkers to have regularly (daily or almost daily) failed to do what was normally expected of them due to their drinking (2023: 0.5% vs. 0.3%, 2022: 1.6% vs. 1%), and to have felt guilt or remorse after drinking (2023: 1.1% vs. 0.6%, 2022: 2.6% vs. 1.3%), while the same cannot be said for those living in the least deprived areas.

Trend 6: Risky drinkers may benefit from the normalisation of having more open and honest conversations about their drinking

The persistence of high-risk drinking over the last few years among UK adults suggests these behaviours and habits are entrenched among a considerable minority of drinkers. Stigma surrounding such drinking behaviours may often put people off from seeking support.[34] [35] [36] [37] Our 2023 Monitor found that 20.3% of UK adults who are concerned about someone else's drinking have not taken any action,[38] highlighting the need to destigmatise difficult conversations about alcohol and shape a future where people feel confident discussing alcohol-related concerns. Encouragingly, our findings show that having these types of conversations can prompt positive action, with 35% of drinkers responding to concerns raised about their drinking.[39]

However, only around half of UK drinkers feel comfortable discussing how much they drink with their partner, spouse, or family, demonstrating the emotional challenges involved.[40]

Similarly, having conversations about alcohol may not be possible for all high-risk drinkers, especially those from ethnic minority backgrounds who are more likely to face stigma, and even social exclusion, because of alcohol misuse, and so may be more reluctant to share their issues with those around them.[41] [42] [43] [44] [45] In these instances, high-risk drinkers may benefit from being able to anonymously check their drinking online, before being signposted to relevant support and information to help them reduce their drinking. People can do this via our Drinking Check on our website. Our research indicates that a significant proportion of the UK population (66.7%) has never completed an alcohol assessment,[46] suggesting a basic understanding of drinking risk levels may be lacking. Normalising the use of such tools may empower high-risk drinkers to confront the risks associated with their drinking and seek support to moderate or stop drinking completely.

Trend 7: The popularity of alcohol-free and low-alcohol drinks continues to rise

With Mintel, a global market intelligence agency, predicting that the alcohol-free and low-alcohol drinks market would rise by 11.2% in 2023,[47] and Tesco reporting a soar in sales since the start of 2023,[48] the popularity of these alternative drinks continues to grow. This trend is particularly notable for alcohol-free drinks which are now more popular than low-alcohol drinks - demand that International Wine & Spirit Research (IWSR), a leading source of data on the alcohol drinks market, forecasts will lead to an increase of 10% between 2022 and 2026.[49]

Drinking alcohol-free and low-alcohol drinks as a way of moderating your drinking was more prevalent in 2023 than in 2018, with 25.5% of UK drinkers in 2023 currently using alcohol-free drinks (compared to 18.2% in 2018), and 28.4% saying that they currently drink lower strength alcoholic drinks (compared to 25.5% in 2018).[50] [51]

However, the use of these drinks to moderate your drinking has a cost to the consumer, whereas taking drink-free days during the week (67.5% of adults currently do this),[52] or avoiding alcohol on a "school/work night" (55% of adults currently do this)[53] does not, perhaps limiting the use of alcohol-free and low-alcohol drinks as a moderation technique, especially during a time of financial hardship. It may be expected, therefore, that these drinks would be particularly unpopular among those who are most severely affected by the cost-of-living crisis, however our 2023 Monitor revealed that both those who cannot afford their essential costs, and those who are very financially stable, are less likely to use alcohol-free and low-alcohol drinks to moderate their drinking. Further research is required to understand how the use of these drinks changed throughout the cost-of-living crisis, and whether their use varied between those with different financial situations.

Drinkaware Annual Trustees' Report 2023

Progress against strategic objectives

We believe we have a shared responsibility for the culture of the society we want to live in. The world around us matters. As such, real partnership is vital to move towards systemic and sustainable change at scale, to improve society's relationship with alcohol.

Drinkaware was established to convene all key players across industry, retailers, government, health, researchers, academics and charities to use our collective expertise to promote informed decisions about alcohol and how to reduce the harm it can cause.

> **"Working together will allow us to make tangible change to the UK's drinking culture so more people can lead healthy, happy lives."**

Goal 1:

Working together to reduce alcohol harm

We know we cannot achieve our vision alone. That is why we are working in partnership across all four nations to achieve the change we want to see.

We will continue to be independent to enable us to give advice, information, and guidance based on evidence.

Steps taken to **achieve goal 1** included:

Partner with our funders to reduce alcohol harm

Partner with non-funding organisations to reduce alcohol harm

Set up regular meetings with key government officials

Key results:

- **Our conference brought together nearly 70 funders, partners, alcohol and alcohol-free producers, and political representatives**
- **We partnered with several of our funders on projects to help reduce alcohol harm (see below)**
- **We set up partnerships with non-funding organisations including the Considerate Constructors Scheme (CCS) and Students Organising for Sustainability (SOS) (see below)**
- **We hold regular meetings with the government and all main political parties to make sure they are aware of Drinkaware's work and expertise**

Working together to reduce alcohol harm

Our partners

Partnerships are very important to us, and our work, if we want to achieve our vision of making real, lasting change to society and the UK's drinking culture. Throughout 2023 we worked with several of our funders and partners to help educate people on the harmful effects of alcohol.

Coca Cola Europacific Partners (Coca Cola EP)

Coca Cola EP, a Drinkaware funder, has always been mindful that its products are regularly used as mixers with alcohol. In 2023 Coca Cola EP launched a new ready-to-drink product with two of our other funders, Coca-Cola Company and Brown-Forman, which produces, markets, and distributes spirits and wines. The collaboration resulted in a new Jack Daniel's and Coca Cola premixed canned drink.

Coca Cola EP recognised that moving into the alcohol market brought new responsibilities and in response developed a policy on alcohol responsibility.

Drinkaware worked with Coca Cola EP during 2023 to ensure our logo was prominent on the new drink's packaging and on its website. We also supported its staff by providing alcohol awareness training. The project was delivered in three stages: interactive alcohol awareness sessions; a stand at their Annual Field Sales Conference in September 2023, where 900 sales representatives attended; and finally we provided its Wakefield bottling plant with physical and digital assets to support their alcohol education and awareness work. This included 450 alcohol unit measuring cups, 450 alcohol unit and calorie calculators, and educational posters for staff communal areas.

Aldi Alcohol Awareness Week activity

As part of the awareness week, supermarket chain Aldi, a Drinkaware funder, asked us to support its employee wellbeing programme to help educate their staff about the health impacts of alcohol.

They wanted to use creative ways of educating people on the facts of alcohol and, importantly, provide tips and ideas on how people can moderate their drinking.

Drinkaware created and managed three interactive awareness stands that were placed within staff communal areas. Over two days, 200 employees visited the stands and participated in the activities to learn more about alcohol and the impact it can have on their health and relationships.

We know that the highest percentage of high-risk drinkers drink at home, so we created a mock home environment with an armchair, side table and television. We placed decanters of coloured water representing spirits and wine. People were asked to choose the drink they would usually drink at home and pour it into one of the glasses provided and settle into their comfortable mock armchair. A Drinkaware representative then decanted their drink into one of our alcohol unit measuring cups. The employee was able to see the exact amount of units they poured, often more than they had anticipated. The simple, tangible activity helped employees understand that simply measuring their units can help moderate their drinking. Each participant kept their measuring cup to take home.

Students Organising for Sustainability UK (SOS)

We partnered with Students Organising for Sustainability - a student-led education charity focusing on sustainability - to provide 27,500 students across 55 universities with information and tools to help moderate their drinking.

Each university received a support pack which included alcohol unit measuring cups, alcohol unit and calorie calculators, and alcohol and mental health posters.

SUPPORTER
CONSIDERATE CONSTRUCTORS SCHEME

Considerate Constructors Scheme (CCS)

Over 30,000 people across 76 sites and six companies registered for access to the Drinkaware at Work e-Learning programme, hosted in the Considerate Constructors Scheme Best Practice Hub.

People also had access to the Drinkaware online hub which contained advice and information on ways to reduce the amount you drink. We also sent 15,000 people items including our alcohol unit and calorie calculator, alcohol unit measuring cup, an information booklet, and posters.

Club Soda

Low and alcohol-free drinks training guide for pubs and bars

We wanted to work closer with our on-trade partners, as we had a shared goal of educating pub and bar managers about the benefits of stocking low and alcohol-free drinks and how to do it successfully. Despite the growth of low and alcohol-free drinks, many people running these venues struggle to know how to sell the drinks.

We spoke to people working in pubs and bars who were doing a great job at stocking these types of drinks, and created educational material and videos focussed on how they did it. The range of free videos cover different topics and answer practical questions via a 'how to' guide.

The videos were created in late 2023 in partnership with Club Soda and with support and help from Punch and Star Pubs – two of our funders. The guide was made available from February 2024. Download the guide.

Huddersfield Town Foundation and Heineken

We worked with Huddersfield Town Foundation and Heineken in 2023 to deliver an alcohol education walking football health programme. Walking football is played at walking pace, with players not allowed to run.

The project participants are given a range of information, resources, tools, and optional training around alcohol. Areas include promoting healthy lifestyle choices, such as tips on ways to reduce the amount of alcohol you drink, and awareness around the impact of alcohol on your health.

The project is ongoing and due to end mid-2024 but early results suggest a positive change in the 119 participants' health and a reduction in the amount of alcohol they drink. While these initial observations are encouraging, more in-depth research will be needed at the end of the project.

Understand more about your drinking

Take the Drinking Check and get all the tips and advice to help you make a change

Take the Drinking Check

Working together to reduce alcohol harm

Our work with Government

In 2023, we held a number of funder and partnership events including our conference in March. The event brought together nearly 70 funders, partners, alcohol and alcohol-free producers, and political representatives to discuss how we can best work in partnership to reduce alcohol harm. Read more about our funder events on page 46.

Image: Andrew Gwynne MP, then Shadow Health Minister, Drinkaware Conference 2023

Throughout the year, we refreshed and reinvigorated our relationships with senior politicians and officials across the Westminster and Scottish Governments. The then Shadow Public Health Minister, Andrew Gwynne MP, spoke at our annual conference in March and representatives from the Home Office and the Department of Health and Social Care (DHSC) regularly attended our board meetings as observers.

UK government ministers and officials welcomed Drinkaware's progress to date in increasing the number of people completing our Drinking Check, an alcohol self-assessment tool, and Elena Whitham MSP - the then Minister for Drugs and Alcohol Policy of Scotland - praised the tool in a parliamentary debate.

Throughout 2023, we shared briefings with politicians and officials updating them on our new research and changes to our tools, such as our annual Monitor survey and the Drinking Check.

We responded to two consultations. The first on the UK Government's consultation on labelling guidance for low and alcohol-free drinks. We believe that low and alcohol-free drinks have the potential to help people moderate their drinking, however public understanding of these drinks is low and the way they are described is inconsistent.[54 55 56 57]

The second consultation was the Scottish government's wide-ranging review on the advertising and promotion of alcoholic drinks. In our response, we said reducing exposure to alcohol marketing among children and young people is important as research has shown that drinking alcohol in adolescence is associated with a range of negative consequences, which may persist into adulthood.[58 59 60 61 62]

Goal 2:
Voice

To be a leading voice, we don't need to be loud but we are happy to speak up when there is evidence to support our position and when people seek our opinion.

We believe that bringing about change of any kind - from empowering and supporting people to make more informed choices to challenging and breaking societal stigmas - starts through conversation: by opening up, talking, and finding common ground.

From being there to support someone when they need it, to equipping people with the knowledge to make more informed choices. It all starts with a conversation.

Steps taken to **achieve goal 2** included:

Increase brand awareness

Increase website visitors

Increase positive or neutral media coverage that mentions Drinkaware

Key results:

- **Brand awareness peaked at 54% in November 2023 and brand trust at 61% in June and July**
- **Our website had more than 5.5 million unique visitors in 2023 - a 10% increase**
- **3,100 mentions in the media - a 160% increase**

Voice

Our campaigns

In 2023, we delivered several national campaigns encouraging people to check out our advice and support, tools, and information to help moderate their drinking and reduce alcohol-related harm.

Alcohol-free drinks

We delivered our first digital campaign focusing on alcohol-free drinks which ran throughout 2023.

The campaign aimed to raise awareness of the drinks as an alternative to drinking alcohol and to encourage people to use them as a substitute.

We targeted people who regularly drink above the UK Chief Medical Officers' low-risk drinking guidelines of 14 units per week and people who live in the 20% most deprived areas of the UK.

We also targeted drinkers from the LGBTQ+ community, who are more likely to drink alcohol and more likely to drink excessively than the population as a whole.[63]

In response to research and testing, adverts were created for social media. Messages focussed on the immediate benefits of alcohol-free drinks, including 'Skip the hangover by switching to alcohol-free' and 'Enjoy lunch without the slump by switching to alcohol-free'.

Overall, our campaign content was seen over 242 million times across our digital channels and received 8.3 million engagements with people liking, commenting, or sharing the content.

We want our campaigns to give people the confidence to discuss their drinking openly with friends and loved ones and to seek help and support if they need it.

Drinking Check

In 2023, we set an ambitious target of two million completions of our Drinking Check by the end of 2025. The digital alcohol self-assessment tool helps people identify if the amount they drink could be putting their health at serious risk. It is a robust and more holistic way of assessing someone's drinking as it looks at other factors and not consumption alone.

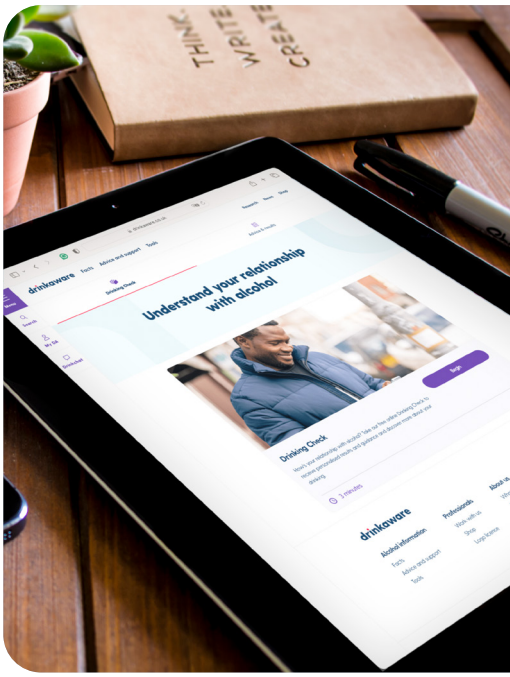
Our target for 2023 was 500,000 completions of the tool. Between October and December, we ran the first phase of our Drinking Check marketing campaign using social media and other digital channels. The campaign secured widespread media coverage which directed people to complete the tool on our website. By the end of 2023, we had exceeded our target with just over 550,000 completions. More information on the tool can be found on page 38.

As part of the campaign, we partnered with drinks company Diageo who had a stand at the Waitrose Food and Drink Festival. Attendees were offered samples from its low and alcohol-free drinks range and were encouraged to scan a QR code to complete our Drinking Check. A link to the tool also featured in the digital show guide. More than 8,000 people attended the event across the weekend. It was a good time to partner with Diageo and Waitrose, as they had recently collaborated on making alcohol-free drinks more visible in Waitrose stores and expanded their range.

Voice

Our brand

It is important the public know who we are and what we do so we can support many more people to have conversations about their drinking, and that people who choose to drink can make informed choices and do it in a low-risk way.



In April, we started tracking people's awareness of our brand along with trust of our brand and awareness of our campaigns. In April, our prompted brand awareness was 50%. This peaked in November (54%), the month following the first phase of our Drinking Check campaign, but fell slightly in December (52%).

The awareness of our brand is nearly three times higher compared to other alcohol education charities in the UK.

Trust in our brand remained consistent between April and December 2023 with 59% brand trust in April and 60% in December, with a slight peak in June and July (61%).

When asked about our campaigns, 47% of people had seen or heard information about Drinkaware and 46% had seen or heard about our Drinking Check. Our bedrinkaware.co.uk logo was recognised by 58% of people surveyed.[64]

47%

of people had seen or heard information about Drinkaware

Voice

Our channels

The communication channels we use to reach and support people are hugely important to our work, enabling us to start conversations with large numbers of people in a cost-effective and targeted way.

68,000

We had over 68,000 followers across our social media channel

Drinkaware's website and social media

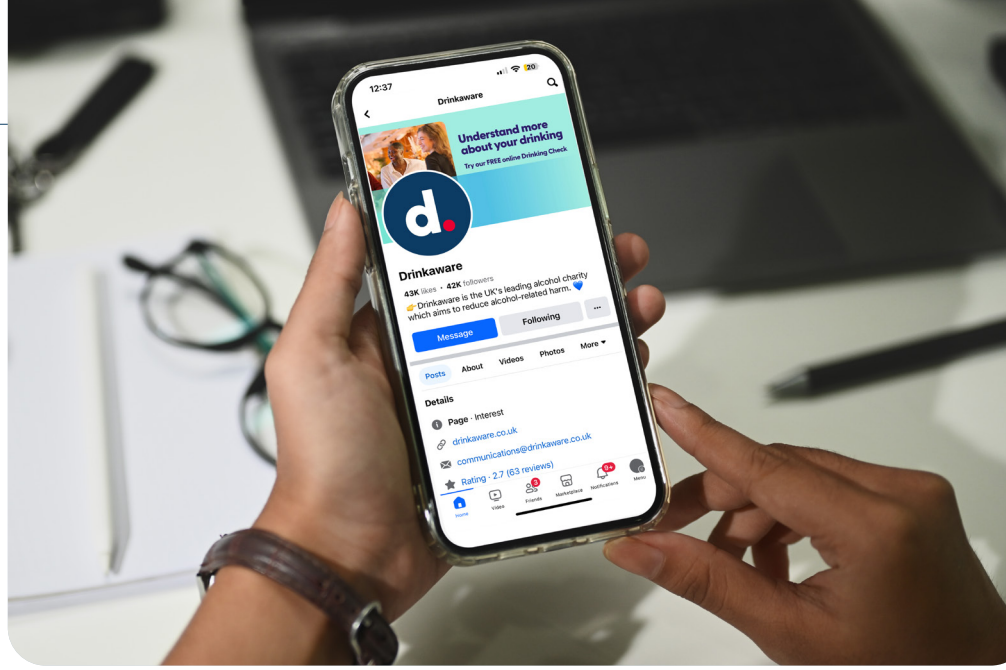
Our website had more than 5.5 million unique visitors in 2023 - a 10% increase. By the end of 2023, we had over 68,000 followers across our social media channels and our organic social media content was seen over 750,000 times, with 22,000 people engaging with that content by either liking, commenting, or sharing - a 92% increase. In addition, our MyDrinkaware app and Drinking Check campaign content was seen over 11 million times across our social media channels.

We shared advice and information on our website and social media channels including videos on how to talk to loved ones about their drinking. We also shared blogs including why we need to improve conversations about alcohol at work.

To understand more about underserved communities, and improve our knowledge, we invited people to write blogs for our website. One blog was from Rhondell Stabana, co-founder of Yada Collective and Sober Black Britain. She shared her thoughts on the lack of representation and research into the drinking culture of ethnic minority communities. We will use the new insight to tailor our content effectively to reach those who are disproportionately affected by alcohol harm.

Drinkaware in the media

Drinkaware was mentioned 3,100 times across print, online, and broadcast media, including 243 mentions of our Chief Executive Officer, Karen Tyrell.



Our research received a lot of coverage throughout 2023. Our 2023 Monitor survey and research into young adults drinking behaviours were mentioned over 1,400 times across print, online, and broadcast.

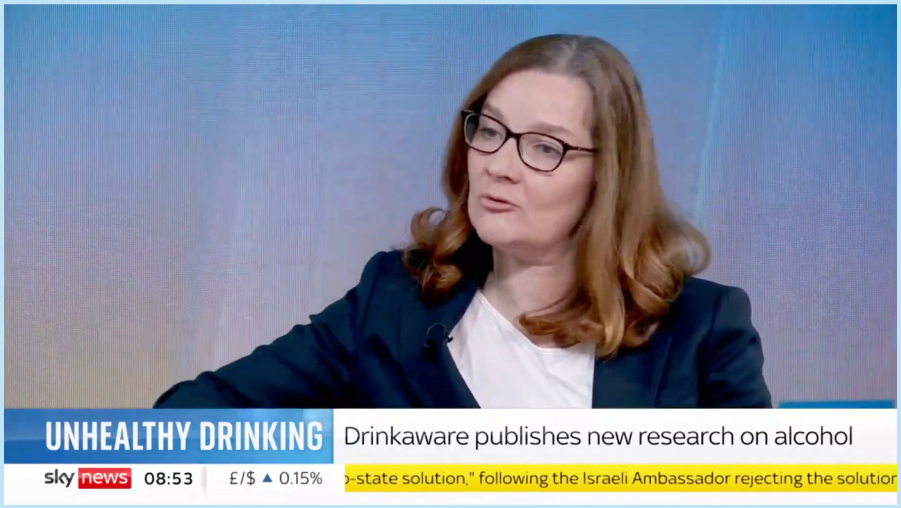
During Alcohol Awareness Week 2023, we used data from our 2022 Monitor survey that revealed 80% of adults in the UK do not know the low-risk drinking guidelines.[65] As part of the awareness week, we made our social media profile photos orange in a nod to the campaign's motto 'make it orange' and created vox-pop videos asking people questions such as 'What are the recommended drinking guidelines?'. The videos were shared on our social media channels and encouraged people to complete our Drinking Check. We also had a guest blog from author and broadcaster Adrian Chiles about the benefits of alcohol moderation.

Our Monitor research was used in a prime-time segment on ITV's Lorraine with the piece also featuring on Lorraine's TikTok channel. We repurposed this content for our own channels and to date it has received just over 25,000 views. Karen also featured on BBC Radio Scotland and London Live.

Alongside the broadcast coverage we received for Alcohol Awareness Week, we secured 15 press articles including the Daily Mirror and the homepage of the Yorkshire Times. Every piece of coverage positioned Drinkaware as a knowledgeable organisation at the forefront of changing society's attitude to alcohol in the UK.

Our research into whether young adults are a generation of non-drinkers also received positive national media coverage on both BBC's One Show and The Times. The One Show used our statistic that one in five people aged 25 and under don't drink alcohol and featured comedian Jo Brand and her daughter Maisie. Read more about this research on page 42.

Our chief executive also featured on numerous radio stations, and appeared on Sky News, discussing some of the findings from our 2023 Monitor. Much of the coverage directed people to our Drinking Check.



[Watch the Sky News interview with our Chief Executive Karen Tyrell here]

Goal 3:
Information and support

We are committed to providing clear, evidence-based information about alcohol and providing tools to help people moderate their drinking - directing people to where they can find support if they need it.

Steps taken to **achieve goal 3** included:

Increase the number of people who complete our Drinking Check

Work with a range of partners to refer more people to our support tools, advice, and information

Partner with a major supermarket to deliver a series of events that educate people on how to moderate their drinking

Key results:

- **More than 550,000 completions of our Drinking Check – a 32% increase**
- **Roundtable events were held with the alcohol industry and funders to identify areas we can work together. Read more in goal 5 on page 46**
- **Aldi and Lidl shared information about our Drinking Check with their staff**

Information and support

Our tools

Tools to help people reduce their drinking, known as Identification and Brief Advice (IBA), are critical to support the goals of our strategy, specifically goal 3.

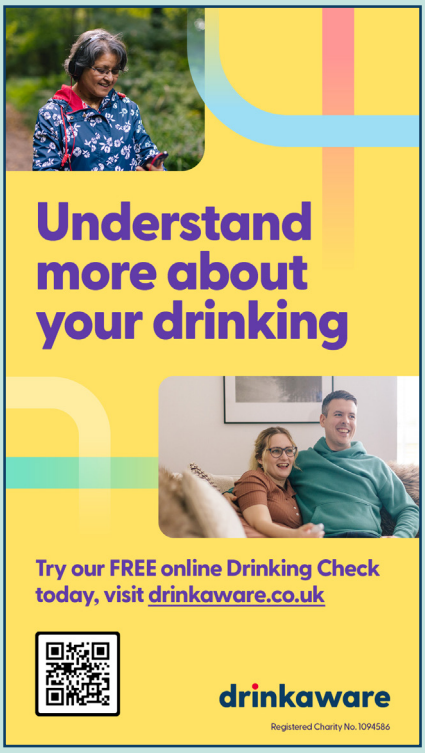
IBAs are an established and well recognised behaviour change intervention and can be delivered in a number of ways - verbally, face to face or online, for example in a GP's surgery or online appointment, or a self-completed digital format, like our Drinking Check.

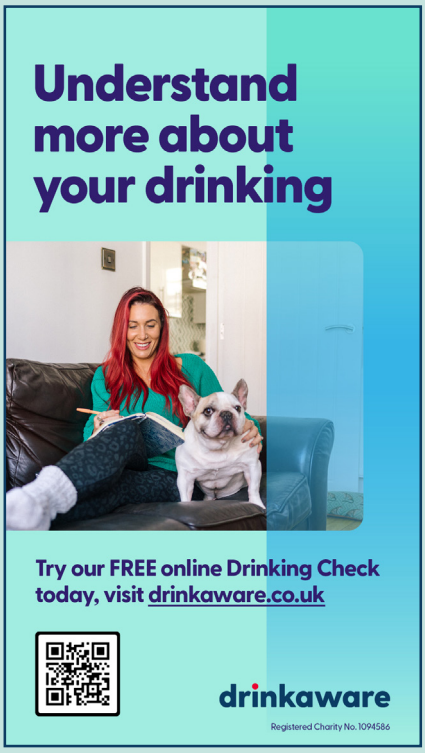
Our research shows that eight million people are drinking above the Chief Medical Officers' low-risk drinking guidelines of 14 units per week which means they are at increased risk of harm from cancer, liver and heart diseases, and mental health issues from their drinking.

Around three in five of those drinkers have never completed an assessment like the Drinking Check either online or with a GP. We can help every one of them understand the potential consequences of their drinking, identify next steps, and provide tips on having an open, honest conversation about alcohol, making it normal to do so.

8 million

Our research shows that eight million people are drinking above the Chief Medical Officers' low-risk drinking guidelines of 14 units per week





Drinking Check

In 2023, we refreshed our Drinking Check (formerly called the Self-Assessment tool) which helps people identify if the amount they drink could be putting their health at risk.

Our tool uses a scoring system that was developed by the World Health Organization (WHO) called 'AUDIT'. It is used internationally by medical professionals to check for alcohol harm including dependence. By giving people information about their drinking, and tailored information following their score, they can begin to take steps to reduce their drinking.

The updated tool, which can be completed on our website or via our MyDrinkaware app, now provides people with more information on their drinking habits and the risks involved, along with improvements on how people can seek further support if they need it.

We had just over 550,000 completions of the tool in 2023 – a 32% increase. 17.3% of completions were by people who scored 'low-risk'; 29.3% were 'increasing risk'; 16.4% 'high-risk'; and 37% 'possible dependent' - similar to 2022. 'Possible dependent' people used the website the most to complete the tool and 'increasing risk' used our app the most.

54% of completions were by men and 46% by women - similar to 2022. Men used the website the most to complete the tool and women used the app the most.

MyDrinkaware app

The free app allows people to keep track of how much they are drinking, drink-free days, the quality of their sleep, and how many calories they are consuming from alcohol. People can also complete the Drinking Check. In 2023, the app was downloaded 110,000 times.

Unit and Calorie Calculator

The tool calculates the total number of calories and units in an alcoholic drink consumed either daily or across a week. The tool can be completed on our website.

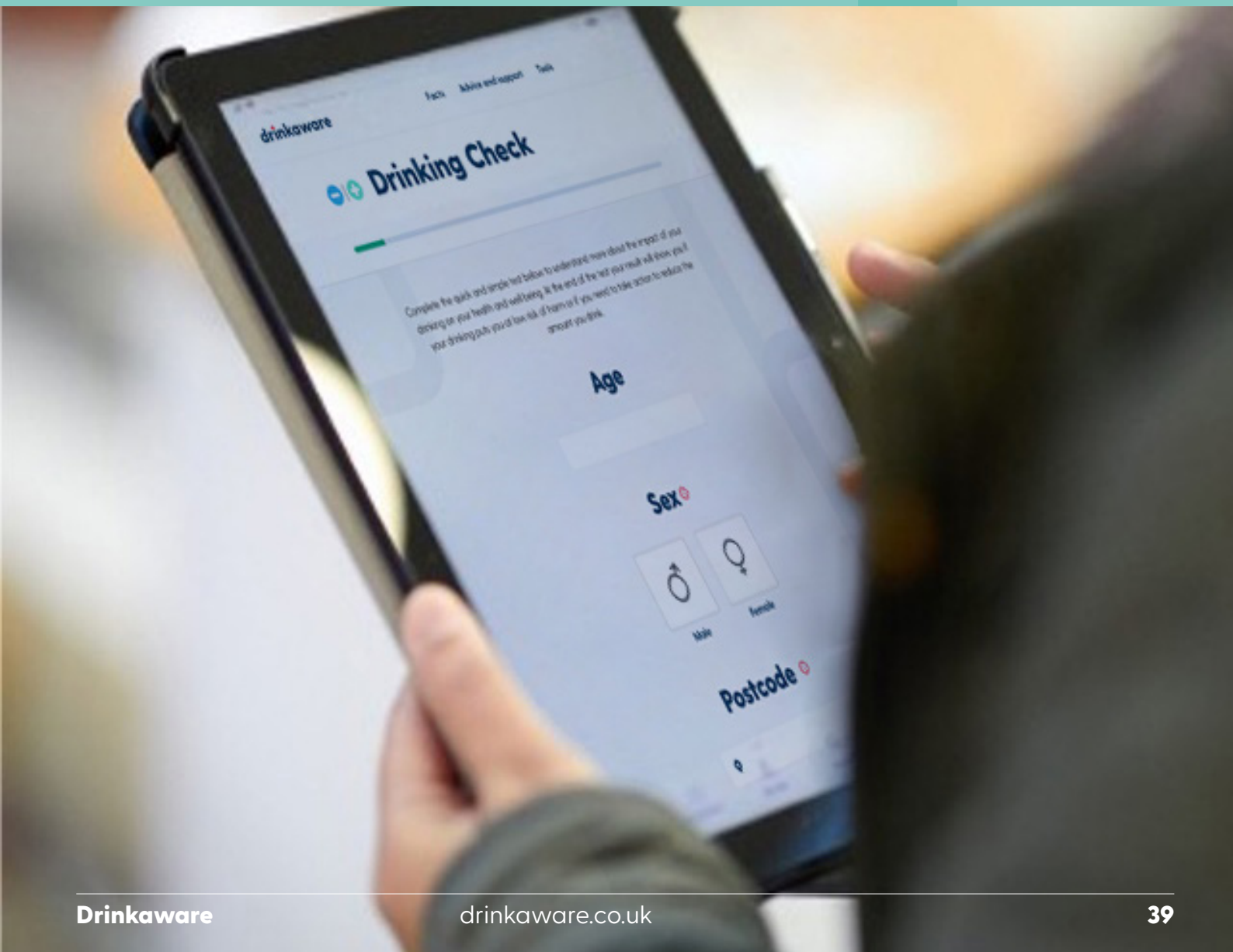
Chatbot

Our virtual assistant, which uses AI technology, provides people with personalised information and advice. It is designed to identify and direct high risk and possible dependent drinkers, and those in crisis, into appropriate alcohol support services and is available 24 hours a day. The Chatbot supports people with critical issues like alcohol poisoning and directs them to the NHS. It also deals with a range of customer enquiries on topics from drink spiking to how to report a drink driver, routing enquiries to the relevant information. The Chatbot had just over 63,000 unique users and more than 260,000 messages in 2023.

Drinkaware Drinking Check

Understand more about your drinking. Try our free online drinking check.

bedrinkaware.co.uk



Goal 4:

Research and expertise

Our evidence-led approach ensures that our campaigns, tools, and support can make a real difference to people. We evaluate our work to learn for the future and increase our reach and impact.

Steps taken to **achieve goal 4** included:

Learn more about underserved communities among UK drinkers and share those new insights with the media and key partners

Host roundtable events with key partners to share new insight and develop a plan for how we can better work together

Key results:

- **Our 2023 Monitor survey revealed new insights into the drinking habits of those struggling the most financially and about drinkers from ethnic minority backgrounds (read more on page 41)**
- **Our report into young adults drinking behaviours generated a host of new insights (read more on page 42)**
- **Along with holding webinar briefings with funders and other partners to provide updates on our new research (see goal 5), we also started planning for a stakeholder roundtable to discuss how we can better support the LGBTQ+ community. This will take place in early 2024**

Research and expertise

Our research

In 2023, we continued to commission research into under-explored areas where we can fill gaps in the evidence-base, increase our knowledge, and share that knowledge more widely.

Drinkaware Monitor

Our annual 'state of the nation' survey, conducted for us by YouGov, provides an insight into the drinking habits of the UK. The 2023 Monitor, which surveyed 10,473 people from across the UK, looked at how we talk about alcohol and have honest conversations.

We spoke to the public about having conversations about alcohol. Watch the video here

10,473

The 2023 Monitor, surveyed 10,473 people from across the UK

More than half (56%) of UK drinkers feel their country has an unhealthy relationship with alcohol, rising to 66% in Scotland, 63% in Northern Ireland, 56% in England but falls to 38% in Wales

But only one in 10 drinkers (10%) feel they personally have an unhealthy relationship with alcohol

People struggling the most financially were most likely to have changed their drinking habits over the last 12 months. One in 10 drinkers struggling financially report drinking more alcohol in the last year while four in 10 have been drinking less

10% of drinkers from an ethnic minority background are 'high-risk' or 'possibly dependent', compared to 6% of white drinkers

The Monitor is the only UK-wide nationally representative survey that dives into people's drinking habits and behaviour. The survey highlighted concerns about how alcohol is seen in society.

Four in five UK drinkers (80%) say they drink within the UK Chief Medical Officers' low-risk drinking guidelines - up from 77% in 2020

UK adults appear to be drinking less frequently, with those drinking alcohol less often than weekly rising to 39% compared to 33% in 2019

Those drinking at home alone at least once a week is down from 24% in 2021 to 18% in 2023

Only 29% of adults would feel very comfortable having a conversation with family and 24% with friends about their drinking, compared to 45% with a partner

Download the report

Patterns in drinking across the four UK nations

In 2023, we published a report which looked at different drinking trends across all four UK nations. We used data from our annual Monitor surveys between 2017 and 2022.

Northern Ireland has the highest proportion of 'high-risk' or 'possible dependent' drinkers. However, the proportion did not significantly change for any nation between 2017 and 2022

England has the highest proportion of drinkers consuming more than 14 units per week. Only Northern Ireland saw a significant decrease between 2018 and 2022

England has the highest proportion of adults who drink on four or more days each week but was the only nation which saw a significant decrease between 2018 and 2022

Northern Ireland has the highest proportion of drinkers who binge drink daily or almost daily

We will use and share this new insight with partners and key stakeholders to look at new ways we can support people to reduce their drinking.

Download the report

Sober myth report

In recent years, there have been numerous reports about young adults aged 18 to 24 being a generation of non-drinkers.[66] [67] [68]

To understand more, we looked at data from our Drinkaware Monitors between 2017 and 2023 to explore the drinking behaviours of young adults and determine whether they really are a generation of non-drinkers.

The report, 'The Sober Myth: Are Young Adults Really a Generation of Non-Drinkers', reviewed data from more than 5,200 people aged 18 to 24 from across the UK.

While more young adults are not drinking alcohol, rising from 14% in 2017 to 21% in 2023, four in five (79%) still drink alcohol

Young adults who drink alcohol are more likely to binge drink (74% vs 63%), and twice as likely to drink at 'high-risk' or 'possible dependent' levels compared to the rest of the population (11% vs 6%)

The survey also found that compared to drinkers aged 25 and over:

Young adult drinkers are more likely to screen positive for anxiety or depression (43% vs 26%)

Young adult drinkers are more likely to experience memory loss (40% vs 19%), morning cravings (14% vs 4%), and failure to meet their usual responsibilities (24% vs 12%)

Young adults drink less often compared to drinkers 25 and over (46% vs 56%)

It is encouraging to see more young adults choosing not to drink, and those that do are drinking less often, and we welcome these positive trends. However, we must be careful that they don't mask some of the more concerning drinking behaviours that still exist.

Young adults are still more likely to binge drink than other age groups and suffer from memory loss and depression, linked to their drinking. We must ensure that young people's drinking habits are not ignored, and they are properly addressed. We will use and share this new insight with partners and key stakeholders to support young adults in the future.

Download the report

People's awareness and perceptions of low and alcohol-free drinks

Ahead of our 2023 alcohol-free drinks campaign, we commissioned YouGov to carry out research into UK drinkers' awareness and perceptions towards these types of drinks. The research found a clear opportunity to support people to reduce the amount they drink by promoting low and alcohol-free drinks as an alternative. When asked about their approach to cutting down their drinking at a social occasion, we found:

36% of respondents would drink a combination of alcoholic and soft drinks if reducing consumption at a social occasion

35% would not drink any alcoholic drinks

13% would drink a combination of low and alcohol-free and alcoholic drinks

8% would drink a combination of low and alcohol-free and soft drinks

8% would only drink low and alcohol-free drinks

Other findings included:

37% of people said improved taste would encourage them to drink a combination of low and alcohol-free and alcoholic drinks on the same occasion

Avoiding hangovers was the main benefit for people who had consumed these drinks

23% had been discouraged from drinking a low or alcohol-free drink and over a third (35%) saw someone be discouraged from drinking them

Improving the taste and promoting the benefits of drinking these options as a moderation technique is needed. We will continue to share our research and knowledge with the alcohol industry, government, researchers, academics, charities, and others to ensure this becomes a reality.

Download the report

Goal 5:
Infrastructure

We want Drinkaware to be a great place to work so we can recruit and retain the best staff who are committed to working together to reduce alcohol harm in the UK.

Our evidence-led approach and impact would not be possible without the vital funds and support given by our partners. We will ensure we have sufficient income to deliver on our strategy.

Steps taken to **achieve goal 5** included:

Improved staff benefits policy

All new posts identified are filled

Improve staff satisfaction ratings

Secure new funders and importantly retain existing funders

Key results:

- **Significantly enhanced employee benefits policy**
- **All new posts were filled**
- **Overall staff engagement score of 76% - a 13% increase**
- **We had support from over 300 industry organisations, including funders and Drinkaware logo licence holders - a 35% increase**
- **10 new funders in 2023**
- **Eight funder events held with more than 120 people attending**
- **100% increase in activity on our shop**

Infrastructure

Our people

A capable, motivated, and valued team is hugely important to everyone at Drinkaware. In 2023, we carried out a review of our employee benefits. The review was part of a broader programme aimed at making Drinkaware a great place to work, boosting our appeal as an employer, and ensuring we pay and reward people fairly.

The review used information from recent staff surveys, feedback from away days, and research into what other organisations do. We balanced this with what we can responsibly and sustainably afford to offer. Our aim was to create the best possible working environment at Drinkaware.

We increased our annual leave entitlement by two days and people can now buy or sell up to five annual leave days per year. In addition, we now offer health insurance for staff.

We recognise the importance of looking after our staff's wellbeing, as well as their ongoing learning. This is why we increased our learning and wellbeing grant from £300 per year to £500.

Training during 2023 included a women's confidence course run by UPFRONT. Eight women from Drinkaware took part in the six-week online course which helps those enrolled build their confidence and take what they learn back to the workplace to share with other interested women.

The changes we have made to our ways of working are already paying dividends with an overall staff engagement of 76% - a 13% increase. Staff feel they have improved communication and feedback on their performance from their manager and feel more valued and satisfied with the benefits they receive at work.

The Drinkaware staff awards were launched in 2022 to recognise the achievements of both individuals and teams. They are divided into three categories: project of the year; outstanding individual of the year; and best idea of 2023.

The awards were held again in December 2023 and the winner from each category received a voucher which was presented at the December away day.

We undertook a recruitment exercise in 2023 to ensure we had the right people in place to deliver our new strategy. New posts were created which included a variety of senior management roles with specialist skills in areas such as research and impact, stakeholder management, media, and brand.

We launched a senior leadership development programme in 2023 to improve ways of working among directors and heads of departments. The programme will help leaders improve their skills and experience with the aim of developing better cross-organisational working.
As part of our vision to bring people together, and host more meetings with key partners and stakeholders, we also recently moved to new offices.

Infrastructure

Our funders

We believe working in partnership is the most effective way to reduce alcohol harm at scale. We are proud to work with a wide range of partners, from industry to public health, and non-governmental organisations.

Our valued funders play a critical role in helping us reduce alcohol harm in the UK. Drinkaware is an independent charity, funded by voluntary donations from a wide range of sectors, including the alcohol and hospitality industry, as well as supermarkets and retailers.

Our funding approach has stood the test of time. It was created when Drinkaware was founded, in association with government and alcohol industry representatives, and is based on a universal funding model. Each funder donates a percentage of its profits depending on the turnover it makes from alcohol sales. The model is communicated to all our funders, so it is clear, consistent and transparent.

Drinkaware had 109 funders in 2023 including alcohol producers, wholesalers, retailers, venues, restaurant groups, and sports associations. Our funders include 50% producers, 22% wholesalers, 12% off-trade, and 16% on-trade.

The full list of our funders is on page 80

Keeping our funders regularly updated on our work and progress is a crucial part of working in partnership to reduce alcohol harm. Many of our funders attended our annual conference in March where we officially launched our new organisational strategy.

We held eight funder and partner events in 2023, with more than 120 people attending.

These included:

- Roundtable events with different areas of the alcohol industry to understand key issues and identify shared areas we can work together
- An Industry Leadership Group with a selection of our funders to provide updates on our work and discuss how we can work together
- Webinar briefings to update funders and partners on research carried out in 2023, including the 2023 Monitor survey and our report 'The Sober Myth: Are Young Adults Really a Generation of Non-Drinkers'

Funders received regular e-newsletters throughout the year, featuring updates on our various activities. Alongside a range of other stakeholders and partners, several funders contributed to our theory of change and helped us identify areas we can work together.

Infrastructure

Our income

Drinkaware training

In 2023, we started the transition from delivering face-to-face direct employee training to supporting both our funder and non-funder partners with alcohol-related wellbeing advice and guidance via a digital training pack.

The training was delivered in a variety of ways including bespoke educational packs, e-learning, and workshops - all offering advice and support on how to moderate your drinking and reduce long and short-term health risks. Employers not only wanted to support the wellbeing of their employees but also develop a professional culture which ultimately increased productivity.

We worked with some well-known organisations and brands, both Drinkaware funders and non-funder partners, including Coca Cola, Lidl, Scottish Professional Football League Trust, Leicester City Council, and National Farmers Union. In total, over 60,000 people accessed our alcohol education training either through their own online hubs or our digital platform, face-to-face, or alcohol awareness education packs.

Drinkaware shop

The Drinkaware Shop, relaunched in 2022 and operated by the trading subsidiary of Drinkaware, provides independent, evidence-based resources, training and products that support people to change their relationship with alcohol and improve their health.

More organisations are using resources accessed via the Drinkaware Shop than ever before, with a 100% increase in activity in 2023 compared to 2022. This included downloads of our free alcohol education resources such as posters and factsheets, as well as buying products such as our alcohol unit measuring cup. More than 85,000 items were distributed which included over 80,000 alcohol unit measuring cups and alcohol unit and calorie calculators. 159 NHS organisations downloaded or purchased resources from the shop.

Drinkaware trademark logo licence

The bedrinkaware.co.uk logo is used to signpost the public to our website where they can find information and advice about alcohol, learn about its impact on their health and wellbeing, and feel empowered and supported to make informed choices.

Businesses with a revenue of below £2.5 million per year can now renew their licence each year via the Drinkaware Shop, making it a much easier process. These changes have helped to retain even more supporters and nearly double the overall number of logo licence holders.

As a result of increasing the turnover threshold and reducing the price of the logo in 2022 to a nominal fee, we increased the number of logo licence holders in 2023 from 99 to 196 - a 98% increase.

Read more about our income on page 49

60,000

Over 60,000 people accessed our alcohol education training

Drinkaware Annual Trustees' Report 2023

Financial review

The statement of Drinkaware's financial activities for the year is set out on page 61 of the Annual Report. The net surplus for the group for the year was £682,020 (2022: £522,108).

Funding

In 2023, Drinkaware's total group income was £6,425,068 (2022: £6,290,845), received in voluntary donations, grants, sales of Drinkaware products, and investment income. Drinkaware's total income includes £5,992,227 in voluntary donations from alcohol producers (with operations in the UK), retailers, and hospitality businesses (2022: £5,827,423). In 2023, we moved to a rolling commitment from our voluntary donors to mitigate the risk of a significant drop in income due to all recommitment processes falling at the same time.

In addition, £432,841 (2022: £463,422) has been raised from grants, logo licence sales, alcohol awareness publications, and products and bank interest.

Income from expected donations is a high-risk area and one that is under constant scrutiny internally and by the Trustees. We are conscious of the impact of the economic climate on our funders' ability to donate to us and we continue to review our reserves' level to ensure we are able to respond and react to any future losses that might occur.

Fundraising

During 2023, Drinkaware did not undertake any public fundraising activities, either directly or through other parties, and has no plans to do so in the immediate future. Consequently, Drinkaware is not subject to any undertaking to be bound by any voluntary scheme for regulating fundraising, although the charity is registered with the Fundraising Regulator. The charity did not receive any complaints in relation to fundraising.

Expenditure

Total group expenditure was £5,743,048 (2022: £5,768,737). Of this, 91% was spent on charitable activities (2022: 92%). Expenditure on raising funds for the year was 7% of total expenditure (2022: 6%). This expenditure relates to the costs of account management.

Staff costs represented 37% of total expenditure in 2023 compared to 27% in 2022, arising from a combination of increased headcount and a pay benchmarking exercise undertaken in 2023 (see 'Pay policy' on page 53). The increased headcount was the outcome of a capacity building project designed to review the organisation's structure to ensure that we had the right level of staff to support and deliver our new strategy. New posts were created which included a variety of senior management roles with specialist skills in areas such as research and impact, stakeholder management, media, and brand. As key roles were gradually filled throughout 2023, we finished the year with a total of 41 employees, compared to 28 at the end of 2022.

Whilst there were some delays to our planned activities in 2023, we have still made good progress. In particular on improving and promoting our digital services, information, and guidance through our Drinking Check (alcohol self-assessment tool). Work on this will continue in 2024.

Net assets

The total net assets of the Group were £4,793,985 on 31 December 2023 (2022: £4,111,965). Refer to the 'designated reserves' section on page 50 to learn how we will be using those funds in the coming year.

Commercial trading operations

Drinkaware's trading subsidiary had a good year with strong sales of its educational and support materials, and income from logo licence fees. The commercial operations generated a profit of £96,364 (2022: £546,513). This profit will be Gift Aided to the charity in 2024.

In 2022, following the impact of the pandemic on some of the activities of the trading subsidiary, the charity agreed to write off management charges of £431,833. Excluding the latter, the net profit in the trading subsidiary was £114,680 and the results of the trading subsidiary are shown in note 3 of the financial statements on page 67.

Investment powers and policy

In considering the charity's investment policy, the Trustees continue to take the view that the preservation of capital is of primary importance. Future cash flow requirements should be regularly reviewed, and any excess cash balances should be invested in fixed term deposits or notice accounts with a view to maximising interest income.

The invested funds held on deposit by the Trust achieved an average rate of 1.3% (2022: 0.4%) for the year. We will be looking into better interest-bearing accounts in 2024.

Reserves policy and performance

It is the intention of the Trustees to maintain sufficient reserves to ensure the ongoing viability of the charity, notwithstanding a significant shortfall in funding or other unexpected events. In addition, the nature of Drinkaware's campaigns mean that expenditure peaks significantly at certain times of the year, reflecting the timing of media buys in particular. An appropriate level of reserves is required to ensure adequate cash flow to support campaign activities.

Our reserves policy, which was unchanged for a few years, stipulated that general reserves should represent at least four months of operating expenditure. In late 2023 and early 2024, the Board of Trustees reviewed Drinkaware's reserves policy to ensure that it is still appropriate and in line with the Charity Commission guidance, Charity reserves: building resilience (CC19). It was agreed that general reserves (unrestricted funds excluding designated funds and fixed assets) should now be a minimum of six months' operating expenditure, following the latest review of our principal risks and the likely impact on the charity should they materialise.

General reserves held on 31 December 2023 were £3,182,792 (2022: £1,926,693), as per note 19 of the financial statements. The minimum required amount to cover expenditure for six months is £2.9m (based on budgeted costs for the next financial year) and the total general reserves balance is above that amount. Our general reserves are in line with our reserves policy, with scope for further investment in technology and operations to support our strategy.

Designated reserves

Designated reserves are established at the discretion of the Trustees for specific purposes which are in the best interest of the charity, or to reflect the investment of reserves in capital assets rather than operating costs.

There is £561,821 in a future depreciation fund. The purpose of this reserve is to emphasise to the reader of the accounts that funds used to acquire assets are not available to fund other operations in future years, while providing a fund into which these assets' depreciation can be charged.

The Trustees have also decided to ring-fence some of the group's reserves into the following designated funds, to ensure that accelerated activity to support the strategy can be carried out:

- Campaign fund: £400,000 was set aside at the end of 2022. In 2023, £333,000 was spent from this fund with the remaining £67,000 to be spent in 2024 to promote our new Drinking Check
- Research fund: £190,000 was set aside at the end of 2022. In 2023, £159,000 was spent from this fund with the remaining £31,000 to be spent in 2024 on a specific research report
- Strategy delivery fund: £750,000 was set aside at the end of 2022. During the year, further funds of £201,372 were designated and the fund is being increased to £951,372 and carried forward to 2024 to fund various activities and plans which will support the delivery of our strategy. These activities include the promotion of our new Drinking Check, improvement of our IT infrastructure, and the move to our new office in Chiswell Street

Going concern

The Trustees have reviewed the latest budget and business plan, the level of free reserves, the latest management accounts, and most recent cash flow projections.

The Trustees have also considered the potential impact of a reduction in future income and the consequential effect on expenditure, after allowing time for Drinkaware to implement necessary actions to maintain a sustainable financial position. As a result, the Trustees believe that Drinkaware is well-placed to manage operational and financial risks successfully.

The Trustees are confident that Drinkaware has adequate resources to continue in operational existence for the foreseeable future. Accordingly, the Trustees are of the view that Drinkaware can continue to adopt the 'going concern' basis of accounting in preparing the financial statements.

Annual Trustee's Report 2023

Structure, governance and management

Governing document

The Drinkaware Trust is a company limited by guarantee and governed by its Memorandum and Articles of Association. It is registered as a charity with the Charity Commission and its Trustees are also members of the company. Trustees are appointed through an open recruitment process based solely on their ability to meet the needs of the Trust. The Board may appoint no more than two Trustees who are either currently employed in the alcohol industry or have a policy role with respect to alcohol. A register of Trustees' interests is maintained and accessible on the Drinkaware website.

Trustee recruitment

Under its Memorandum and Articles of Association, the Board may comprise of at least three and no more than 12 Trustees. Trustees are appointed by the Board and serve for an initial term of not more than four years. A Trustee may be re-appointed and may hold office for a maximum of nine years in total.

Trustee induction and Board appraisal

The charity has a formal procedure for inducting Trustees and provides key reference documents to ensure that newly appointed Trustees are fully aware of Drinkaware's history, current strategy and activities, and their responsibilities. New Trustees also receive induction material on the role of a Trustee and are signposted to the Charity Commission website for wider reading.

Training is provided at the request of the Trustees. The Board has a formal annual appraisal of Trustees (including the Chair) in line with best practice in the charity sector.

Organisation

The Board of Trustees direct the work of the charity. It typically meets around six times per year, although additional meetings can be held as and when required.

In 2023, the Finance & Human Resources committee was disbanded, with governance matters now being dealt with by the Risk & Audit Committee, and financial and operational matters being handled by the Board. The Risk & Audit Committee meets up to four times per year and committee members provide expertise and advice to the executive team as required.

In addition, the Board has been advised by an independent Medical Advisory Panel (MAP) which included clinicians, academics, and public health experts. The panel's role was to ensure that the information and advice Drinkaware provided is based on available evidence. The panel's term of office ended in 2023 and is being replaced by an Independent Advisory Panel (IAP) in 2024. The IAP will assist the charity by providing expert advice that will help raise awareness of the long and short-term risks associated with drinking alcohol. It will have a wider expertise in behavioural sciences to sit alongside medical experts. The IAP will meet twice a year and attend Board meetings on an observer basis.

The Chief Executive Officer (CEO) is appointed by the Board of Trustees to manage the day-to-day operations of the charity. The CEO works with the Senior Leadership Team, which comprises of directors for each key department, and collectively, they have delegated authority for operational matters. These include finance, employment, campaigns, and communications, in line with the policies that have been approved by the Board of Trustees. The CEO is appraised annually by the Chair and the Board of Trustees.

Related parties and co-operation with other organisations

No Trustees receive remuneration or other benefits from their work with the Trust. Any connection between Trustees or senior managers with any donor, supplier, or partner of the Trust must be disclosed to the full Board of Trustees and included in the Register of Interests. Declarations of interest are invited at each Board and Committee meeting.

Pay policy

Pay for all staff is independently benchmarked bi-annually against external comparators. Proposed pay increases or bonuses for exceptional performance are agreed by the Trustees or the CEO as appropriate, and are not guaranteed.

In 2023, we undertook a pay and reward review whereby all staff pay was benchmarked against market rates at the time. The review ensured that Drinkaware pays a fair and equitable salary for the diversity of its job roles. Remuneration for senior staff is reviewed annually by the Risk & Audit Committee, which is also responsible for recommending the remuneration of the CEO to the Board for approval.

Public benefit

The Trustees believe that activities undertaken in 2023 by the charity further its purpose for public benefit and believe that the annual report provides evidence of this with its case studies, research, and progress against strategic objectives. Therefore, the Trustees believe that they have complied with their duty to have due regard for public benefit in undertaking activities.

Annual Trustee's Report 2023

Risk management

The Board of Trustees has created a risk management strategy that involves an annual review of the principal risks and uncertainties that the charity faces, and of the policies, systems, and procedures in place to mitigate those risks.

A Risk Register, designed to include all the principal risks to which the charity is exposed, is maintained and regularly reviewed by the Risk & Audit Committee.

The Trustees consider the following to be the key risks and mitigations currently facing the charity:

- Drinkaware's income is made up of donations from industry organisations from across the UK, which is a risk when the industry is under financial pressure or for other reasons such as how donations are being spent. This continues to be closely monitored, given inflation and cost-of-living increases during 2023, and the ongoing pressures on some parts of the industry. The trading activities are monitored by the Board of the trading company. The Board has requested that an income generation strategy be undertaken - provision has been made in 2024's budget for this to be put into operation

- In November 2022, the Trustees approved a new three-year strategy for the organisation – moving our focus from individual behaviour change to societal change. There is a risk that the new strategy is not impactful or doesn't result in a measurable reduction in alcohol-related harm, which in turn will have a detrimental impact on our stakeholders and staff, and potentially our income. To mitigate this, the Trustees commissioned a theory of change. In addition, a set of objectives and key results have been created and are regularly monitored, with an attribution model developed in late 2023 to provide further evidence of impact

- Our organisational reputation as a trusted source of information for the public, government, and industry remains a key organisational risk. We have a range of mitigations in place for this including an Independent Advisory Panel (formerly the Medical Advisory Panel), revised organisational values, and investment in new key roles across our management team

- With a greater focus on digital, the Board considers that risks of IT systems failure and cyber and data security are of rising importance. Drinkaware's business continuity plan is reviewed quarterly, and a cyber maturity assessment was completed in late 2022 with remedial actions put in place during 2023, including penetration testing and improved password protection. This area is kept under review

- The Board is concerned that the governance and leadership structures are resilient enough to ensure that Drinkaware's work to reduce alcohol harm will continue despite departures and absences amongst Trustees and Senior Management. To mitigate this, the management level under the Senior Leadership Team has been strengthened so that each area of activity has a Head. These new roles will take on responsibility for day-to-day management of teams, allowing more time for the Senior Leadership Team to focus on strategic work. The Heads can also deputise for the Director if required. Following several Trustee retirements, the Board has been strengthened by a further Trustee appointment in January 2024. A full list of Trustees can be found on page 8. As explained previously, the Medical Advisory Panel's term of office ended in 2023, and it was replaced by an Independent Advisory Panel with slightly different terms of reference. The Board is aware of the potential for the loss of organisational memory when there is change both among the Board and Senior Management

Drinkaware Annual Trustees' Report 2023

Trustees' responsibilities in relation to the financial statements

The Trustees are responsible for preparing the Trustees' Report and Financial Statements in accordance with applicable law and UK accounting standards (United Kingdom Generally Accepted Accounting Practice). Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company, and of the incoming resources and the application of resources of the charitable company for that period.

In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and apply them consistently
- Observe the methods and principles of the Charities Statements of Recommended Practice (SORPs)
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on the 'going concern' basis unless it is inappropriate to presume that the charitable company will continue in operation

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with relevant legislation. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Information to Auditors

The Trustees confirm that they have taken appropriate steps to make themselves aware of any relevant audit information and to establish that the company's auditors are aware of that information. As far as the Trustees are aware, there is no relevant audit information that has not been disclosed to the auditors.

This report has been prepared in accordance with the special provisions of Section 381 of the Companies Act 2006 relating to small companies.

By order of the Board of Trustees:

Lucy Armstrong
Chair, Board of Trustees

19 July 2024

Drinkaware Annual Trustees' Report 2023

Independent Auditors' Report to the members of The Drinkaware Trust

Opinion

We have audited the financial statements of The Drinkaware Trust (the 'company') for the year ended 31 December 2023 which comprise the Group Statement of Financial Activities, the Group and Parent Charitable Company Balance Sheets, the Group Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 'The Financial Reporting Standard Applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- Give a true and fair view of the state of the group's and the parent charitable company's affairs as at 31 December 2023, and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice
- Have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act 2011

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs(UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least 12 months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The Trustees are responsible for the other information. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements, or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- The information given in the Trustees' annual report for the financial year for which the financial statements are prepared is consistent with the financial statements
- The Trustees' annual report has been prepared in accordance with applicable legal requirements

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and parent charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' annual report.

We have nothing to report in respect of the following matters where the Companies Act 2006 and the Charities Act 2011 require us to report to you if, in our opinion:

- The parent charitable company has not kept adequate and sufficient accounting records, or returns adequate for our audit have not been received from branches not visited by us; or
- The parent charitable company's financial statements are not in agreement with the accounting records and returns; or
- Certain disclosures of Trustees' remuneration specified by law are not made; or
- We have not received all the information and explanations we require for our audit; or
- The Trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the Trustees' Annual Report and from preparing a strategic report

Responsibilities of Trustees

As explained more fully in the Trustees' responsibilities statement set out on page 55, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the group and parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the group or parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under the Companies Act 2006 and section 151 of the Charities Act 2011 and report in accordance with those Acts.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs (UK) we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control

- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the group and parent charitable company's internal control

- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Trustees

- Conclude on the appropriateness of the Trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the group and parent charitable company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the group or parent charitable company to cease to continue as a going concern

- Evaluate the overall presentation, structure, and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation

- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the group to express an opinion on the consolidated financial statements. We are responsible for the direction, supervision and performance of the group audit. We remain solely responsible for our audit report

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Explanation as to what extent the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including

fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

The objectives of our audit in respect of fraud are: to identify and assess the risks of material misstatement of the financial statements due to fraud; to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud, through designing and implementing appropriate responses to those assessed risks; and to respond appropriately to instances of fraud or suspected fraud identified during the audit. However, the primary responsibility for the prevention and detection of fraud rests with both management and those charged with governance of the charitable company.

Our approach was as follows:

- We obtained an understanding of the legal and regulatory requirements applicable to the charitable company and considered that the most significant are the Companies Act 2006, the Charities Act 2011, the Charity SORP, and UK financial reporting standards as issued by the Financial Reporting Council and UK taxation legislation

- We obtained an understanding of how the charitable company complies with these requirements by discussions with management and those charged with governance

- We assessed the risk of material misstatement of the financial statements, including the risk of material misstatement due to fraud and how it might occur, by holding discussions with management and those charged with governance

- We inquired of management and those charged with governance as to any known instances of non-compliance or suspected non-compliance with laws and regulations

- Based on this understanding, we designed specific appropriate audit procedures to identify instances of non-compliance with laws and regulations. This included making enquiries of management and those charged with governance and obtaining additional corroborative evidence as required

There are inherent limitations in the audit procedures described above. We are less likely to become aware of instances of non-compliance with laws and regulations that are not closely related to events and transactions reflected in the financial statements. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and, in respect of the consolidated financial statements, to the charity's Trustees, as a body, in accordance with Chapter 3 of Part 8 of the Charities Act 2011. Our audit work has been undertaken so that we might state to the charitable company's members and Trustees those matters which we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to any party other than the charitable company, the charitable company's members, as a body, and the charity's Trustees, as a body, for our audit work, for this report, or for the opinion we have formed.

Moore Kingston Smith LLP

Luke Holt
(Senior Statutory Auditor)

For and on behalf of
Moore Kingston Smith LLP,
Statutory Auditor

9 Appold Street
London
EC2A 2AP

23 July 2024

Moore Kingston Smith LLP is eligible to act as auditor in terms of Section 1212 of the Companies Act 2006.

Drinkaware Annual Trustees' Report 2023

Consolidated financial statements

For the year ended 31 December 2023
The Drinkaware Trust (A Company Limited by Guarantee)

Consolidated Financial Statements

Consolidated statement of financial activities

(incorporating the income and expenditure account for the year ended 31 December 2023)

	Notes	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £	Total funds 2022 £
Income from:					
Donations		5,992,227	-	5,992,227	5,827,423
Charitable activities		-	-	-	-
Commercial trading operations		370,369	-	370,369	409,501
Investment income		37,618	-	37,618	10,713
Other income		24,854	-	24,854	43,208
Total		**6,425,068**	**-**	**6,425,068**	**6,290,845**
Expenditure on:					
Raising funds	6	393,665	-	393,665	333,759
Commercial trading operations	6	114,138	-	114,138	121,262
Charitable activities	6	5,235,245	-	5,235,245	5,313,716
Total		**5,743,048**	**-**	**5,743,048**	**5,768,737**
Net income		682,020	-	682,020	522,108
Transfers between funds		-	-	-	-
Net movement in funds		682,020	-	682,020	522,108
Reconciliation of funds:	19				
Total funds brought forward		4,111,965	-	4,111,965	3,589,857
Total funds carried forward		**4,793,985**	**-**	**4,793,985**	**4,111,965**

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

The notes on pages 64 to 79 form part of these financial statements.

Consolidated Financial Statements

Consolidated and company balance sheets

For the year ended 31 December 2023

	Notes	Group 2023 £	Group 2022 £	Charity 2023 £	Charity 2022 £
Fixed assets					
Intangible assets	11	557,993	818,476	557,993	818,476
Tangible assets	12	3,828	26,796	3,828	26,796
Investment in Trading Sub	3	-	-	1	1
		561,821	**845,272**	**561,822**	**845,273**
Current assets					
Stocks	13	9,973	33,594	1,490	1,490
Debtors	14	1,635,485	891,331	1,715,477	990,634
Cash at bank & in hand		3,380,648	2,747,922	3,118,952	2,603,607
		5,026,106	**3,672,847**	**4,835,919**	**3,595,731**
Creditors: amounts falling due within one year	15	(793,942)	(406,154)	(805,927)	(379,668)
Net current assets		**4,232,164**	**3,266,693**	**4,029,992**	**3,216,063**
Net assets		**4,793,985**	**4,111,965**	**4,591,814**	**4,061,336**
Funds					
Unrestricted funds	19	3,182,792	1,926,693	2,980,621	1,876,063
Designated funds	19	1,611,193	2,185,272	1,611,193	2,185,273
Restricted funds	18	-	-	-	-
Total funds		**4,793,985**	**4,111,965**	**4,591,814**	**4,061,336**

As permitted by S408 of the Companies Act 2006, the company has not presented its own income and expenditure statement and related notes. The company's surplus for the year was £530,478 (2022: £471,481).

These accounts are prepared in accordance with the special provisions in Part 15 of the Companies Act 2006 relating to small companies.

The financial statements were approved by the Board and authorised for issue on 19 July 2024 and signed on its behalf by:

Lucy Armstrong
Chair

Registered Company no. 4547974

The notes on pages 64 to 79 form part of these financial statements.

Consolidated Financial Statements

Consolidated statement of cash flows

For the year ended 31 December 2023

	2023 £	2022 £
Cash generated from operating activities		
Net cash provided by operating activities	747,101	480,843
Cash flows from investing activities:		
Interest income	37,618	10,713
Purchase of property, plant and equipment	-	(460,898)
Purchase of intangible assets	(151,993)	-
Net cash used in investing activities	**(114,375)**	**(450,185)**
Change in cash and cash equivalents in the reporting period	632,726	30,658
Cash and cash equivalents at the beginning of the reporting period	**2,747,922**	**2,717,264**
Cash and cash equivalents at the end of the reporting period	**3,380,648**	**2,747,922**
Reconciliation of net income/(expenditure) to net cash flow from operating activities		
Net income/(expenditure) (as per the Statement of Financial Activities)	682,020	522,108
Adjustments for:		
Depreciation charges	22,968	60,809
Amortisation charges	412,476	487,892
Bad debt provision movements	(33,722)	(138,468)
Investment income	(37,618)	(10,713)
Decrease in stocks	23,621	10,300
Increase in debtors	(710,432)	(44,229)
Decrease/(increase) in creditors	387,788	(406,856)
Net cash provided by operating activities	**747,101**	**480,843**
Analysis of cash and cash equivalents		
Cash in hand	3,380,648	2,747,922
Total cash and cash equivalents	**3,380,648**	**2,747,922**

Analysis of changes in net debt

	As at 1 January 2023	Cash flows	As at 31 December 2023
Cash at bank	2,747,922	632,726	3,380,648
Total	**2,747,922**	**632,726**	**3,380,648**

Consolidated Financial Statements

Notes to the consolidated financial statements

For the year ended 31 December 2023

1. Accounting policies

The Drinkaware Trust is a company limited by guarantee registered in England and Wales (company number 4547974). Its registered office is 1st Floor, Michael House, 35 Chiswell St, London, EC1Y 4SE.

a) Accounting Convention

Basis of preparation

The charity constitutes a public benefit entity as defined by FRS102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) including Update Bulletin 2, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS102), the Charities Act 2011, the Companies Act 2006 and UK Generally Accepted Practice. The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest pound.

The financial statements are prepared under the historical cost concept except for investments which are held at fair value.

Going concern

The trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the charitable company and the group to continue as a going concern. This assessment has included the potential for loss of income as a consequence of high inflation and rising prices, both from an organisation viewpoint and from our funders. The trustees have made this particular assessment for a period of at least twelve months from the date of approval of the financial statements for the year ended 31 December 2023 and in particular have considered the charitable entity's forecasts and projections, taking into account the pressures on donation and investment income and those of its trading subsidiary.

Having reviewed the forecasts and projections prepared by management, the Trustees are confident that the charitable group will continue to meet its obligations as they fall due and as a result of this, the going concern basis of accounting continues to be appropriate.

Consolidation
These financial statements consolidate the results of the charity and its wholly owned subsidiary Drinkaware Trading Limited on a line-by-line basis. A separate Statement of Financial Activities, or income and expenditure account, is not presented for the charity itself following the exemptions afforded by section 408 of Part 15 of the Companies Act 2006 relating to small companies.

b) Tangible fixed assets and depreciation

Tangible fixed assets acquired with a fair value over £2,500 are capitalised and depreciated on a straight-line basis over their expected useful economic lives as follows:

- Fixtures, furniture and equipment – the life of the lease
- Leasehold improvements – the life of the lease

c) Intangible fixed assets

Intangible fixed assets acquired with a fair value over £2,500 are capitalised and amortised on a straight-line basis over their expected useful economic lives as follows:

- Website domain – three years
- Website replatforming and mobile application – three years
- Assets under construction – not amortised until they are ready for use

d) Income

Income is recognised as soon as Drinkaware has entitlement to the income and there is a probability of receipt, and the amount is measured with sufficient reliability.

Income attributable to the financial period is recognised as follows:

- Donations are accounted for in the period to which they relate
- Investment income is accounted for over the period in which it is earned
- Other income is accounted for as it is earned
- Sale of informational materials from commercial trading operations is accounted for when the sale has taken place. Other commercial income is accounted for in the period to which it relates.

e) Deferred income

Where income for expenditure in a future accounting period is received in advance, it is recognised as deferred income. The amounts shown in the balance sheet in respect of deferred income represent the amounts deferred to future accounting periods.

f) Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement, and the amount of the obligation can be measured reliably. All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all the costs related to the category. Where costs cannot be directly attributed to particular headings, they have been allocated to activities on a basis consistent with use of the resources.

Cost of raising funds include an allocation of staff and overhead costs apportioned to this activity. Support costs are apportioned as a percentage of management time spent on these activities.

Direct costs, including directly attributable salaries, are allocated on an actual basis to the key strategic areas of activity. Overheads and other salaries are allocated between expense headings on the basis of time spent.

Governance costs include the cost of governance arrangements which relate to the general running of the charity. These activities provide the governance infrastructure which allows the charity to operate and to generate the information required for public accountability. They include the strategic planning processes that contribute to the future development of the charity.

Direct staff costs are posted to the activity to which they relate, overhead staff costs are allocated on the basis of management time spent on these activities.

g) Irrecoverable VAT

Irrecoverable VAT is charged against the category of resources expended for which it is incurred.

h) Operating leases

Rentals arising under operating leases are charged to the SOFA over the period in which the costs are incurred.

i) Fund accounting

Funds held by the charity are:

- **Unrestricted funds** are funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.
- **Designated funds** represent a portion of the unrestricted funds that have been set aside by the Trustees for a particular purpose.
- **Restricted funds** represent grants and other income received which can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor.

j) Stock

Stocks are stated at the lower of cost and net realisable value. Net realisable value is assessed not only in relation to 'selling' price but also with reference to the value in distribution to the beneficiaries in order to further the objectives of the charity. Stock is expensed in the reporting period in which it is distributed.

Stock comprises informational booklets and materials which aid people in managing their alcohol intake.

k) Debtors and creditors

Trade and other debtors are recognised at the settlement amount due.

Creditors and liabilities are recognised when an obligation arises to transfer economic benefits to a third party as a result of past transactions or events. The amount due to settle the obligation can also be measured reliably.

l) Pensions

Drinkaware operates a defined contribution pensions policy in compliance with the stakeholder pensions requirements. Drinkaware matches the percentage that the employee contributed up to a maximum of 5%. Contributions payable are charged as an expense to the SOFA in respect of the accounting period.

No further liabilities accrue to the Trust other than these contributions.

m) Financial instruments

Cash and cash equivalents include cash at banks and in hand and short-term deposits with a maturity date of three months or less.

Drinkaware only has financial assets and financial liabilities of a kind that qualify as basic financial instruments.

The charity only holds basic financial instruments as defined by FRS 102. Financial instruments receivable or payable within one year of the reporting date are carried at their transaction value and subsequently at their settlement value.

n) Critical accounting estimates and areas of judgement

In preparing financial statements it is necessary to make certain judgements, estimates, and assumptions that affect the amounts recognised in the financial statements. The following judgements and estimates, are considered by the Trustees to have the most significant effect on amounts recognised in the financial statements:

- Depreciation and amortisation charges are based on the estimated useful life of the assets held
- Dilapidation provision is based on the estimated costs of delivering up the leased property at the end of the lease in the state in which it was at the beginning of the lease
- Provision for bad and doubtful debts is based on a specific provision in respect of invoices that either have been unpaid for more than 90 days, or where we believe there is a high risk of non-payment

2. Grants & donations – charity

	2023 £	2022 £
Unrestricted:		
Donations	5,992,227	5,827,423
Total income	**5,992,227**	**5,827,423**

Note: All donations were unrestricted in the current year and in the prior year.

3. Commercial trading operations and investment in trading subsidiary

The wholly owned trading subsidiary, Drinkaware Trading Limited, registered office 1st floor, Michael House, 35 Chiswell St, London, EC1Y 5SE, Company Number: 11735195, which is incorporated in the UK, Gift Aids any taxable profits to the charity. Drinkaware Trading Limited operated the commercial activities previously carried out by The Drinkaware Trust up to 30 June 2019. The charity owns the entire issued share capital of 1 share of £1. A summary of the trading results is shown below.

Shares held in subsidiary

	2023 £	2022 £
1 ordinary share of £1	1	1

	2023 £	2022 £
Summary profit & loss account		
Turnover	370,369	841,334
Costs of sales and administrative expenses	(64,698)	(42,178)
Gross profit	**305,671**	**799,156**
Distribution costs	(11,136)	(8,600)
Admin costs	(198,171)	(242,201)
Net profit	**96,364**	**548,355**
Interest payable and similar charges	-	(1,842)
Profit on ordinary activities before Gift Aid	**96,364**	**546,513**
Gift aid	(50,628)	-
Net movement in funds	**45,736**	**546,513**
Retained profit/(loss) brought forward	50,629	(495,884)
Retained profit/(loss) carried forward	**96,365**	**50,629**

	2023 £	2022 £
Summary balance sheet		
Current assets	369,417	361,284
Current liabilities	(273,052)	(310,655)
Capital and reserves	**96,365**	**50,629**

4. Investment income

	2023 £	2022 £
Unrestricted bank interest receivable	**37,618**	**10,713**

5. Other income

	2023 £	2022 £
Unrestricted grants	**24,854**	**43,208**

6. Expenditure

	Staff costs £	Support costs (note 7) £	Other direct costs £	Total 2023 £
Raising funds				
Cost of raising donations	235,162	158,503	-	393,665
Commercial trading operations	-	114,138	-	114,138
Charitable activities				
Consumer information	1,902,671	1,436,364	1,896,210	5,235,245
Total resources expended	**2,137,833**	**1,709,005**	**1,896,210**	**5,743,048**

	Staff costs £	Support costs (note 7) £	Other direct costs £	Total 2022 £
Raising funds				
Cost of raising donations	174,103	159,656	-	333,759
Commercial trading operations	-	121,262	-	121,262
Charitable activities				
Consumer information	1,408,652	1,426,973	2,478,091	5,313,716
Total resources expended	**1,582,755**	**1,707,891**	**2,478,091**	**5,768,737**

7. Allocation of support costs and overheads

	Raising funds £	Consumer information £	Commercial trading operations £	Total 2023 £
Unrestricted funds:				
Premises	10,973	88,778	-	99,751
Depreciation	47,899	387,545	-	435,444
Communications and IT	28,169	227,916	-	256,085
Postage and printing	489	3,957	-	4,446
Travel costs	4,852	39,255	-	44,107
Employee related costs	66,121	534,977	-	601,098
Governance costs (note 8)	-	153,936	-	153,936
Commercial trading operations	-	-	114,138	114,138
Total support costs	**158,503**	**1,436,364**	**114,138**	**1,709,005**

	Raising funds £	Consumer information £	Commercial trading operations £	Total 2022 £
Unrestricted funds:				
Premises	15,358	124,259	-	139,617
Depreciation	60,357	488,344	-	548,701
Communications and IT	20,907	169,156	-	190,063
Postage and printing	1,036	8,383	-	9,419
Travel costs	2,415	19,540	-	21,955
Employee related costs	59,583	482,079	-	541,662
Governance costs (note 8)	-	135,212	-	135,212
Commercial trading operations	-	-	121,262	121,262
Total support costs	**159,656**	**1,426,973**	**121,262**	**1,707,891**

8. Analysis of governance costs

	2023 £	2022 £
Auditors' remuneration	25,525	27,477
Auditors' remuneration – prior year	(940)	-
Auditors' remuneration – non audit services	-	1,120
Legal and professional fees	129,351	106,615
Total governance costs	**153,936**	**135,212**

9. Staff costs and Trustee remuneration

	Group and Charity	
	2023 £	2022 £
Wages and salaries	1,839,504	1,352,214
Pension contributions	95,387	77,806
Social security costs	202,942	152,735
	2,137,833	**1,582,755**

The average number of employees during the year was:

	2023	2022
Charity	31	26
	31	**26**

The number of employees with annual remuneration in excess of £60,000 was as follows:

	2023	2022
£60,000 to £69,999	4	2
£70,000 to £79,999	1	2
£80,000 to £89,999	2	1
£90,000 to £99,999	1	-
£120,000 to £120,999	1	-

The pension contribution attributable to higher paid employees is £42,521 (2022: £21,353). Drinkaware operates a salary sacrifice pension scheme.

Trustee and key personnel remuneration

The Trustees neither received nor waived any emoluments during the year (2022: £nil).

Expenses of £5,131 (2022: £1,868) were reimbursed to four (2022: three) Trustees during the year.

The key management personnel of the charity are considered to be the Trustees, the Chief Executive, the Company Secretary and the Chief Medical Advisor. The key management personnel of the charity received £253,435 (2022: £118,577) in salaries and fees. The employer contributions into the charity's pension scheme with respect to key management personnel amounted to £12,536 (2022: £1,045). For the majority of 2022, the Company Secretary and Chief Executive Officer were outsourced and hence not on the payroll.

10. Taxation

The charity benefits from exemptions on income and gains falling within Sections 466-493 of the Corporation Tax Act 2010 to the extent they are derived from charitable activities. Its wholly owned trading subsidiary, Drinkaware Trading Limited, passes profits on which tax would be payable to the charity under Gift Aid.

11. Intangible fixed assets - group and charity

	Website and mobile application and software £	Asset in course of construction £	Total £
Cost			
At 1 January 2023	1,619,775	-	1,619,775
Additions	-	151,993	151,993
Disposals	-	-	-
At 31 December 2023	1,619,775	151,993	1,771,768
Amortisation			
At 1 January 2023	801,299	-	801,299
Charge for year	412,476	-	412,476
Disposals	-	-	-
At 31 December 2023	1,213,775	-	1,213,775
Net book value			
At 31 December 2023	406,000	151,993	557,993
At 1 January 2023	818,476	-	818,476

12. Tangible fixed assets - group and charity

	Fixtures, furniture and equipment £	Leasehold improvements £	Total £
Cost			
At 1 January 2023	85,411	48,045	133,456
Additions	-	-	-
Disposals	-	-	-
At 31 December 2023	85,411	48,045	133,456
Depreciation			
At 1 January 2023	80,009	26,651	106,660
Charge for year	5,202	17,766	22,968
Disposals	-	-	-
At 31 December 2023	85,211	44,417	129,628
Net book value			
At 31 December 2023	200	3,628	3,828
At 1 January 2023	5,402	21,394	26,796

13. Stock

	Group		Charity	
	2023 £	**2022 £**	**2023 £**	**2022 £**
Informational booklets and materials	**9,973**	**33,594**	**1,490**	**1,490**

14. Debtors

	Group		Charity	
	2023 £	**2022 £**	**2023 £**	**2022 £**
Trade debtors	1,395,850	850,888	1,344,224	779,563
Provision for bad and doubtful debts	(78,947)	(112,669)	(62,882)	(107,150)
Other debtors	51,940	31,603	31,604	31,603
Amounts owned by group undertakings	-	-	137,796	167,500
Prepayments and accrued income	266,642	121,509	264,735	119,118
	1,635,485	**891,331**	**1,715,477**	**990,634**

15. Creditors - amounts falling due within one year

	Group		Charity	
	2023 £	**2022 £**	**2023 £**	**2022 £**
Trade creditors	405,850	150,357	401,667	99,177
Other creditors	30,000	123,235	30,000	121,302
Pension liability	21,642	17,092	21,642	17,092
Taxes and social security costs	94,043	66,330	78,679	43,470
Accruals and deferred income (see note 16)	242,407	49,140	232,506	33,837
Amounts due to subsidiary	-	-	41,433	64,790
	793,942	**406,154**	**805,927**	**379,668**

16. Deferred income

	Group		Charity	
	2023 £	**2022 £**	**2023 £**	**2022 £**
Balance at beginning of year	10,288	31,356	-	-
Deferred during the year	81,568	10,288	75,713	-
Released during the year	(10,288)	(31,356)	-	-
Balance at end of year	**81,568**	**10,288**	**75,713**	**-**

17. Operating leases

At 31 December 2023 the group had commitments under non-cancellable operating leases as follows:

	Group		Charity	
	2023 £	**2022 £**	**2023 £**	**2022 £**
Land & buildings				
Within one year	135,774	62,208	135,774	62,208
In two to five years	343,168	8,517	343,168	8,517
After five years	-	-	-	-
	478,942	**70,725**	**478,942**	**70,725**

In February 2024, Drinkaware entered a five-year lease for a new office at 1st floor, Michael House, 35 Chiswell St, London EC1Y 4SE. There is a break clause after three years. The new lease also has a rent free period of four months.

18. Restricted funds - group and charity

Year ended 31 December 2023

	Balance at 1 January 2023 £	Incoming resources £	Resources expended £	Transfers £	Balance at 31 December 2023 £
Restricted funds	-	-	-	-	-
Total funds	**-**	**-**	**-**	**-**	**-**

Year ended 31 December 2022

	Balance at 1 January 2022 £	Incoming resources £	Resources expended £	Transfers £	Balance at 31 December 2022 £
Restricted funds	105,000	-	(105,000)	-	-
Total funds	**105,000**	**-**	**(105,000)**	**-**	**-**

Restricted funds related to monies received from Drinkaware partners to be applied to specified goods and services. These included delivery of bespoke campaign support and materials and tailored Drinkaware programmes.

19. Unrestricted funds

Consolidated - year ended 31 December 2023

	Balance at 1 January 2023 £	Incoming resources £	Resources expended £	Transfers £	Balance at 31 December 2023 £
General reserves	1,926,693	6,425,068	(4,815,604)	(353,365)	3,182,792
Designated fund – future depreciation	845,272	-	(435,444)	151,993	561,821
Designated fund – strategy delivery	750,000	-	-	201,372	951,372
Designated fund – campaign fund	400,000	-	(333,000)	-	67,000
Designated fund – research fund	190,000	-	(159,000)	-	31,000
	4,111,965	**6,425,068**	**(5,743,048)**	**-**	**4,793,985**

Consolidated - year ended 31 December 2022

	Balance at 1 January 2022 £	Incoming resources £	Resources expended £	Transfers £	Balance at 31 December 2022 £
General reserves	1,961,782	6,290,845	(5,663,737)	(662,197)	1,926,693
Designated fund – future depreciation	933,075	-	-	(87,803)	845,272
Designated fund – strategy delivery	-	-	-	750,000	750,000
Designated fund – campaign fund	400,000	-	-	-	400,000
Designated fund – research fund	190,000	-	-	-	190,000
	3,484,857	**6,290,845**	**(5,663,737)**	**-**	**4,111,965**

Charity - year ended 31 December 2023

	Balance at 1 January 2023 £	Incoming resources £	Resources expended £	Transfers £	Balance at 31 December 2023 £
General reserves	1,876,064	6,265,193	(4,807,271)	(353,365)	2,980,621
Designated fund – future depreciation	845,272	-	(435,444)	151,993	561,821
Designated fund – strategy delivery	750,000	-	-	201,372	951,372
Designated fund – campaign fund	400,000	-	(333,000)	-	67,000
Designated fund – research fund	190,000	-	(159,000)	-	31,000
	4,061,336	**6,265,193**	**(5,734,715)**	**-**	**4,591,814**

Charity - year ended 31 December 2022

	Balance at 1 January 2022 £	Incoming resources £	Resources expended £	Transfers £	Balance at 31 December 2022 £
General reserves	1,961,780	6,055,820	(5,479,339)	(662,197)	1,876,064
Designated fund – future depreciation	933,075	-	-	(87,803)	845,272
Designated fund – strategy delivery	-	-	-	750,000	750,000
Designated fund – campaign fund	400,000	-	-	-	400,000
Designated fund – research fund	190,000	-	-	-	190,000
	3,484,855	**6,055,820**	**(5,479,339)**	**-**	**4,061,336**

The purpose of the designated funds can be found on page 50.

20. Analysis of net assets between funds

Year ended 31 December 2023

	Unrestricted funds £	Restricted funds £	Total £
Group			
Fund balances at 31 December 2023 are represented by:			
Fixed assets	561,821	-	561,821
Net current assets	4,232,164	-	4,232,164
Total net assets	**4,793,985**	**-**	**4,793,985**

	Unrestricted funds £	Restricted funds £	Total £
Charity			
Fund balances at 31 December 2023 are represented by:			
Fixed assets	561,821	-	561,821
Investment	1	-	1
Net current assets	4,029,992	-	4,029,992
Total net assets	**4,591,814**	**-**	**4,591,814**

Year ended 31 December 2022

	Unrestricted funds £	Restricted funds £	Total £
Group			
Fund balances at 31 December 2022 are represented by:			
Fixed assets	845,272	-	845,272
Net current assets	3,266,693	-	3,266,693
Total net assets	**4,111,965**	**-**	**4,111,965**

	Unrestricted funds £	Restricted funds £	Total £
Charity			
Fund balances at 31 December 2022 are represented by:			
Fixed assets	845,272	-	845,272
Investment	1	-	1
Net current assets	3,216,063	-	3,216,063
Total net assets	**4,061,336**	**-**	**4,061,336**

21. Related party transactions

During the year Drinkaware Trust charged a management fee of £156,000 (2022: £156,000) to Drinkaware Trading Limited, its fully owned subsidiary, for administration and support costs.

At the balance sheet date Drinkaware Trust was owed £243,604 (2022: £167,500) by Drinkaware Trading Limited, of which £105,808 was provided for. The amount due also includes a loan of £50,000 from Drinkaware Trust to Drinkaware Trading at a rate of 3% above the Bank of England Base rate which accrues daily.

At the balance sheet date, Drinkaware Trust owed £41,433 (2022: £64,790) to Drinkaware Trading Limited for trading sales receipts that were paid into the Trust.

During the year Wells & Co Limited, a related party to Drinkaware Trust by virtue of Trustee Paul Wells also being a director of the company, purchased logo licences totalling £2,000 (2022: £1,500) and donated £1,745 (2022: £5,648) to the Trust.

22. Capital commitments

There were no capital commitments by the charity or group, contracted or authorised at 31 December 2023 or 31 December 2022.

23. Legal status of the charity

The charity is a company limited by guarantee and has no share capital. In the event of the charity being wound up the liability in respect of the guarantee is limited to £1 per member of the charity.

Our funders

December 2023

1. Accolade Wines Limited
2. Admiral Taverns Ltd
3. Adnams
4. Aldi UK
5. Asahi UK
6. ASDA Stores Ltd
7. Aston Manor
8. Bacardi
9. Bancroft Wines
10. Beam Suntory
11. Benchmark Drinks
12. Blue Tree Limited
13. Budweiser
14. Broadland Drinks
15. Brothers Drinks Co Ltd
16. Brown-Forman Brands
17. C&C Group
18. Campari UK
19. Carlsberg Marston's Brewing Company Limited
20. Casella Family Brands (Europe) Ltd
21. Castel-Frères
22. Cider of Sweden (Kopparberg)
23. Concha y Toro UK Ltd
24. Continental Wine & Food
25. Corinthian Brands Limited
26. Cotswold Distillery
27. DGB Europe Limited
28. Diageo Great Britain Ltd
29. Disaronno International UK Limited
30. Distell International
31. E & J Gallo Winery Europe
32. Edrington
33. Enotria & Coe Ltd
34. Everards Brewery Ltd
35. Freedom Brewery Ltd
36. Funkin Cocktails Ltd
37. Getir UK Limited
38. Glen Turner Company Ltd
39. Global Brands
40. Goedhuis & Co
41. Gordon & Macphail
42. Guy Anderson Wines
43. H Weston and Sons Ltd
44. Hallgarten & Novum Wines
45. Harvey & Sons (Lewes) Ltd
46. Hatch Mansfield Limited
47. Heineken
48. Hippodrome Casino Ltd
49. Hi-Spirits (Sazerac)
50. Hook Norton Brewery
51. Ian Macleod Distillers Ltd
52. Ideal Wine
53. In Good Company Brewing Ltd
54. InchDairnie Distillery Ltd
55. International Beverage
56. J Chandler & Co (Buckfast) Ltd
57. JD Wetherspoons
58. John E Fells & Sons Ltd
59. JW Lees
60. Kingsland Wines
61. Laithwaite's Wine (Direct Wines)
62. Laurent Perrier
63. Lidl
64. Loch Lomond
65. Louis Latour Agencies
66. Maisons Marques et Domaines
67. Majestic Wine Warehouse
68. Mark AnthonyInternational
69. Marks & Spencer plc
70. Marston's PLC
71. Masons of Yorkshire Ltd
72. Mast-Jaegermeister UK Ltd
73. Mitchells and Butlers plc
74. Moet Hennessy UK Ltd
75. Molson Coors
76. Morrison Scotch Whisky Distillers
77. North South Wines Ltd
78. Off-Piste Wines Ltd
79. Origin Wine Ltd
80. Parkdean Resorts UK Ltd
81. Pernod Ricard
82. Pinter
83. Pol Roger
84. Punch Pubs
85. Quintessential Brands UK (G&J Greenalls)
86. R&B Distillers Limited
87. RacecourseAssociation Ltd
88. Remy Cointreau UK Ltd
89. Robinsons Brewery
90. Sainsburys
91. SHS Group Drinks Division
92. Southwestern Distillery Ltd
93. Spar (UK) Ltd
94. St Austell
95. Tesco
96. Terroirs et Vignerons de Champagne
97. TGI Friday's
98. The Coca-Cola Company
99. The Co-operative Group
100. The Drinks Company
101. The Restaurant Group
102. The Wine Society
103. Treasury Wine Estates (Fosters EMEA)
104. Vranken Pommery
105. Wells & Co
106. Whisky Exchange / Speciality Drinks Ltd
107. Whyte and Mackay ltd
108. William Grant & Sons
109. WM Morrison
110. Woodforde's Brewery Ltd

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THE DRINKAWARE TRUST

England & Wales - Charity number 1094586

Accounts

drinkaware

Annual Trustees' Report 2022

The Drinkaware Trust
Year Ended 31 December 2022

Company number
04547974

Charity number
1094586

> “It is an exciting time for Drinkaware with a new Chair, new Chief Executive Officer and new Trustees, who have a shared sense of purpose to reduce alcohol harm in the UK.”

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> **Alcohol is a complex issue that is prevalent across our society but I know that by working together we can help many more people become more confident about alcohol which in turn will reduce the harm it can cause.**

Annual Trustees' Report 2022

Foreword from the Chair of Trustees

I would like to thank our partners, supporters, stakeholders and all our funders for their ongoing engagement with our work.

Their support enables us to provide governments, industry, communities and individuals with the knowledge and support to make informed decisions about alcohol and how to reduce the harm it can cause. 2022 has been a busy year for Drinkaware with lots of change to our governance and organisational structures.

Importantly, following the turbulence of the Covid-19 pandemic, I am pleased to see Drinkaware has proved resilient and financially robust and has received donations near the levels expected prior to the pandemic.

Alcohol is a complex issue that is prevalent across our society but I know that by working together we can help many more people become more confident about alcohol which in turn will reduce the harm it can cause.

I'm delighted that Karen Tyrell has joined us as our new Chief Executive Officer, bringing with her a wealth of experience and knowledge across health and social care. I know that she is determined to lead us through this period of change to deliver our new strategy.

Our new Trustees David Hutchinson, Remalie Comport and Simon Stephens bring experience from backgrounds spanning the brewing, leisure and hospitality industries; digital search and analytics; and audit, assurance and advisory expertise in financial services and private equity. Their insights and commitment will help to drive our new three-year strategy.

I would like to thank those people who have departed Drinkaware including our interim CEO Shãn Nicholas, interim Finance Director Richard Elliott and Trustees Timothy Walker, Dr Varuna Aluvihare, Penny Newman OBE and Vicki Nobles.

They have all helped to move the organisation forward with their dedication to reduce alcohol harm.

Also, thank you to our Board of Trustees and all members of our Medical Advisory Panel who have devoted so much of their time to Drinkaware.

> I want to take this opportunity to say thank you to all Drinkaware colleagues for their continuing hard work to reduce alcohol harm in the UK.

Their advice, direction and challenge are integral to ensuring that we remain independent and evidence-led.

Finally, I want to take this opportunity to say thank you to all Drinkaware colleagues for their continuing hard work to reduce alcohol harm in the UK.

Lucy Armstrong
Chair, Board of Trustees

Annual Trustees' Report 2022

Chief Executive's Report

Everyone should be able to live their life and have a healthier relationship with alcohol

In 2022, we began the process of refocusing our role at Drinkaware, and how we can best support people to make a real difference in their lives. It is an exciting time for Drinkaware with a new Chair, new Chief Executive Officer and new Trustees, who have a shared sense of purpose to reduce alcohol harm in the UK.

I am delighted to have joined the UK's leading alcohol charity at such an important time, with a new strategic direction and the chance to change how we think about alcohol and the role it plays in our lives.

Our vision is to work together with a broad range of partners to reduce alcohol harm across the UK and our new three-year strategy will help us achieve this.

A huge amount of work with colleagues and stakeholders went into developing our new strategy and creating and embedding a new set of core values within the organisation. But there is still a lot of work ahead of us.

Drinkaware has strong financial foundations which will help drive our new strategy and help weather any unexpected financial challenges we may face in the future.

At Drinkaware, we want to be ambitious in the months and years ahead. Many of us know someone who is drinking at increasing risk or harmful levels. We need to reach many more of them, offering simple tools and techniques to moderate their drinking. We need to make it normal to talk about drinking, and normal to check your drinking from time to time and make small changes if needed. And importantly, make it normal to ask for, and find, help if required.

Everyone should be able to live their life and have a healthier relationship with alcohol. We know that, crucially, what that means for one person might look and feel different to someone else. Our new strategy moves us towards societal change – and that means changing the conversations around alcohol.

Our research in 2022 started this process and shone a light on the impact alcohol has on wider society. Alcohol can have serious consequences for others around us, damaging relationships and careers.

It revealed that 41% of UK adults have been negatively affected by someone else's drinking in the last year.[1] This included people feeling physically threatened, being involved in an argument, feeling uncomfortable at social occasions, or being let down by someone.

In 2022, we provided facts and advice to over 5 million website visitors and there were more than 355,000 completions of our Self-Assessment tool. The MyDrinkaware app was downloaded 197,000 times and our award-winning Chatbot supported over 5,000 people each month.

We continued to deliver far-reaching public campaigns and to test new and innovative ways to improve our communications and reach more people, both digitally and on the ground through community events.

> "Our vision is to work together with key stakeholders to reduce alcohol harm across the UK and our new three-year strategy will help us achieve this."

I would like to take this opportunity to thank all my Drinkaware colleagues for their continuing hard work and support. I'm thrilled to be working with such a dynamic and committed senior leadership team who are working to build a fantastic organisational culture.

Thank you also to our Board of Trustees, Medical Advisory Panel, all our stakeholders and of course our funders for making me feel so welcome and getting me up to speed so quickly. This is a crucial period. However, I am certain that by working together and using our expertise to give government, industry, communities, and individuals the knowledge and support they need, we can make great strides together.

Karen Tyrell

Karen Tyrell – Chief Executive Officer

Legal and administrative information

Directors and Trustees

The Directors of the charitable company (the charity) are its Trustees for the purposes of charity law. The Trustees and Officers during the year and since the year-end were as follows:

Chair
Lucy Armstrong

Trustees
Charles Allen
Dr Colin Hunter OBE
Paul Wells
David Hutchinson
(appointed 19 January 2023)
Remalie Comport
(appointed 19 January 2023)
Simon Stephens
(appointed 19 January 2023)

Chief Medical Advisor
Dr Fiona Sim OBE

Chief Executive Officer
Karen Tyrell
(appointed 3 October 2022)

Company Secretary
Katrina Leighton-Hearn
(appointed 22 September 2022)

Registered office
264 Salisbury House,
London Wall,
London EC2M 5QQ

Company number
04547974

Charity number
1094586

Auditors
Moore Kingston Smith LLP,
Devonshire House,
9 Appold Street,
London EC2A 2AP

Bankers
CAF Bank Limited,
25 Kings Hill Avenue, Kings Hall,
West Malling, Kent, ME19 4TA

Solicitors
Lewis Silkin LLP,
5 Chancery Lane, Clifford's Inn,
London, EC4A 1BL

Investment advisors
Pembroke Financial Services Ltd,
The Forge, Cuckfield Road,
Stapleford, West Sussex, RH17 6ET

Annual Trustees' Report 2022

Drinkaware organisational strategy 2023-2025

Throughout 2022 we developed and agreed Drinkaware's new three-year organisational strategy which was launched at the Drinkaware conference in February 2023. We are moving from a focus on individual behaviour change, to societal change. Many factors influence behaviour, including individual motivation, the wider culture in society as well as government policy and regulation. We want to see change at a societal level and create a future where people who choose to drink can make informed choices about their drinking and do it in a low-risk way.

Our vision is to work together to reduce alcohol harm across the UK.

This will be delivered through:

- **Public-facing campaigns and digital services, information and guidance**
- **Evidence-led advice to governments and industry**
- **Independent research, consumer insight and evaluation**

Annual Trustees' Report 2022

Our goals

Goal 1 >

Working together to reduce alcohol harm

We'll partner with governments, industry and others to move towards systemic and sustainable change at scale, to improve society's relationship with alcohol

Goal 2 >

Voice

We'll become a leading voice in conversations around alcohol and use our voice to stand up for people who experience alcohol harm

Goal 3 >

Information and support

We'll ensure the public can make conscious, informed choices about alcohol and can find help if they need it

Goal 4 >

Research and expertise

We'll become the trusted experts in our field, generating and sharing knowledge and insight

Goal 5 >

Infrastructure

We'll be a great place to work, with simple, effective systems and a sustainable income

Our values

Solid reasoning:

Seeking and using both hard evidence and expert insight to shape our work and inform our voice

Clarity with empathy:

To reduce alcohol harm and strengthen informed choice we make every effort to communicate clearly and constructively, we express our thoughts with care to make a positive difference

Understanding and connecting:

In every aspect of our work, we support people by listening well and focusing on what matters most to them, we embrace each individual's unique situation, perspectives and skills

Principled partnership:

Working with others to maximise impact, whilst exercising our independence, to deliver on our purpose

Determination and curiosity:

Determined to meet challenges together, we adapt to discover fresh and more effective ways to work by being open to learning and flexible in our response

Annual Trustees' Report 2022

Drinkaware in numbers

Over
5 million
unique visitors to our website

More than
355,000
people
completed our **Self-Assessment tool**

Our unit and calorie counter tool was used more than
600,000
times

Our **MyDrinkaware** app was downloaded
197,000
times

6,318
people
took part in our UK-wide Monitor survey

We secured
1,432
pieces of media coverage across print, online and broadcast

Our video prompting racegoers to pace themselves was shown at
49 **racecourses** with a potential audience of
1.6 million racegoers

Views of our blogs nearly tripled from around
100,000
to over
280,000

23
organisations received our **Drinkaware at Work** training with
48,873
people taking part

153
NHS organisations downloaded or purchased resources from the Drinkaware Shop

50% increase
in sales from our shop compared to **2021** with more than **50,000** items distributed.

We won **4** **awards**
for our digital work

Annual Trustees' Report 2022

Drinking trends

In 2022, the UK faced a new challenge - a cost-of-living crisis. From 2021 to 2022, cost-of-living in the UK rose steeply, with inflation peaking at 11.1% in October - the highest level for 41 years.[2] But how did this affect the way people bought and consumed alcohol and impact the harm caused by it? And what other trends have we observed?

UK adults have felt the rising cost-of-living and have cut back on non-essential items

More than nine in 10 (93%) UK adults reported an increase in their cost-of-living compared to 2021, with the price of food driving this sentiment.[3] Although the cost of alcoholic drinks has increased at a much lower rate than food more generally (3.5% compared to 16.8%),[4] two-thirds (66%) of UK adults have reported 'spending less on non -essential' items to offset the double-digit price increase of essential groceries.[5]

Alcohol is one area where people are cutting back

Market researchers NeilsonIQ reported that spending on beer, wine, and spirits (BWS) decreased by 15.9% between March and April 2022.[6] This appears to have continued until December with the BWS retail sector experiencing a decline in both value (-1.5%) and volume (-3.6%) across multiple retailers.[7] This may also be reflected in lower alcohol duty receipts between August and October – which were 8% lower compared to the same period the previous year.[8]

Yet we see little population-level change in drinking behaviour

Our Drinkaware Monitor found few significant changes in drinking behaviour. In 2022, just over one in five (21.5%) UK adult drinkers drank at 'increasing or higher risk levels' – above the UK Chief Medical Officers' low-risk drinking guidelines of 14 units per week. That is the equivalent of 9.8 million people,[9] with the figure remaining largely unchanged from previous years.

However, there has been a drop in the proportion of UK adults drinking 'four or more times per week'. In 2022, 15.5% of UK adults reported drinking in this way, down from a peak of 18.7% in 2020. This may signal a return to pre-pandemic drinking habits for some, as the proportion drinking 'four or more times per week' in 2022 returned to a level similar to 2019 (16.3%).[10] However, this drop in drinking frequency was more common among those drinking at 'increasing risk' levels, rather than those drinking at 'high risk' levels who are more likely to experience alcohol-related harm.[11]

A new peak in alcohol mortality

Alcohol-specific deaths reached a new peak in 2021 - the latest data available. More than 9,600 lives in the UK were lost as a direct consequence of alcohol in 2021 – a rate of 14.8 people per 100,000 population.

This rate was 5.7% higher than the previous year and 25.4% higher than 2019.[12] Scotland and Northern Ireland continue to have the highest rate of alcohol-specific deaths among UK countries; however, while deaths in Scotland have continued to increase, in Northern Ireland deaths appear to have stabilised.

We are continuing to witness the legacy of the pandemic.

Of these deaths, more than three -quarters (78%) were attributed to liver disease - a condition that can take years to develop. As those who already drank the most increased their consumption further over the pandemic, they may have accelerated the progression of liver disease and other related health conditions, leading to a higher risk of alcohol -specific mortality. Whether we have reached the peak of alcohol-specific deaths remains to be seen. However, provisional 2022 alcohol-specific mortality data in England may suggest this trend will remain for at least another year.[13]

The cost-of-living crisis is exacerbating existing health inequalities

Alcohol harm, like the cost-of-living crisis, is not experienced evenly across the population. People on lower incomes, or living in the most deprived communities, are disproportionately affected - experiencing a significantly higher rate of alcohol-specific deaths and alcohol-related hospital admissions than those living in more affluent communities.[14, 15, 16, 17]

Our Monitor data indicates that people living in the 20% most deprived communities were almost twice as likely as those living in the 20% least deprived communities to screen positive for alcohol dependence (7.1% vs 3.6%).[18]

The figures are based on the World Health Organization's screening test for harmful drinking, the Alcohol Use Disorders Identification Test, with the figure showing an increase since 2021 (5.4% vs 2.7%),[19] suggesting existing health inequalities are getting worse.

This may be reflected in recent treatment figures, which showed 119,075 [20] people in treatment for alcohol in 2021/22[21] - a 10% increase from the previous year (107,428).

While it is positive that more people who need treatment are receiving it, we know that four in five people with alcohol dependence do not get the help or support they need.[22] Increased funding for treatment and recovery will help,[23] but more must be done to expand access and encourage uptake.

The cost-of-living crisis will continue well into 2023 along with the financial struggles, stress and anxiety that accompany it. This is likely to widen existing health inequalities further.

What other trends have we observed?

The sobriety trend continues with the proportion of UK adults choosing not to drink increasing from 11.7% in 2018 to 14.5% in 2022.[24]

This shift has been primarily driven by younger age groups (18-34 year olds), among whom rates of abstinence have increased steadily over the last decade.[25] This trend is not unique to the UK, but has been observed across high income countries in Europe, North America, and Australasia.[26, 27]

A further trend that has emerged is more mindful drinking, so not cutting out alcohol completely but finding a better balance.[28] More people are understanding the harm alcohol can cause and are feeling more empowered to say yes or no, when and where they want, such as at certain social occasions when previously people perhaps felt obliged to drink alcohol.

There are likely to be complex, multiple reasons for the increase. Shifts in the way parents raise their children,[29] the normalisation of non-drinking,[30] affordability, and shifting attitudes towards risk, have all been identified as potential explanations.[31] While the increasing rate of non-drinking and mindful drinking is a positive trend, whether these young adults continue their sobriety into later adulthood remains to be seen.

The popularity of alcohol-free and low-alcohol drinks continues despite a rise in the cost -of-living.

In addition to the sobriety trend, the popularity of alcohol-free and low alcohol products is continuing to grow[32]- particularly alcohol-free products.[33]

Our own data suggests that UK drinkers are becoming more open to the idea of using alcohol-free drinks to cut back their alcohol intake, with the proportion of UK drinkers currently doing this increasing from 18% in 2018 to 23% in 2022. With market volume sales expected to grow by 48% to reach 117 million litres by 2027, and value sales expected to increase 69% to £432 million, this trend is set to continue.[34]

Annual Trustees' Report 2022

Public policy

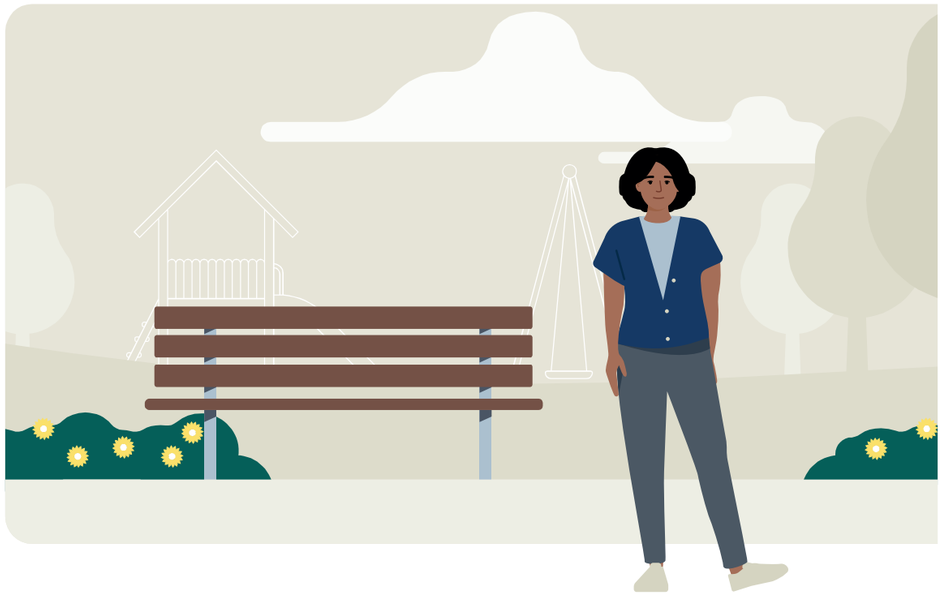
The Westminster and Holyrood governments have both experienced significant periods of change, with the former preparing for a General Election in 2024. Drinkaware has been building relationships across the political divide.

Alcohol harm continues to be a cause for concern, with alcohol-related deaths standing at their highest levels on record. [35] After an extended period of relative quiet for alcohol regulation in Westminster, we expect to see more activity post-election, whichever party takes power. While self-regulation will likely remain the preferred model, intelligence suggests that greater statutory regulation will be applied if progress is not seen to be sufficient.

The increased popularity of products like alcohol-free and low alcohol drinks, changing trends in alcohol consumption and higher rates of alcohol-related mortality will all be areas of particular focus for our public policy activity in the year ahead.

Sharing our research with government departments

Our research team met with governments during 2022 to share our research findings. We also responded to the Department of Health and Social Care's call for evidence on their Women's Health Strategy, and the Consultation on Minimum Unit Pricing of Alcohol in Northern Ireland.



Annual Trustees' Report 2022

Progress against strategic objectives

Annual Trustees' Report 2022

Our partners

Partnerships are hugely important to Drinkaware and our work. Whether engaging with funders; through our contracts with government bodies; or via the Local Alcohol Partnership Group (LAPG) to deliver a safer night-time economy, Drinkware is dependent on strong and active partnerships.

We recognise that by working with others we can reach many more people. With more than 200 funders and logo licence holders, Drinkware's brand is seen far and wide across the UK.

Drinkaware also encourages smaller organisations and start-ups to use the Drinkaware logo to help direct the public to information, advice and guidance to reduce alcohol-related harm.

We gave around 20 different presentations to our funders throughout 2022 including a presentation on alcohol-free and low alcohol products to Sainsbury's and Tesco; two round table events; and two Industry Leadership Group meetings.

Our business-to-business education service, Drinkaware at Work, had its most successful year to date. The Drinkaware at Work course was delivered by 23 organisations with a total of 48,873 employees receiving the training.

Case studies

Racecourse Association

We worked in partnership with Racecourse Association on a campaign called Pace Yourself which aimed to promote responsible drinking across UK racecourses. The campaign aimed to tackle issues such as binge drinking and anti-social behaviour. A video was created and shown on big screens at 49 racecourses across England, Scotland and Wales throughout July, August and September 2022, with a potential audience of 1.6 million racegoers. It was shared by the British Horseracing Authority and the Racecourse Association throughout the summer.

Racecourse Association said:

> "The many benefits our partnership with Drinkaware has delivered include bespoke training to racecourse bar staff on responsible service of alcohol, the formation of a new best practice-sharing network of sports bodies/drinks brands and the creation of new activations to target specific demographics of at-risk drinkers at our venues."

Huddersfield Town Foundation and Heineken

Drinkaware began a 12-month walking football programme in partnership with Heineken and Huddersfield Town Foundation. From November 2022, the programme asked participants to complete a short wellbeing questionnaire and provide details on their drinking habits. Throughout the 12 months, participants will receive information about alcohol. At the end of the programme, people will be asked to give feedback on their experience and will be given information to help them stay active and manage their drinking longer term.

Considerate Constructors Scheme (CCS)

Research from over 1,300 people working across the construction industry found that 59% have concerns over the affects of drugs and alcohol in construction and 35% noticed their colleagues under the influence of drugs and alcohol.

With over two million people employed within the construction sector, Drinkaware was proud to partner with the CCS. Our Alcohol Awareness Course was uploaded onto its Best Practice Hub which has over 30,000 subscribers. Drinkaware sent a total of 15,000 packs to more than 100 sites which included an alcohol unit measuring cup, alcohol unit calorie calculator wheel and alcohol awareness factsheets.

Budweiser Brewing Group UK&I

In partnership with Budweiser Brewing Group UK&I, Drinkaware delivered a series of community events in late 2022 at shopping centres in Salford and Bolton. The two areas were identified as being above the national average in terms of harm caused by alcohol. The events aimed to help people understand their individual risk levels and make more informed choices about their drinking. 435 people completed a Digital Scratchcard at the events.
The Scratchcard, a shortened version of the World Health Organization's (WHO) 'AUDIT' tool, has three questions with results providing a score within a risk band.

> "It felt like a sign that they were here."
> **Salford participant**

> "It was a wake up call for me."
> **Bolton participant**.

> "It shows Budweiser don't just care about selling alcohol, but they care about the people drinking it."
> **Salford participant**

Annual Trustees' Report 2022

Our research

The Drinkaware Monitor 2022, an annual 'state of the nation' survey conducted for Drinkaware by YouGov, focused on the harm alcohol can do to others. Those surveyed highlighted the impact other people's drinking has on them, from feeling physically threatened, being involved in an argument, feeling uncomfortable at social occasions, or being let down by someone.

The survey provided insight into the drinking habits of 6,318 UK adults and showed that 41% had been negatively affected by someone else's drinking in the 12 months prior to completing the survey.

Key findings from the report showed that people from minority ethnic groups are more likely to have felt physically threatened by someone who has been drinking than white UK adults (13% compared vs 7%).

Younger people also felt particularly affected with 55% of all 18-34 year olds negatively affected by someone else's drinking, compared to the 41% UK average. Some 21% of people between the ages of 18-34 felt emotionally hurt or neglected because of other people's drinking, compared to the UK average of 14%.

The report also found:

- 29% of UK adults were concerned about someone else's drinking. This is a significant increase from the 16% of UK adults who were concerned about someone else's drinking during the pandemic when a similar question was asked in the summer of 2021
- 63% of UK adults living with friends or housemates have been negatively impacted by someone else's drinking in the last year
- 26% of UK adults experienced multiple negative effects due to someone else's drinking in the last 12 months

The full Drinkaware Monitor report and references are available in the research section of our website.

Drinkaware undertook a number of other research projects in 2022 to help us better understand how to support different groups of people.

Understanding the current scale of drink spiking

We began a two-year research project with Anglia Ruskin University looking at drink spiking, to better understand the current scale of the problem. The ongoing project will analyse hair and urine samples gathered from people who believe they have been a victim of drink spiking and, in collaboration with Cambridgeshire Constabulary, we will conduct tests on drink samples collected from bars and clubs.

Developing and improving Drinkaware's tools and campaigns

We undertook qualitative research with people at high risk of alcohol harm, as well as friends and family of those at high risk, to understand their response to our online advice and gather recommendations for improvements. The research revealed we need to help high risk drinkers identify the right moderation tips and strategies that are best suited to their lifestyle and provide help to put their plan into action.[35]

Reaching gender and sexual minority groups

A literature review, led by the University of Brighton, was carried out by academics on alcohol use among gender and sexual minority groups. The studies showed there was worse alcohol misuse among sexual minority groups compared to heterosexual people. There was little information around drinking prevalence in transgender and non-binary communities although drinking rates seemed high when compared to average rates of drinking in the UK population.[36]

Improving conversations about alcohol in the workplace

We carried out a review to learn how to have better conversations about alcohol at work. The review highlighted the lack of peer-reviewed and evidence-based guidance on how best to have difficult conversations about alcohol in the workplace. It raised a challenge to practitioners and those working in the field to evaluate approaches and understand the contexts that impact success.[37]

Understanding people's attitudes on alcohol-free and low alcohol products

Our campaigns are always evidence-based, so in 2022 we commissioned a survey and ran five online focus groups to inform our alcohol-free campaign in 2023. The research aimed to understand people's behaviours and attitudes towards these drinks.

The findings helped us shape a new education campaign to raise awareness of the products and educate people on alcohol-free options, as a means to manage and reduce their drinking.

The alcohol-free and low alcohol drinks market is growing fast, both in volume and in variety of products. However, Drinkaware's independent research showed that understanding of the terms is low across the UK. Results from the small test campaign in December 2022 will be used to guide a larger marketing campaign in 2023.

Focus group participants

"I have tried lots of low alcohol canned drinks - usually when I'm out and about but not in a licensed place, like in the park or on the train. I drink them because they put me in a good mood but I know I won't get too drunk."

"I would drink low alcoholic drinks from time to time, mostly when having a drink alone. I do like a nice glass of red wine and even if it's low alcohol, and as long as it tastes great, I would have it."

"I've had a few low alcohol beers in the past, mostly to look like I was 'fitting in' when the majority at the party were drinking. I was designated driver. Felt pretty smug with myself the next day when friends were all hungover!"

Annual Trustees' Report 2022

Our channels

Drinkaware's digital channels and drinking assessment tools are hugely important to our work, enabling us to reach and support large numbers of people. Our digital channels provide us with a cost-effective way of reaching people at scale and enable us to tailor content and messaging to suit specific groups of people.

Throughout 2022 we used our digital channels and tools to ask for feedback through surveys and quizzes, to help us improve our tools even further.

Our digital tools are market leaders compared to other alcohol education charities in the UK. Our Self-Assessment tool outperformed other organisations with more than four times as many people using it to assess their drinking in 2022. In addition, the Drinkaware website had nearly four times as many visitors compared to the next largest website.

We won four awards for our digital work in 2022:

BIMA Awards
Bronze in the NFP category

UK Digital Growth Awards 2022
Best Innovation

Herald Digital Transformation Awards
Best Use of Technology

Northern Digital Awards 2022
Best B2B Marketing Campaign

Annual Trustees' Report 2022

Our tools

Drinkaware has a number of different tools to help people assess their drinking and receive support to make conscious, informed choices about alcohol

Self-Assessment (full AUDIT test for alcohol dependence):

Our Self-Assessment tool helps identify if the amount you drink could be putting your health at serious risk. It is based on the World Health Organization's (WHO) 'AUDIT' tool, which is used internationally by medical professionals to check for alcohol harm, including dependence. It consists of ten questions and is regarded as the 'gold standard' screening questionnaire for detecting hazardous and harmful drinking. Our Self-Assessment tool is widely regarded as one of the best for supporting people to make better choices about their drinking and is the most widely used tool in the UK. In 2022, there were 355,110 completions of our Self-Assessment.

Unit and Calorie Counter:

This calculates the total number of calories and units in an alcoholic drink or consumed either daily or across a week. We had 600,000 completions of this tool and it calculated the units and calories of over 3.5 million drinks.

MyDrinkaware App:

The free app allows people to keep track of how much they are drinking, drink-free days, the quality of their sleep, how many calories they are consuming from alcohol. People can complete the Self-Assessment tool within the app to assess their risk from drinking alcohol. In 2022, there were 197,000 downloads of the app, with 59,233 completions of the Self-Assessment tool. We ran digital marketing campaigns throughout the year to reach the public and direct them to download the app.

Chatbot:

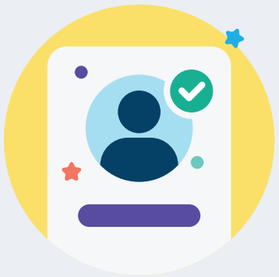
Our virtual assistant, which uses AI technology, provides people with personalised information and advice. It is designed to identify and then direct high risk and possible dependent drinkers, and those in crisis, into appropriate alcohol support services and is available 24 hours a day. The Chatbot supports people with critical issues like alcohol poisoning and directs them to the NHS. It also deals with a range of customer enquiries on topics from drink spiking to how to report a drink driver, routing enquiries to the relevant information. More than 56,000 people used the Chatbot in 2022.

Drinkaware's website:

There were more than five million visitors to the Drinkaware website in 2022, despite changes to data privacy which make it more difficult to track website traffic. Our work on the website has now helped us achieve an 86% accessibility rating, above the industry standard for non-profit organisations. By prioritising accessibility and following industry-standard guidelines we can ensure that our products are more inclusive and accessible to a wider range of people.

Drinkaware shop:

In 2022, we successfully re-launched the Drinkaware Shop with a wider range of 'free to download' content and products that are easier to navigate. There was a 50% increase in sales compared to 2021 and we are delighted that 153 NHS organisations downloaded or purchased resources.



"Our alcohol Self-Assessment tool helps identify if the amount you drink could be putting your health at serious risk. It is based on the World Health Organization's (WHO) 'AUDIT' tool, which is used internationally by medical professionals to check for alcohol harm, including dependence."

Annual Trustees' Report 2022

Our campaigns

Drinkaware runs campaigns throughout the year. Whether these are pushing people to download the app, to complete our Self Assessment tool, or designed to target specific audiences, our campaigns and communications ensure we are reaching the widest number of people and directing them to support, information and tools to help them manage their drinking and reduce alcohol harm.

Creating engaging content

We understand that to help motivate people to moderate their drinking and change their behaviour, we need content that is informative, evidence -based and engaging. Our content ranges from advice and information on our website, alcohol awareness factsheets and posters, newsletters and emails, videos and infographics, guest and in-house blogs on current drinking trends, and social media posts.

In 2022, our blogs were viewed 281,286 times, up from 101,066 the previous year. We published several guest blogs to help inform our audience on a wide range of alcohol-related topics from alcohol and autism to the cost-of-living crisis.

We launched our first ever alcohol-free hub and produced a series of animations to educate people on low alcohol and alcohol-free drinks. We also created an LGBTQ+ content hub and an Alcohol Support Services hub to provide tailored content for people who needed it.

Drinkaware in the media

Having a strong presence in the media is vital to keep Drinkaware in the public eye and to ensure we reach as many people as we can. In 2022, we continued to receive widespread media coverage throughout the year.

The findings from the Drinkaware Monitor received exclusive coverage in The Sun and The Times, both online and in print. We also secured coverage in multiple Scottish media outlets including Metro, STV, Sunday Post, The Courier, as well as Talk Radio in Northern Ireland. The report's findings prompted additional coverage on other alcohol issues with each piece promoting further media enquiries.

When new data on alcohol -specific deaths was released by the Office for National Statistics (ONS), Drinkaware's statement was repeatedly picked up in local and national media. Coverage included BBC News online, The Independent, The Telegraph, ITV and Daily Mail.

Drinkaware brand

In 2022 we developed and launched a new tone of voice to accompany our new strategic direction. We wanted to ensure that when we spoke with people it was clear and effective and that our tone was human and empathetic. We believe that bringing about change – from empowering and supporting people to challenging societal stigma – starts through conversation and we needed a tone of voice that supported those conversations.

We undertook extensive research to understand what people wanted and needed from us, how our language resonated with them, and how supported they felt to act. The new tone of voice will be rolled out across everything we do in 2023, from the Self-Assessment to the website to our videos, and will be embedded internally with our staff.

Our people

In 2022, we started a review of employee pay and benefits and explored ways to ensure Drinkaware is a great place to work, where people feel valued and have job satisfaction.

Like many organisations, we were operating a hybrid system with staff working in the office and remotely. To ensure there were opportunities to come together as an organisation and share projects, strategies, innovations and ideas, we introduced regular organisation-wide events.

In December we held our first ever Annual Staff Awards to reward and recognise outstanding contributions throughout the year. Staff nominate their choices in the categories of 'Project of the year', 'Outstanding contribution' and 'Best idea of 2022'.

Annual Trustees' Report 2022

Financial review

The statement of Drinkaware's financial activities for the year is set out on page 41 of the Annual Report. The net surplus of the group for the year was £522,108 (2021 surplus: £548,079).

Funding

In 2022, Drinkaware's total group income was £6,290,845 (2021: £5,559,543), received in voluntary donations, grants, sales of Drinkaware products and bank interest.

Drinkaware's total income includes £5,827,423 in voluntary donations from UK alcohol producers, retailers, and sports bodies (2021: £5,105,493). In addition, £463,422 has been raised from grants, logo licence sales, alcohol awareness publications and products as well as bank interest (2021: £454,050). Given the continued uncertainty of the economy, a provision of £112,669 (2021: £251,137) has been made for donation requests and other invoices issued but not paid where payment is considered to be at risk.

2022 has been the third full year of commercial activity for the trading subsidiary, Drinkaware Trading Limited, which started operating in July 2019. While sales of Drinkaware at Work, an alcohol awareness training program designed for employers, increased in 2022 the decision was made to wind down this venture as this activity has been labour intensive to deliver and was negatively impacted by the pandemic due to an increase in hybrid working. The charity has agreed to write off management charges relating to this. The trading company returned a profit for the year, after all charges and taxation, of £546,513 (2021: loss £141,927).

The economic climate impact on funding

The financial year ending 31 December 2022 has been a turbulent one with the economy suffering several shocks including a cost-of-living crisis. While the Trustees have considered the impact on the income expected from donations and the impact that the economic events may have had on our funders, our funders have remained committed to our charitable mission and our income has increased slightly in 2022. However, the Trustees will continue to consider the funding position in order to mitigate any future loss in funding that might occur.

Drinkaware saw an increase in donation income in 2022 – £5,827,423 compared to £5,105,493 in 2021 and £5,513,421 in 2020. This increase is encouraging, and in 2023 we are moving to a rolling commitment from our voluntary donors to mitigate the risk of a significant drop in income due to all recommitment processes falling at the same time. Expenditure plans continue to be aligned with expected income.

Fundraising

During 2022, Drinkaware did not carry out any public fundraising activities, either directly or through other parties, and has no plans to do so in the immediate future. Consequently, Drinkaware is not subject to any undertaking to be bound by any voluntary scheme for regulating fundraising, although the charity is registered with the Fundraising Regulator. Drinkaware has received no complaints regarding fundraising activities.

Expenditure on charitable activities

The charitable expenditure of the group for the year was £5,313,717 (2021: £4,540,094).

Drinkaware continued its activities in line with the refocus that took place in 2021, partly necessitated by the reduction in income, but also as it advanced the redesign and redirection of its programmes towards digital delivery.

Whilst 2022 expenditure increased on the previous year, it was as expected and was mainly driven by unbudgeted costs that had been initially intended to be capitalised. The strategy for 2023-2025 was approved by Trustees late in 2022, and this delayed some of Drinkaware's planned activities such as the annual conference which took place in 2023.

Staffing costs

Expenditure on staffing costs for the year was £1,582,755 (2021: £1,556,529). Headcount has increased slightly from the previous year, which reflects the start of recruitment campaigns to recruit for the key roles vacated following the organisational restructure completed in 2020.

Expenditure on raising funds

Expenditure on raising funds for the year was £333,759 (2021: £295,858). This expenditure relates to the costs of account management.

Net assets

The total net assets of the Group were £4,111,965 at 31 December 2022 (2021: £3,589,857). There are no restricted funds in 2022 (2021: £105,000).

Investment powers and policy

In considering the charity's investment policy, the Trustees continue to take the view that the preservation of capital is of primary importance and that investments should be held in cash or near cash investments which allow immediate access.

The invested funds held on deposit for the Trust achieved an average rate of 0.4% (2021: 0.09%) for the year.

Reserves policy

It is the intention of the Trustees to maintain sufficient reserves to ensure the ongoing viability of the charity, notwithstanding a significant shortfall in funding or other unexpected events. In addition, the nature of Drinkaware's campaigns means that expenditure peaks significantly at certain times of the year, reflecting the timing of media buys in particular.
An appropriate level of reserves is required to ensure adequate cash flow to support campaign activities.

During 2020, and in line with Charity Commission guidance to the charity sector, the Board of Trustees reviewed Drinkaware's Reserves Policy in light of predicted changes to our financial resources. It was agreed that free reserves (unrestricted funds excluding designated funds and fixed assets) should be a minimum of four months' operating expenditure, at least £1,000,000 of which is to be held in cash or near cash equivalents. The Trustees made no changes to this policy in 2022 and concluded that the policy should be maintained, especially as the impact of the developing cost-of-living pressures in the wider economy is uncertain.

Free reserves held on 31 December 2022 were £1,926,693 (2021: £1,961,782), which represents four months of the year's operating expenditure (2021: 4.7 months). Our free reserves are broadly in line with our Reserves Policy, with scope for further investment in technology and operations to support the 2023-2025 strategy.

There were no restricted funds in 2022 (2021: £105,000).

Designated reserves

The Trustees decided to establish a designated reserve to reflect the investment of reserves in capital assets rather than operating costs.
The purpose of this reserve is to emphasise to the reader of the accounts that funds used to acquire assets are not then available to fund other operations in future years, while providing a fund into which these assets' depreciation can be charged.

It also means that the General Fund figure in Note 19 is consistent with free reserves. Consequently, £845,272 (2021: £933,075) has been transferred into a designated fund for future depreciation.

In addition, in 2020, 2021 and 2022, Drinkaware carefully monitored its cash flow and delayed some expenditure commitments until there was sufficient certainty on cash receipts. A number of large donations are received towards the end of each financial year, not allowing enough time to complete projects before the financial year-end.

The Trustees, therefore, decided to 'ring-fence' some of these reserves into three designated funds as a first step in the execution of the strategy to ensure that accelerated activity to support the strategy can be carried out:

- £400,000 first set aside at 31 December 2021 as a campaign fund is carried over to be used in 2023
- £190,000 first set aside at 31 December 2021 as a research fund is carried over to be used in 2023
- £750,000 was set aside at 31 December 2022 to support strategy delivery following trustee approval of a new three-year strategy for 2023 to 2025

Going concern

The Trustees have been provided with a range of financial and other information during the course of 2022 to enable them to make an informed assessment of going concern.

Information provided to the Trustees included regular and timely monthly budget reports with outturn forecasts, balance sheet, reserves and working capital and cashflow. A detailed financial planning paper was carried out for 2023 and a re-forecast for 2022 budget. Both were approved by the Board in 2022. Trustees were also provided with reports on the new Drinkaware organisational strategy along with commercial undertakings.

The Trustees have also ensured they are appropriately skilled, have reviewed information in relation to the Company's strategic priorities, reviewed the organisation's risk assessment, ensured that the budget planning has followed the strategic priorities and have received regular performance management and metrics.

Drinkaware's Reserve Policy will remain subject to ongoing review and has been set at a level to ensure that sufficient free reserves are maintained to cover at least four months' operating expenses, of which £1,000,000 will be in cash or equivalents. At 31 December 2022, free reserves amounted to four months' operating expenses, and cash at bank amounted to £2,747,922.

The Trustees have also reviewed cash flow projections to the end of 2023 and are confident that Drinkaware remains a going concern.

Structure, governance and management

Governing document

The Drinkaware Trust is a company limited by guarantee and governed by its Memorandum and Articles of Association. It is registered as a charity with the Charity Commission and its Trustees are also members of the company. Trustees are appointed through an open recruitment process based solely on their ability to meet the needs of the Trust. The Board may appoint no more than two Trustees who are either currently employed in the alcohol industry or have a policy role with respect to alcohol. A register of Trustees' interests is maintained and accessible on the Drinkaware website.

Under its Memorandum and Articles of Association, the Board may comprise at least three and no more than 12 Trustees. Trustees are appointed by the Board and serve for a term of three years, with each Trustee able to serve for a maximum of nine years. The Board has th power, should it choose to do so, to co-opt members to the sub -committees of the Board to fill specialist roles or to provide expert advice to the Board.

There has been a number of people who have left Drinkaware, they are as follows:

Previous Trustees:

Dr Varuna Aluvihare
(resigned as trustee, 27 March 2023)

Vicki Nobles
(retired as trustee, 22 March 2023)

Penny Newman OBE
(retired as trustee, 19 January 2023)

Marc Dench
(resigned as Treasurer, 19 January 2023)

Previous Key personnel:

Shãn Nicholas
(appointed Interim Chief Executive Officer, 24 November 2021, resigned 30 September 2022)

Suzanne Pattison
(resigned as Company Secretary, 21 April 2022)

Richard Elliott
(appointed Interim Company Secretary, 21 April 2022, resigned 22 September 2022)

Trustee induction and Board appraisal

The charity has a formal procedure for inducting Trustees and provides key reference documents to ensure that newly appointed Trustees are fully aware of Drinkaware's history, current strategy and activities, and their responsibilities. Training is provided at the request of the Trustees. The Board has a formal annual appraisal of Trustees (including the Chair) in line with best practice in the charity sector.

Organisation

The Board of Trustees directs the work of the charity. It typically meets around six times per year, although additional meetings can be held as and when required. The Board reviewed its governance in 2022 and as a result reduced the committee structure to just two sub-committees during 2022, covering Risk & Audit and Finance & Human Resources. These sub-committees meet periodically throughout the year and Trustee members provide expertise and advice to the executive team as required.

In addition, the Drinkaware Board is advised by an independent Medical Advisory Panel (MAP) of clinicians, academics and public health experts to ensure that the information and advice Drinkaware provides is based on available evidence.

The MAP provides a strategic overview of Drinkaware's health, and other information and advice, and reviews all health-related content for accuracy. The Panel is chaired by Drinkaware's Chief Medical Advisor, Dr Fiona Sim OBE, who provides an annual report to Drinkaware's Board of Trustees and attends Board meetings in an observer role.
The Panel, experts in their respective fields, is currently drawn from general practice, public health, mental health and alcohol-liaison nursing, cancer, and maxillofacial surgery. The Panel calls upon the skills and expertise of other health specialists when needed.

The Chief Executive Officer is appointed by the Board of Trustees to manage the day-to-day operations of the charity.
The CEO has delegated authority for operational matters including finance, employment, campaigns and communications in line with the policies that have been approved by the Board of Trustees. The CEO is appraised annually by the Chair and the Board of Trustees.

Trustee Recruitment

Due to Trustees retiring in 2023, the Trustees undertook a recruitment exercise in late 2022 to identify suitable potential candidates. A recruitment agency was used and met with the Trustees to understand the specific requirements and skills needed to complement the existing Board members. Three candidates were offered a trustee position, and they were confirmed in January 2023 by the Board. They received an induction to the organisation from the Chair, CEO and other Trustees and senior executives. They received induction material on the role of a Trustee and were signposted to the Charity Commission website for wider reading.

Related parties and co-operation with other organisations

No Trustees receive remuneration or other benefits from their work with the Trust. Any connection between Trustees or senior managers with any donor, supplier or partner of the Trust must be disclosed to the full Board of Trustees and included in the Register of Interests. Declarations of interest are invited at each Board and Committee meeting.

Pay policy for senior staff

Remuneration for senior staff is reviewed annually by the Risk & Audit Committee, which is also responsible for recommending the remuneration of the CEO to the Board for approval.

Pay for all staff is independently benchmarked annually against external comparators. Proposed pay increases and/or bonuses for exceptional performance are agreed by the Trustees or the CEO as appropriate and are not guaranteed.

Staff received a 5% cost-of-living increase from April 2022.

Public Benefit

The Trustees believe that the activities undertaken in the year by the charity further its purpose for public benefit and also believe that the annual report provides evidence of this with its case studies, research and progress against strategic objectives. Therefore the Trustees believe that they have complied with their duty to have due regard for public benefit in undertaking activities.

Risk management

The Board of Trustees has created a risk management strategy that involves an annual review of the principal risks and uncertainties that the charity faces and of the policies, systems and procedures in place to mitigate those risks.

A Risk Register, designed to include all the principal risks to which the charity is exposed, is maintained and regularly reviewed by the Risk & Audit Committee.

The Trustees consider the following to be the key risks currently facing the charity:

- In November 2022, the Trustees approved a new three-year strategy for the organisation which moves towards a focus on wider societal change. There is a risk that the new strategy is not impactful or doesn't result in a measurable reduction of alcohol-related harm, which in turn will have a detrimental impact on our stakeholders and staff, and potentially our income. To mitigate this the Trustees have commissioned a Theory of Change. In addition, a set of objectives and key results have been created and monitored, with plans to develop an attribution model in late 2023 to provide further evidence of impact.
- Drinkaware's income is made up of donations from industry organisations from across the UK, which is a risk when industry is under financial pressure or for other reasons such as dissatisfaction with our impact.

This remains under close supervision, given inflation and cost-of-living increases during 2022, and the ongoing pressures on some parts of industry. The trading activities are monitored by the Board of the trading company, and it has been agreed to discontinue the Drinkaware at Work offer, apart from sales of the e-learning tool through the online shop. The Board has requested that an income generation strategy be undertaken, and work has commenced on this in 2023.

- Our organisational reputation as a trusted source of information for the public, government and industry remains a key organisational risk. We have a range of mitigations in place for this, including an independent Medical Advisory Panel, revised organisational values, and investment in new key roles across our management team.
- The Trustees have continued to prioritise culture and the new strategy includes the goal of making Drinkaware a great place to work. A number of initiatives have been undertaken in 2023, with more planned. Trustees feel confident that this will allow the focus to be directed at ensuring we deliver reductions in alcohol harm.
- With a greater focus on digital, the Board considers that risks of IT systems failure and cyber and data security are of rising importance. Drinkaware's business continuity plan is reviewed quarterly, and a cyber maturity assessment was completed in late 2022 with remedial actions now in place. A tabletop exercise is planned in 2023 to ensure staff are able to build learning and organisational resilience in this area.

Trustees' responsibilities in relation to the financial statements

The Trustees are responsible for preparing the Trustees' Report and Financial Statements in accordance with applicable law and UK accounting standards (United Kingdom Generally Accepted Accounting Practice). Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and the application of resources of the charitable company for that period.

In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and apply them consistently
- Observe the methods and principles of the Charities SORP
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on the 'going concern' basis unless it is inappropriate to presume that the charitable company will continue in operation

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with relevant legislation. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees confirm that they have taken appropriate steps to make themselves aware of any relevant audit information and to establish that the company's auditors are aware of that information. As far as the Trustees are aware, there is no relevant audit information that has not been disclosed to the auditors.

This report has been prepared in accordance with the special provisions of Section 381 of the Companies Act 2006 relating to small companies.

By order of the Board of Trustees

Lucy Armstrong
Chair, Board of Trustees
20 July 2023

Independent Auditors' Report to the members of The Drinkaware Trust

Opinion

We have audited the financial statements of The Drinkaware Trust (the 'company') for the year ended 31 December 2022 which comprise the Group Statement of Financial Activities, the Group and Parent Charitable Company Balance Sheets, the Group Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 'The Financial Reporting Standard Applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the parent charitable company's affairs as at 31 December 2022 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs(UK)) and applicable law.
Our responsibilities under those standards are further described in the Auditor's Responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon.
The Trustees are responsible for the other information. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' Annual Report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- Trustees' Annual Report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and parent charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' annual report.

We have nothing to report in respect of the following matters where the Companies Act 2006 and the Charities Act 2011 require us to report to you if, in our opinion:

- the parent charitable company has not kept adequate and sufficient accounting records, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company's financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the Trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the Trustees' Annual Report and from preparing a strategic report.

Responsibilities of Trustees

As explained more fully in the Trustees' responsibilities statement set out on page 38, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the group and parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the group or parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under the Companies Act 2006 and section 151 of the Charities Act 2011 and report in accordance with those Acts.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs (UK) we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the group and parent charitable company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Trustees.
- Conclude on the appropriateness of the Trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the group and parent charitable company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the group or parent charitable company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the group to express an opinion on the consolidated financial statements. We are responsible for the direction, supervision and performance of the group audit. We remain solely responsible for our audit report.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Explanation as to what extent the audit was considered capable of detecting irregularities, including fraud irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

The objectives of our audit in respect of fraud, are; to identify and assess the risks of material misstatement of the financial statements due to fraud; to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud, through designing and implementing appropriate responses to those assessed risks; and to respond appropriately to instances of fraud or suspected fraud identified during the audit.

However, the primary responsibility for the prevention and detection of fraud rests with both management and those charged with governance of the charitable company.

Our approach was as follows:

- We obtained an understanding of the legal and regulatory requirements applicable to the charitable company and considered that the most significant are the Companies Act 2006, the Charities Act 2011, the Charity SORP, and UK financial reporting standards as issued by the Financial Reporting Council and UK taxation legislation.
- We obtained an understanding of how the charitable company complies with these requirements by discussions with management and those charged with governance.
- We assessed the risk of material misstatement of the financial statements, including the risk of material misstatement due to fraud and how it might occur, by holding discussions with management and those charged with governance.
- We inquired of management and those charged with governance as to any known instances of no -compliance or suspected no -compliance with laws and regulations.
- Based on this understanding, we designed specific appropriate audit procedures to identify instances of non-compliance with laws and regulations. This included making enquiries of management and those charged with governance and obtaining additional corroborative evidence as required.

There are inherent limitations in the audit procedures described above. We are less likely to become aware of instances of non-compliance with laws and regulations that are not closely related to events and transactions reflected in the financial statements. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and, in respect of the consolidated financial statements, to the charity's Trustees, as a body, in accordance with Chapter 3 of Part 8 of the Charities Act 2011. Our audit work has been undertaken so that we might state to the charitable company's members and Trustees those matters which we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to any party other than the charitable company, the charitable company's members, as a body, and the charity's Trustees, as a body, for our audit work, for this report, or for the opinion we have formed.

Luke Holt
(Senior Statutory Auditor)

For and on behalf of
Moore Kingston Smith LLP,
Statutory Auditor

9 Appold Street
London
EC2A 2AP

20 July 2023

Moore Kingston Smith LLP

Moore Kingston Smith LLP is eligible to act as auditor in terms of Section 1212 of the Companies Act 2006.

Consolidated financial statements

For the year ended 31 December 2022
The Drinkaware Trust
(A Company Limited by Guarantee)

Consolidated Financial Statements

Consolidated statement of financial activities

(incorporating the income and expenditure account for the year ended 31 December 2022)

	Notes	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £	Total funds 2021 £
Income from:					
Donations	2	5,827,423	-	5,827,423	5,105,493
Charitable activities	2	-	-	-	-
Commercial trading operations	3	409,501	-	409,501	327,301
Investment income	4	10,713	-	10,713	2,374
Other income	5	43,208	-	43,208	124,375
Total		**6,290,845**	**-**	**6,290,845**	**5,559,543**
Expenditure on:					
Raising funds	6	333,759	-	333,759	295,858
Commercial trading operations	6	121,262	-	121,262	175,512
Charitable activities	6	5,208,717	105,000	5,313,717	4,540,094
Total		**5,663,737**	**105,000**	**5,768,737**	**5,011,464**
Net (income/expenditure)		**627,108**	**(105,000)**	**522,108**	**548,079**
Transfers between funds		**-**	**-**	**-**	**-**
Net movement in funds		**627,108**	**(105,000)**	**522,108**	**548,079**
Reconciliation of funds :					
Total funds brought forward		3,484,857	105,000	3,589,857	3,041,778
Total funds carried forward		**4,111,965**	**-**	**4,111,965**	**3,589,857**

The notes on pages 44 to 57 form part of these financial statements.

Consolidated Financial Statements

Consolidated and company balance sheets

For the year ended 31 December 2022

	Notes	Group 2022 £	Group 2021 £	Charity 2022 £	Charity 2021 £
Fixed assets					
Intangible assets	12	818,476	853,473	818,475	853,473
Tangible assets	13	26,796	79,602	26,796	79,602
Investment in Trading Sub		-	-	1	1
		845,272	**933,075**	**845,272**	**933,076**
Current Assets					
Stocks	14	33,594	43,894	1,490	40,532
Debtors	15	891,331	708,634	990,634	751,939
Cash at bank & in hand		2,747,922	2,717,264	2,603,607	2,505,060
		3,672,847	**3,469,792**	**3,595,732**	**3,297,531**
Creditors: amounts falling due within one year	16	(406,155)	(813,010)	(379,668)	(640,750)
Net current assets		**3,266,692**	**2,656,782**	**3,216,064**	**2,656,781**
Net assets		**4,111,965**	**3,589,857**	**4,061,336**	**3,589,857**
Funds					
Unrestricted funds	19	1,926,693	1,961,782	1,876,063	1,961,780
Designated funds	19	2,185,272	1,523,075	2,185,273	1,523,075
Restricted funds	18	-	105,000	-	105,000
		4,111,965	**3,589,857**	**4,061,336**	**3,589,855**

As permitted by S408 of the Companies Act 2006, the company has not presented its own income and expenditure statement and related notes. The company's surplus for the year was £522,108 (2021: £548,079)

These accounts are prepared in accordance with the special provisions in Part 15 of the Companies Act 2006 relating to small companies.

The financial statements were approved by the Board and authorised for issue on and signed on its behalf by:

Lucy Armstrong
Chair

Registered Company no. 4547974

The notes on pages 44 to 57 form part of these financial statements.

Consolidated Financial Statements

Consolidated statement of cash flows

For the year ended 31 December 2022

	2022 £	2021 £
Cash generated from operating activities		
Net cash provided by operating activities	480,843	1,027,883
Cash flows from investing activities:		
Interest income	10,713	2,374
Purchase of property, plant and equipment	(460,898)	(913,514)
Net cash used in investing activities	**(450,185)**	**(911,140)**
Change in cash and cash equivalents in the reporting period	30,658	116,743
Cash and cash equivalents at the beginning of the reporting period	**2,717,264**	**2,600,521**
Cash and cash equivalents at the end of the reporting period	**2,747,922**	**2,717,264**
Reconciliation of net income/(expenditure) to net cash flow from operating activities		
Net income/(expenditure) (as per the Statement of Financial Activities)	522,108	548,079
Adjustments for:		
Depreciation charges	60,809	108,649
Amortisation charges	487,892	292,882
Bad Debt Provision	(138,468)	(296,907)
Other Provisions	-	(4,621)
Investment income	(10,713)	(2,374)
Decrease/(Increase) in stocks	10,300	22,800
Decrease/(increase) in debtors	(44,229)	236,345
(Decrease)/increase in creditors	(406,856)	123,030
Net cash provided by operating activities	**480,843**	**1,027,883**
Analysis of cash and cash equivalents		
Cash in hand	2,747,922	2,717,264
Total cash and cash equivalents	**2,747,922**	**2,717,264**

Analysis of changes in net debt

	As at 1 January 2022	Cash-flows	As at 31 December 2022
Cash at bank	2,717,264	30,658	2,747,922
Total	2,717,264	30,658	2,747,922

Notes to the consolidated financial statements

For the year ended 31 December 2022

1. Accounting Policies

The Drinkaware Trust is a company limited by guarantee registered in England and Wales (company number 4547974). Its registered office is Salisbury House, London Wall, London, EC2M 5QQ.

a) Accounting Convention

Basis of Preparation

The charity constitutes a public benefit entity as defined by FRS102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) including update bulletin 2, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS102), the Charities Act 2011, the Companies Act 2006 and UK Generally Accepted Practice.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest pound.

Going Concern

The Trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the charitable company and the group to continue as a going concern. This assessment has included the potential for loss of income as a consequence of high inflation and rising prices, both from an organisation viewpoint and from our funders. The Trustees have made this particular assessment for a period of at least one year from the date of approval of the financial statements for the year ended 31 December 2022 and in particular have considered the charitable entity's forecasts and projections, taking into account the pressures on donation and investment income and those of its trading subsidiary.

Consolidation

These financial statements consolidate the results of the charity and its wholly owned subsidiary Drinkaware Trading Limited on a line by line basis. A separate Statement of Financial Activities, or income and expenditure account, is not presented for the charity itself following the exemptions afforded by section 408 of Part 15 of the Companies Act 2006 relating to small companies.

b) Tangible fixed assets and depreciation

Tangible fixed assets are capitalised where the purchase price exceeds £2,500 and included at cost including any incidental expenses of acquisition. Depreciation is provided on all tangible fixed assets at rates calculated to write off the cost on a straight line basis over their expected useful economic life as follows:

Fixtures, furniture and fittings	Over the term of the lease
Leasehold depreciation	Over the term of the lease

c) Intangible fixed assets

Intangible fixed assets are capitalised where the purchase price exceeds £2,500. The website domain costs and bespoke tools are stated at cost less amortisation and impairment. Amortisation is provided at rates calculated to write off the cost of those assets, less their estimated residual value, over their expected useful life.

Website domain	3 years straight line
Website replatforming and Mobile application	3 years straight line

d) Income

All income is accounted for as soon as Drinkaware has entitlement to the income and there is a probability of receipt and the amount is measured with sufficient reliability.

No amounts are included in the financial statements for services donated by volunteers.

Donations receivable are credited to the statements of financial activities in the year in which they are received.

e) Deferred income

Where income for expenditure in a future accounting period is received in advance, it is recognised as deferred income. The amounts shown in the balance sheet in respect of deferred income represent the amounts deferred to future accounting periods.

Notes to the consolidated financial statements

1. Accounting policies continued

f) Expenditure

Liabilities are recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all the costs related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with use of the resources.

Direct costs, including directly attributable salaries, are allocated on an actual basis to the key strategic areas of activity. Overheads and other salaries are allocated between expense headings on the basis of time spent.

Governance costs include the cost of governance arrangements which relate to the general running of the charity. These activities provide the governance infrastructure which allows the charity to operate and to generate the information required for public accountability. They include the strategic planning processes that contribute to the future development of the charity.

Cost of raising funds include an allocation of staff and overhead costs apportioned to this activity. Support costs are apportioned as a percentage of management time spent on these activities.

Direct staff costs are posted to the activity to which they relate, overhead staff costs are allocated on the basis of management time spent on these activities.

g) Irrecoverable VAT

Irrecoverable VAT is charged against the category of resources expended for which it is incurred.

h) Recognition of liabilities

Liabilities are recognised when an obligation arises to transfer economic benefits as a result of past transactions or events.

i) Operating leases

Rentals arising under operating leases are charged to the statement of financial activities in the year they fall due.

j) Fund Accounting

Funds held by the charity are:

- **General funds** - are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.
- **Restricted funds** - represent grants and other income received which are allocated by the donor for specific service delivery.
- **Designated funds** - represent unrestricted funds that have been set aside by the Trustees for specific future projects.

Expenditure which relates to the service delivered is charged to the fund.

Notes to the consolidated financial statements

k) Stock

Stocks are stated at the lower of cost and net realisable value. Net realisable value is assessed not only in relation to 'selling' price but also with reference to the value in distribution to the beneficiaries in order to further the objects of the charity. Stock is expensed in the reporting period in which it is distributed.

Stock comprises of informational booklets and materials which aid people in managing their alcohol intake.

l) Critical accounting estimates and areas of judgement

In preparing financial statements it is necessary to make certain judgements, estimates and assumptions that affect the amounts recognised in the financial statements. The following judgements and estimates are considered by the Trustees to have the most significant effect on amounts recognised in the financial statements.

Depreciation and amortisation charges are based on the estimated useful life of the assets held.

Dilapidation provision is based on the estimated costs of delivering up the leased property at the end of the lease in the state in which it was at the beginning of the lease.

Provision for bad and doubtful debts is based on a specific provision in respect of invoices that have been unpaid for more than one year and a general provision for all invoices that relate to the on-trade sector.

m) Financial instruments

Cash and cash equivalents include cash at banks and in hand and short-term deposits with a maturity date of three months or less.

Drinkaware only has financial assets and financial liabilities of a kind that qualify as basic financial instruments.

The charity only holds basic financial instruments as defined by FRS 102. Financial instruments receivable or payable within one year of the reporting date are carried at their transaction value and subsequently at their settlement value.

n) Debtors and creditors

Debtors and creditors receivable or payable within one year of the reporting date are carried at their transaction price. Debtors and creditors that are receivable or payable in more than one year and not subject to a market rate of interest are measures at the present value of the expected future receipts or payment discounted at a market rate of interest.

o) Pensions

Drinkaware operates a defined contribution pensions policy in compliance with the stakeholder pensions requirements. Drinkaware matches the percentage that the employee contributed up to a maximum of 5%. Contributions payable are charged to the profit and loss account in the year they are payable.

No further liabilities accrue to the Trust other than these contributions.

Notes to the consolidated financial statements

2. Grants & donations - Charity

	2022 £	2021 £
Unrestricted:		
Donations	5,827,423	5,105,493
Income from Charitable Activities	-	-
Total income	**5,827,423**	**5,105,493**

3. Commercial trading operations and investment in trading subsidiary

The wholly owned trading subsidiary, Drinkaware Trading Limited, registered office 264 Salisbury House, London Wall, London, EC2M 5QQ ,Company Number: 11735195, which is incorporated in the UK, pays all its taxable profits to the charity by Gift Aid. Drinkaware Trading Limited operated the commercial activities previously carried out by The Drinkaware Trust up to 30 June 2019. The charity owns the entire issued share capital of 1 share of £1. A summary of the trading results is shown below.

Shares held in subsidiary

	2022 £	2021 £
1 Ordinary share of £1	1	1

	2022 £	2021 £
Summary Profit & Loss account		
Turnover	663,122	142,370
Cost of sales and administrative expenses	(42,178)	(2,480)
Gross Profit	**620,944**	**139,890**
Distribution Costs	(8,600)	(9,857)
Admin Costs	(242,201)	(464,027)
Other Income	178,212	193,698
Net Profit	**548,355**	**(140,296)**
Interest Payable and similar charges	(1,842)	(1,651)
Surplus/(Loss) on ordinary Activities	546,513	(141,947)
Loss brought forward	(495,884)	(353,939)
Retained (Loss) Surplus in the subsidiary	**50,629**	**(495,884)**

	2022 £	2021 £
Summary Balance Sheet		
Current assets	361,284	345,852
Current liabilities	(310,655)	(841,738)
Capital and reserves	**50,629**	**(495,886)**

Notes to the consolidated financial statements

4. Investment income

	2022 £	2021 £
Unrestricted bank interest receivable	10,713	2,374

5. Other income

	2022 £	2021 £
Unrestricted Grants	43,208	105,000
Furlough Grant Income	_	19,375
	43,208	124,375

Included within the above are restricted grants totalling £0 (2021: £105,000)

6. Expenditure

	Staff Costs £	Support Costs £	Other Direct Costs £	Total 2022 £
Raising funds				
Cost of raising donations	174,103	159,656	-	333,759
Commercial trading operations	-	121,262	-	121,262
Charitable activities				
Consumer information	1,408,652	1,426,973	2,478,092	5,313,717
Total resources expended	**1,582,755**	**1,707,890**	**2,478,092**	**5,768,737**

	Staff Costs £	Support Costs £	Other Direct Costs £	Total 2021 £
Raising funds				
Cost of raising donations	171,759	124,100	-	295,859
Commercial trading operations	-	175,512	-	175,512
Charitable activities				
Consumer information	1,389,687	1,203,779	1,946,628	4,540,094
Total resources expended	**1,561,446**	**1,503,391**	**1,946,628**	**5,011,465**

Notes to the consolidated financial statements

7. Allocation of support costs and overheads

	Raising Funds £	Consumer Information £	Commercial Trading Operation £	Total 2022 £
Unrestricted funds:				
Premises	15,358	124,259	-	139,617
Depreciation	60,357	488,344	-	548,701
Communications and IT	20,907	169,156	-	190,063
Postage and printing	1,036	8,383	-	9,419
Travel costs	2,415	19,540	-	21,955
Employee related costs	59,583	482,079	-	541,662
Governance costs (Note 8)	-	135,212	-	135,212
Commercial trading operations	-	-	121,262	121,262
Total support costs	**159,656**	**1,426,973**	**121,262**	**1,707,890**

	Raising Funds £	Consumer Information £	Commercial Trading Operation £	Total 2021 £
Unrestricted funds:				
Premises	22,543	182,398	-	204,941
Depreciation	42,496	343,832	-	386,328
Communications and IT	22,238	179,922	-	202,160
Postage and printing	858	6,946	-	7,804
Travel costs	222	1,790	-	2,012
Employee related costs	35,743	289,190	-	324,933
Governance costs (Note 8)	-	199,701	-	199,701
Commercial trading operations	-	-	175,512	175,512
Total support costs	**124,100**	**1,203,779**	**175,512**	**1,503,391**

8. Analysis of governance costs

	Total 2022 £	Total 2021 £
Auditors' remuneration	28,598	23,840
Auditors' remuneration - prior year	-	-
Auditors' remuneration - non audit services	-	-
Legal and professional fees	106,615	175,861
Total support costs	**135,212**	**199,701**

Notes to the consolidated financial statements

9. Staff costs and Trustee remuneration

	Group 2022 £	Group 2021 £	Group 2022 £	Group 2021 £
Wages and salaries	1,292,792	1,291,726	1,292,792	1,291,726
Pension contributions	137,228	115,226	137,228	115,226
Social security costs	152,735	149,577	152,735	149,577
	1,582,755	**1,556,529**	**1,582,755**	**1,556,529**

The average number of employees during the year was:

	2022	2021
Charity	26	24
	26	24

The number of employees with annual remuneration in excess of £60,000 was as follows:

	2022	2021
£60,000 to £69,999	3	1
£70,000 to £79,999	2	1
£80,000 to £89,999	1	1
£110,000 to £110,999	-	1

The pension contribution attributable to higher paid employees is £47,461 (2021: £28,542).)

It should be noted that Drinkaware operates a salary sacrifice pension scheme.

The permanent Director of Finance and CEO started in September/October 2022 respectively.

10. Trustee and key personnel remuneration

The Trustees neither received nor waived any emoluments during the year (2021: £nil)

Expenses of £1,868 (2021: £895) were reimbursed to three (2021: three) Trustees during the year.

Key personnel include Trustees, Chief Executive, Company Secretary and Chief Medical Advisor. The total employee benefits of the charity's key management personnel were £131,522 (2021 £267,636).

11. Taxation

The charity benefits from exemptions on income and gains falling within Sections 466-493 of the Corporation Tax Act 2010 to the extent they are derived from charitable activities. Its wholly owned trading subsidiary, Drinkaware Trading Limited, passes profits on which tax would be payable to the charity under Gift Aid.

The Drinkaware Trust is registered for VAT and expenditure is recorded exclusive of any VAT incurred that is recoverable.

Notes to the consolidated financial statements

12. Intangible fixed assets - group and charity

	Website and Mobile Application and Software £	Healthy Living Tool £	Total £
Cost			
At 1 January 2022	1,374,425	-	1,374,425
Additions	452,400	-	452,400
Disposals	(207,050)	-	(207,050)
At 31 December 2022	**1,619,775**	-	**1,619,775**
Depreciation			
At 1 January 2022	520,953	-	520,953
Charge for year	487,396	-	487,396
Disposals	(207,050)	-	(207,050)
At 31 December 2022	**801,299**	**-**	**801,299**
Net Book Value			
At 31 December 2022	**818,476**	**-**	**818,476**
At 1 January 2022	**853,473**	**-**	**853,473**

13. Tangible fixed assets - group and charity

	Fixtures, Furniture and Equipment £	Leasehold Improvements £	Total £
Cost			
At 1 January 2022	170,929	48,045	218,974
Additions	8,670	-	8,670
Disposals	(94,187)	-	(94,187)
At 31 December 2022	**85,412**	**48,045**	**133,457**
Depreciation			
At 1 January 2022	130,487	8,884	139,371
Charge for year	43,042	17,767	60,809
Disposals	(93,520)	-	(93,520)
At 31 December 2022	**80,009**	**26,651**	**106,660**
Net Book Value			
At 31 December 2022	**5,402**	**21,393**	**26,796**
At 1 January 2022	**40,442**	**39,160**	**79,603**

Notes to the consolidated financial statements

14. Stock

	Group		Charity	
	2022 £	2021 £	2022 £	2021 £
Informational booklets and materials	**33,594**	**43,894**	**1,490**	**40,532**

Charity stock of Nil (2021: £40,532) are items held for the Home and Dry Campaign.

15. Debtors

	Group		Charity	
	2022 £	2021 £	2022 £	2021 £
Trade debtors	850,888	800,235	779,563	688,045
Provision for Bad and Doubtful Debts	(112,669)	(251,137)	(107,150)	(706,288)
Other debtors	31,603	40,574	31,603	31,601
Amounts owed by group undertakings	-	-	167,500	657,965
Prepayments and accrued income	121,509	118,962	119,118	80,616
	891,331	**708,634**	**990,634**	**751,939**

16. Creditors: amounts falling due within one year

	Group		Charity	
	2022 £	2021 £	2022 £	2021 £
Trade creditors	150,357	415,184	99,177	350,082
Other creditors	123,235	143,745	121,302	130,339
Accruals pension costs	17,092	34,072	17,092	34,072
Taxes and social security costs	66,330	41,375	43,470	30,681
Accruals	49,141	178,634	33,837	138,923
Intercompany	-	-	64,790	(43,347)
	406,155	**813,010**	**379,668**	**640,750**

Notes to the consolidated financial statements

17. Operating leases

At 31 December 2022 the group had commitments under non-cancellable operating leases as follows:

	Group		Charity	
	2022 £	2021 £	2022 £	2021 £
Land & Buildings				
within one year	62,208	62,208	62,208	62,208
in two to five years	8,517	70,725	8,517	70,725
after five years	-	-	-	-
Office equipment				
within one year	-	2,153	-	2,153
in two to five years	-	-	-	-
after five years	-	-	-	-
	70,725	**135,086**	**70,725**	**135,086**

18. Statement of restricted funds - group and charity

Year ended 31 December 2022

	Brought forward £	Incoming resources £	Resources expended £	Transfers £	Carried forward £
Restricted funds	**105,000**	**-**	**(105,000)**	**-**	**-**
Total funds	**105,000**	-	**(105,000)**	**-**	**-**

Year ended 31 December 2021

	Brought forward £	Incoming resources £	Resources expended £	Transfers £	Carried forward £
Restricted funds	-	105,000	-	-	105,000
Total funds	**-**	**105,000**	**-**	**-**	**105,000**

Restricted funds relate to monies received from Drinkaware Partners to be applied to specified goods and services. These will include delivery of bespoke campaign support and materials and tailored Drinkaware programmes.

Notes to the consolidated financial statements

19. Unrestricted funds

Year ended 31 December 2022

	Brought forward £	Incoming resources £	Resources expended £	Transfers £	Carried forward £
General Fund	1,961,782	6,290,845	(5,663,737)	(662,197)	1,926,693
Designated Fund - Future Depreciation	933,075	-	-	(87,803)	845,272
Strategy Delivery	-	-	-	750,000	750,000
Designated Fund - Campaign Fund	400,000	-	-	-	400,000
Designated Fund - Research Fund	190,000	-	-	-	190,000
	3,484,857	**6,290,845**	**(5,663,737)**	**-**	**4,111,965**

Year ended 31 December 2021

	Brought forward £	Incoming resources £	Resources expended £	Transfers £	Carried forward £
General Fund	2,211,778	5,454,543	(4,181,464)	(1,523,075)	1,961,782
Designated Fund - Future Depreciation	-	-	-	933,075	933,075
Designated Fund - Campaign Fund	550,000	-	(550,000)	400,000	400,000
Designated Fund - Research Fund	280,000	-	(280,000)	190,000	190,000
	3,041,778	**5,454,543**	**(5,011,464)**	**-**	**3,484,857**

20. Analysis of net assets between funds

Year ended 31 December 2022

	Unrestricted funds £	Restricted funds £	Total £
Group			
Fund balances at 31 December 2022 are represented by:			
Fixed assets	845,272	-	845,272
Net Current Assets	3,266,692	-	3,266,692
Total net assets	**4,111,965**	-	**4,111,965**

	Unrestricted funds £	Restricted funds £	Total £
Charity			
Fund balances at 31 December 2022 are represented by:			
Fixed assets	845,272	-	845,272
Net Current Assets	3,216,064	-	3,216,064
Total net assets	**4,061,336**	**-**	**4,061,336**

Notes to the consolidated financial statements

20. Analysis of net assets between funds continued

Year ended 31 December 2021

	Unrestricted funds £	Restricted funds £	Total £
Group			
Fund balances at 31 December 2021 are represented by:			
Fixed assets	933,075	-	933,075
Net Current Assets	2,551,782	105,000	2,656,782
Total net assets	**3,484,857**	**105,000**	**3,589,857**

	Unrestricted funds £	Restricted funds £	Total £
Charity			
Fund balances at 31 December 2021 are represented by:			
Fixed assets	933,076	-	933,076
Net Current Assets	2,551,779	105,000	2,656,779
Total net assets	**3,484,855**	**105,000**	**3,589,855**

21. Related party transactions

On the 1st November 2019 Drinkaware Trust made a loan of £50,000 to Drinkaware Trading Ltd at a rate of 3% above the Bank of England Base Rate (3.73%) which accrues daily.

During the year Drinkaware Trust charged a management fee of £156,000 (2021: £300,000) to Drinkaware Trading Limited for administration and support costs.

At the balance sheet date Drinkaware Trust was owed £100,442 (2021: £712,825) by Drinkaware Trading Limited.

During the year Wells & Co Limited, a related party to The Drinkaware Trust by virtue of Trustee Paul Wells also being a director of the company purchased logo licences totalling £1,500 and donated £5,648 to the Trust.

Notes to the consolidated financial statements

22. Ultimate controlling party

Drinkaware Trading Limited is a wholly owned subsidiary of The Drinkaware Trust, which is the ultimate controlling party.

The ultimate controlling party of the Drinkaware Trust are the Trustees.

23. Capital commitments

There were no capital commitments not provided for in the financial statements (2021: None)

24. Legal status of the charity

The charity is a company limited by guarantee and has no share capital.

In the event of the charity being wound up the liability in respect of the guarantee is limited to £1 per member of the charity.

Our funders

December 2022

1. Accolade Wines Limited
2. Admiral Taverns Ltd
3. Adnams PLC
4. ALDI Stores Ltd
5. Amber Bev
6. Asahi UK Ltd
7. ASDA Stores Ltd
8. Aston Manor Ltd
9. Atom Supplies Ltd
10. Bacardi-Martini Limited
11. Bancroft Wines
12. Beam Suntory
13. Benchmark Drinks
14. Berry Brothers & Rudd
15. Blue Tree Limited
16. Broadland Drinks
17. Brothers Drinks Co Ltd
18. Brown-Forman
19. Budweiser Brewing Group UK&I
20. C&C Group
21. Campari UK
22. Carlsberg Marston's Brewing Company Limited
23. Casella Family Brands (Europe) Ltd
24. Castel-Frères
25. Cider of Sweden Ltd (Kopparberg)
26. Concha y Toro UK Ltd
27. Continental Wine & Food
28. Corinthian Brands Limited
29. Cotswold Distillery
30. Daniel Thwaites
31. DGB Europe Limited
32. Diageo Great Britain Ltd
33. Disaronno International UK Limited
34. Distell International
35. E & J Gallo Winery Europe
36. Edrington Group
37. England and Wales Cricket Board
38. Enotria & Coe Ltd
39. Everards Brewery Ltd
40. Freedom Brewery Ltd
41. Funkin Cocktails Ltd
42. Getir UK Limited
43. Glen Turner Company Ltd
44. Global Brands
45. Goedhuis & Co
46. Gordon & Macphail
47. H Weston and Sons Ltd
48. Hallgarten & Novum Wines
49. Harvey & Sons (Lewes) Ltd
50. Hatch Mansfield Limited
51. Heineken UK
52. Hippodrome Casino Ltd
53. Hi-Spirits (Sazerac)
54. Hook Norton Brewery
55. Ian Macleod Distillers Ltd
56. Ideal Wine Company
57. In Good Company Brewing Ltd
58. InchDairnie Distillery Ltd
59. International Beverage
60. J Chandler & Co (Buckfast) Ltd
61. J D Wetherspoon
62. John E Fells & Sons Ltd
63. JW Lees & Co (Brewers) Ltd
64. Kingsland Wines
65. Laithwaites Wine (Direct Wines Ltd)
66. Laurent Perrier
67. Leeds University Union
68. Lidl GB
69. Loch Lomond Group
70. Louis Latour Agencies
71. Maisons Marques et Domaines
72. Majestic
73. Marks and Spencer plc (UK)
74. Marston's plc
75. Mason's of Yorkshire Ltd
76. Mast-Jaegermeister UK Ltd
77. Mitchells and Butlers plc
78. Moet Hennessy UK Ltd
79. Molson Coors Beverage Company
80. Morrison Scotch Whisky Distillers
81. North South Wines Ltd
82. Oakham Ales
83. Off-Piste Wines Ltd
84. Origin Wine Ltd
85. Parkdean Resorts UK Ltd
86. Pernod Ricard UK
87. Pinter
88. Pol Roger
89. Punch Pubs & Co
90. Quintessential Brands UK (G&J Greenalls)
91. R&B Distillers Limited
92. Racecourse Association Ltd
93. Rekom UK
94. Remy Cointreau UK Ltd
95. Robinsons Brewery
96. Sainsbury's Supermarkets Ltd
97. Shepherd Neame Ltd
98. SHS Group Drinks Division
99. Sloemotion Distillery
100. Southwestern Distillery Ltd
101. Spar (UK) Ltd
102. St Austell Brewery
103. Terroirs et Vignerons de Champagne
104. Tesco plc
105. TGI Friday's
106. Thatchers Cider Company Ltd
107. The Coca-Cola Company
108. The Co-operative Group
109. The Drinks Company
110. The Restaurant Group Plc
111. The Wine Society
112. Theakston Ltd
113. Treasury Wine Estates
114. Vranken Pommery
115. Waitrose & Partners
116. Warner's Distillery Ltd
117. Wells & Co
118. Whitbread Restaurants
119. Whyte and Mackay ltd
120. William Grant & Sons Ltd
121. Wm Morrison Supermarkets Limited
122. Woodforde's Brewery Ltd
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Want to change the way you drink? Get the free MyDrinkaware app to start tracking your alcohol consumption, calculate units and calories and set goals to help you moderate your drinking.

Or if you're interested in becoming a partner or funder get in touch here.

Drinkaware

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Charity number: 1094586

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THE DRINKAWARE TRUST

England & Wales - Charity number 1094586

Accounts

The Drinkaware Trust

Year Ended 31 December 2021

Company No. 04547974 (England and Wales)
Charity No. 1094586

drinkaware
change starts with you

Annual Trustees' Report 2021

Continuing to change lives

Despite the changes of 2021, some things did not change. We remained true to our purpose to reduce alcohol harm in the UK and continued to be independent and evidence-led, using the latest data to inform our work and commissioning independent research when there were gaps in the evidence base.

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2021 Annual Report

Foreword from the Chair of Trustees

I would like to use this Introduction to thank those that have gone before me.

2021 saw the departure of my predecessor Sir Leigh Lewis KCB who served as Chair of the Board of Trustees at Drinkaware for seven years, and Elaine Hindal who was Chief Executive Officer for nine years. Both of them have moved the organisation forward and have been unfailing in their dedication in support of reducing alcohol harm in the UK.

2021 was a difficult year in many respects. The continuation of the Covid-19 pandemic meant that some staff were still furloughed, and others were working remotely and often juggling families and school closures as well. Our funding model was affected as bars and restaurants were forced to close, resulting in a drop in income from our funders. However, despite those challenges Drinkaware spent the year focusing on:

- protecting our staff and continuing to learn how to work remotely and flexibly in response to the pandemic;
- restructuring the team and working within our reduced budget;
- making sure we had the right people in the right roles to take us forward into the future;
- reaching and engaging with the people who needed us most, giving support, information and tools to people wanting to reduce their drinking, particularly those drinking at risky levels.

I would like to thank our Board of Trustees and all members of our Medical Advisory Panel, including our Chief Medical Advisor, Dr Fiona Sim OBE. Their advice, direction and challenge are integral to ensuring that we remain independent and evidence-led.

I would also like to thank our Chief Executive, the Drinkaware staff and all of you, our partners, donors, supporters and stakeholders, for your ongoing engagement with our work.

Lucy Armstrong
Chair, Board of Trustees

> “Reaching and engaging with the people who needed us most, giving support, information and tools to people wanting to reduce their drinking, particularly those drinking at risky levels.”

2021 Annual Report

Chief Executive's report

Despite 2021 being another year of turbulence due to the pandemic, Drinkaware continued its work of reducing alcohol harm in the UK.

I joined in November, taking over from Elaine Hindal who had been Chief Executive for nine years. I was able to build on the work she had led to keep the organisation moving forward during the disruption and to help the team plan for the future. I have been impressed by the commitment, professionalism and resilience of the whole Drinkaware team, including our staff, stakeholders, funders, independent medical advisors, committees and Trustees.

As always, we used research and evidence to inform our work. Our annual Monitor report in 2021 gave further insight into the impact of the pandemic on the nation's drinking. We saw that the polarisation between high-risk and low-risk drinkers, first observed in 2020, continued. It also revealed that high-risk drinkers were most likely to report drinking more and drinking more often, compared to before the pandemic.

Our recontact survey allowed us to go back to respondents of the Monitor and we found that less than half (46%) of drinkers who planned to cut back on alcohol after restrictions were lifted had stuck to their plan. Our research findings were picked up by national news outlets including Mail Online, The Independent and the Evening Standard, and broadcast on Sky News.

> "Our annual Monitor report in 2021 gave further insight into the impact of the pandemic on the nation's drinking."

Given the intermittent lockdowns during the year, it is not surprising that people turned again to our digital services and online content. There were 5.76 million visitors to the website, a 500% increase in YouTube views and our blogs and press releases were viewed over half-a-million times as people searched for evidence-based information from a familiar and trusted source.

We learned in 2020 that we need to be responsive to change and this need for flexibility has continued. Activities that would have been delivered in person, such as our Drinkaware at Work alcohol awareness training programme, moved to a mix of e-learning and group workshops.

Other highlights included the 'Change Starts with You' marketing campaign we launched in the autumn to promote our digital tools and understand which tool motivated more people to complete it. The campaign led to nearly 165,000 people completing an assessment of their drinking habits, of which 54% were people drinking at increasing or high-risk levels. The campaign has since been shortlisted for an award in the 2022 European Search Awards.

There were also changes within the organisation. In response to Covid-19 and the knock-on impacts to our funding, we introduced a new structure to the team.

We also took the opportunity during these changes to re-examine the culture at Drinkaware to ensure we can be a modern, inclusive and flexible employer which is able to adapt quickly to challenges.

We have been listening to our staff, partners and stakeholders and are revisiting and reviewing our values in response to the feedback. To capture the voices of all employees, we introduced a quarterly staff survey which allows employees to feedback anonymously on a range of issues and provides the Senior Leadership Team with data to track progress over time.

I will be handing over to a permanent Chief Executive later in 2022, who will lead Drinkaware through the coming years. Next year will see the rollout of our new organisational values, refinement of our digital products, a deeper look at our audiences, and the launch of a new strategy.

Shān Nicholas
Interim Chief Executive

> "The 'Change Starts with You' campaign led to nearly 165,000 people completing an assessment of their drinking habits."

Legal and administrative information

Directors and Trustees

The Directors of the charitable company (the charity) are its Trustees for the purposes of charity law.

The Trustees and Officers during the year and since the year-end were as follows:

Chair
Sir Leigh Lewis KCB
(retired 6 October 2021)

Lucy Armstrong
(appointed Chair and elected a Trustee 6 October 2021)

Treasurer
Kate Morris
(retired 14 September 2021)

Marc Dench
(appointed Treasurer 14 September 2021)

Charles Allen
Dr Varuna Aluvihare
Dr Colin Hunter OBE
Penny Newman OBE
Vicki Nobles
Dr Timothy Walker
David Ward (retired 23 March 2022)
Paul Wells
Neil Williams (retired 1 January 2022)

Chief Medical Advisor
Dr Fiona Sim OBE

Key management personnel

Chief Executive Officer
Elaine Hindal
(resigned 14 January 2022)

Shãn Nicholas
(Interim – appointed 24 November 2021)

Company Secretary
Suzanne Pattison (resigned 21 April 2022)

Richard Elliott (appointed 21 April 2022)

Registered office

Salisbury House, London Wall,
London EC2M 5QQ

Company number

04547974

Charity number

1094586

Auditors

Moore Kingston Smith LLP,
Devonshire House, 60 Goswell Road,
London EC1M 7AD

Bankers

CAF Bank Limited,
25 Kings Hill Avenue, Kings Hall,
West Malling, Kent ME19 4TA

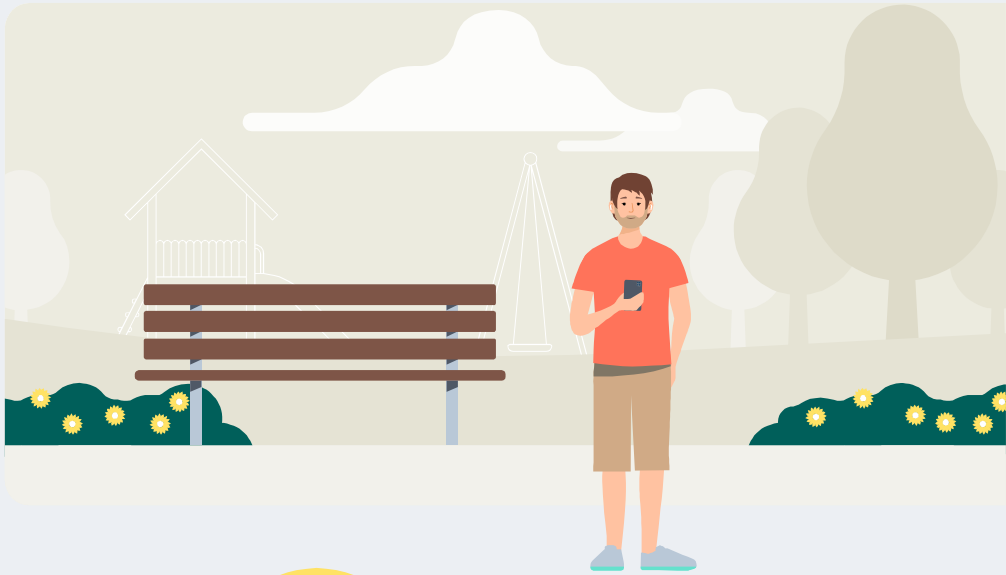
Solicitors

Lewis Silkin LLP, 5 Chancery Lane, Clifford's Inn, London EC4A 1BL

Investment Advisors

Pembroke Financial Services Ltd,
The Forge, Cuckfield Road, Stapleford,
West Sussex RH17 6ET

Drinkaware in numbers 2021



51.3%

51.3% of the UK population are familiar with the Drinkaware brand.

500,000+

Our blogs and press releases were viewed over half a million times.

520%

YouTube views were up by 520% to **909,000** views.

1.1 m

Over 1.1m people have used one of our digital tools.

5.76 m

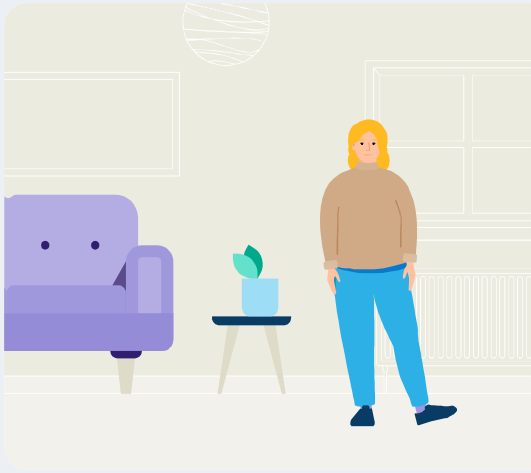
5.76 million visitors to our website.

10,216

Our chatbot was used by 10,216 people between September and December 2021.

50%

Over 50% of people completing the Self-Assessment tool were either high-risk or possibly dependent drinkers.



1,250

Over the year we had over 1,250 pieces of media coverage across print, online and broadcast channels.

2/min

Two people completed one of our tools every minute in 2021.

2,735

13 organisations delivered Drinkaware at Work to **2,735** participants.

Trustees' report

For the year end 31 December 2021

Our purpose and values

In common with many organisations, Drinkaware continued to navigate the disruption as the country dealt with exceptionally challenging circumstances and lifestyle changes.

But despite the changes of 2021, some things did not change. We remained true to our purpose to reduce alcohol harm in the UK and continued to be independent and evidence-led, using the latest data to inform our work and commissioning independent research when there were gaps in the evidence base.

Our four values continued to guide our work in 2021. They are:

- **Driven to make a difference –** and never ceasing our activity to find ways to reduce alcohol harm
- **Led by the evidence –** looking at the evidence base that exists and commissioning our own research to fill gaps
- **Resourceful –** adapting to changing environments, from embracing digital tools to adopting hybrid working
- **Committed to working positively with others –** working with partners to maximise our impact

> "We remained true to our purpose to reduce alcohol harm in the UK."

Drinking trends in 2021

Research and data are key to ensuring our advice and content are informed by the best available evidence. As well as commissioning our own research into areas where no research is available, we monitor the research of other organisations to gain valuable insight into the UK's drinking behaviour and how it changes over time.

The Covid-19 pandemic and associated lockdown restrictions brought changes in alcohol consumption and drinking behaviour for many UK drinkers – not just how much[2,3,4] or frequently they drank,[5] but also where,[6,7] what,[8] and why they drank.[9,10]

Increased consumption among those most at risk

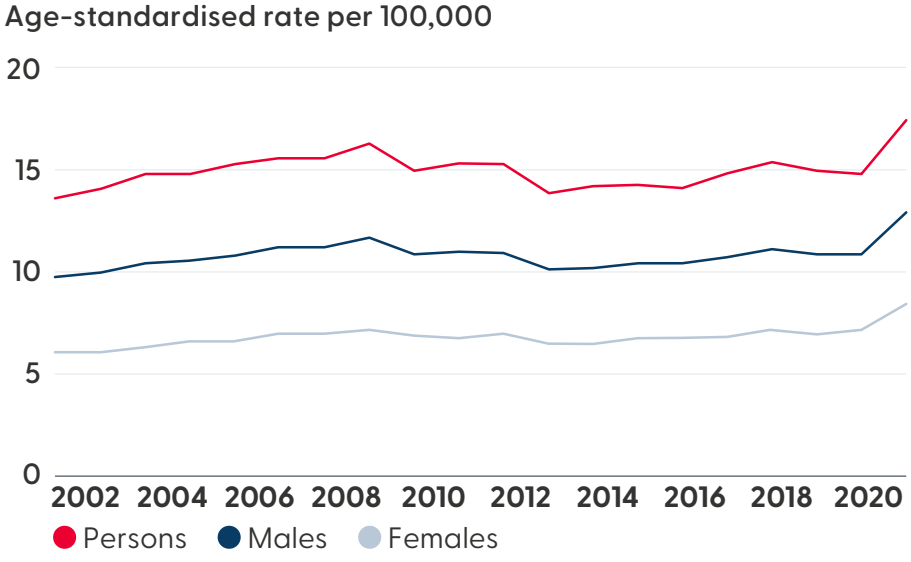
Since the onset of the pandemic, we observed a polarisation in drinking behaviour, where the proportion of UK adults who reported drinking more than they would usually prior to the pandemic was similar to the proportion who reported drinking less.[11,12] And while population level data, such as alcohol sales (from duty receipts[13] and off-trade grocery sales[14]) remained largely unchanged from previous years, this masked significant variation within groups.

Specifically, we witnessed large increases in alcohol consumption among high-risk and possibly dependent drinkers (those considered to be most at risk of alcohol-related harm) – a finding also reported elsewhere.[15,16]

Sharp rise in alcohol mortality

Data from the Office for National Statistics in 2020 recorded an 18.6% increase in alcohol-specific deaths compared to 2019 – the highest year-on-year increase in 20 years.[17] The rise was driven primarily by the increase in deaths from alcohol-related liver disease – a chronic alcohol-related condition – and as such, probably attributable to those with a previous history of alcohol misuse or dependence. There are several likely reasons for this spike – not least the severe disruption to health and support services, as attention turned to Covid-19 – but also changes in people's habits and circumstances.

The alcohol-specific death rate for 2020 was 18.6%, higher than the previous year.



Many alcohol support organisations moved their services online, which while suitable for some, also meant other people were left without the support they needed. Similarly, for individuals on the brink of dependence before the pandemic, many may have been triggered by job loss, insecurity, bereavement, or strained relationships. There was also a reluctance to overburden the NHS during the initial phases of the pandemic, and this resulted in many without access to treatment or support. In addition, with social restrictions in place, many individuals lost access to vital support networks, which may have led to the development of maladaptive coping habits among some. Maladaptive coping mechanisms are behaviours that make us feel better in the short term, but in the long term they are very harmful. They include eating disorders, self-harm, alcohol and substance abuse, sexual promiscuity, shoplifting, risk-taking behaviour and compulsive lying. Our own research identified strong associations between increased alcohol consumption and mental health problems.[18,19]

“Many alcohol support organisations moved their services online, which while suitable for some, also meant other people were left without the support they needed.”

Acceleration of existing trends

The increase in alcohol-related harm is not unique to the pandemic. There have been increasing trends for alcohol-related deaths and hospital admissions – particularly for alcohol-related liver disease – since 2017 in England, suggesting that the pandemic has accelerated an existing trend, rather than created a new one. While there was a reduction in hospital admission rates (not just for alcohol, but all conditions) in 2020/21 compared with previous years, alcohol-related hospital admissions have been on the increase in England – with admission rates in 2019/20 2% higher than in 2018/19, and 8% higher than in 2016/17.[20]

The Office for Health Improvement and Disparities indicates that 17.5% of adults in England – the equivalent of 7.7 million people – were drinking at “increasing or higher risk” levels in the three months to the end of January 2022.[21]This compares to 12.4% (or about 6 million people) in February 2020, and 11.9% (or about 5 million people) in October 2019. For many, alcohol consumption is showing little sign of returning to pre-pandemic levels.

Uneven impacts of the pandemic

The uneven impacts of the pandemic have been widely reported[22,23] – and alcohol-related health harms were no exception. Alcohol harm already disproportionately impacts individuals living in the most deprived communities in what has been termed the ‘alcohol harm paradox’,[24]and available data indicates that the pandemic has exacerbated this disparity further. For example, more than half of hospital admissions (58%) and deaths (57%) from liver disease in 2020 in England occurred in the most deprived 40% of the population.[25]This is despite adults in the most deprived communities reporting consuming, on average, similar or lower levels of alcohol consumption than those in the least deprived areas. Similar trends can be observed across the devolved nations.[26,27] In Scotland, for example, the alcohol-specific death rate in 2020 was over four times higher in most deprived areas.[27]

Alcohol harm is a clear wider impact of the pandemic, and therefore needs to be made a priority in the recovery. Failing this, the health burden in subsequent years will be substantial. We continue our call for alcohol harm reduction strategies to be placed at the centre of public health priorities across the four nations of the UK.

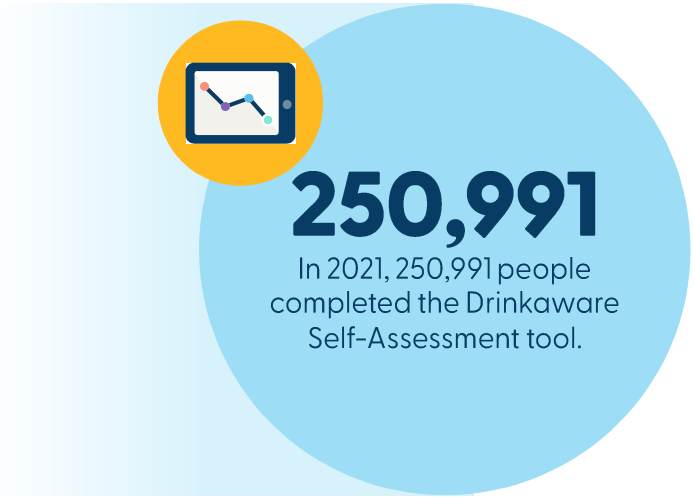
Progress against our strategic goals

Reaching people through digital channels

A key pillar of our strategy has been a focus on reaching people through digital channels, including our website, email and digital marketing through social media and search campaigns, apps which sit on people's smartphones and digital 'tools' which help users to become more aware of what they are drinking. Digital channels enable us to more efficiently reach a large number of people and allows us to track behaviour, keep in contact with people and make sure they have access to the most up-to-date advice and information.

This emphasis on digital became even more important in 2020 and 2021 as lockdowns and uncertainty meant that people often could not access face-to-face services. Research from Deloitte[28] showed that people were becoming more comfortable moving online for activities and services which have traditionally been delivered face to face, from shopping to doctor's visits to training courses. This shift was played out in the way people purchased alcohol, as people began to buy more alcohol online or via online delivery services, and then drank it in their homes.[29]

We responded to this shift by increasing our focus on digital tools, to reach the maximum number of people. We also moved some of our face-to-face products online, such as our alcohol awareness training programme, Drinkaware at Work. Participants across the UK completed the course either through e-learning sessions or through group workshops, depending on the regulations at the time.



Tools and products

Our range of digital products (which we call 'tools') continue to help users assess, track and set goals to reduce their drinking:

- **Unit and Calorie Calculator:** This tool calculates the total number of calories and units in an alcoholic drink or consumed across a week.
- **Self-Assessment (uses the full AUDIT test for alcohol dependence):** This consists of ten questions that assess how much alcohol people drink and whether their drinking could have an impact on their health. It is regarded as the 'gold standard' screening questionnaire for detecting hazardous and harmful drinking. AUDIT is short for Alcohol Use Disorders Identification Test; it was developed by the World Health Organization and adapted for use in the UK.

- **Digital Scratchcard (uses the AUDIT-C test for alcohol consumption):** There are three questions (a shortened version of the full AUDIT), with results presented as a score within a risk band.
- **Drink Compare Calculator (weekly units):** Assesses a user's risk level based on their weekly unit consumption and frequency. It compares their drinking to that of the UK population and summarises calories consumed from alcohol.
- **MyDrinkaware App:** A smartphone app which consumers can download for free. It allows people to keep track of how much they are drinking, drink-free days, the quality of their sleep and understand how many calories they are consuming from alcohol. They can also use the app to fill out the Self-Assessment to assess their risk of alcohol dependency.
- **Chatbot:** Our interactive tool is a virtual assistant which uses AI technology to deliver personalised information and refer high-risk drinkers and those in crisis to the appropriate alcohol support services. It is available 24/7 and is increasingly being used in the evenings when other services are unavailable.

In 2021, 5.76 million people visited the Drinkaware website to access the most up-to-date information, advice and support around alcohol.

Reaching risky drinkers

Our focus on reaching people through digital channels and products has responded to new ways of working and societal changes accelerated by the pandemic, and we also see it as an effective way to reach many more people. In 2021, we observed that our drinking assessment tools are being used disproportionately by people who are drinking at risky levels. Being able to reach these people with tools, information and support is key to our being able to reduce alcohol harm in the UK. In 2021, 250,991 people completed the Drinkaware Self-Assessment tool, 51% of which were either high-risk or possibly dependent drinkers.[30]

Targeting specific groups

Digital campaigns also allow us to target specific groups which may otherwise not be reached, or groups which experience a disproportionate burden of alcohol harm. During 2021, we ran targeted digital campaigns to test our reach with LGBTQ+ groups, young people and those from ethnically diverse backgrounds. This helped us to work out the best way to reach these groups and how best to offer them information and tools to help them reduce their drinking. This gave us valuable insight which will also help to inform future campaigns when we are targeting specific audiences.

> "Our vision to reduce alcohol-related harm by helping people make better choices about their drinking can only be realised if we work in partnership with our stakeholders."

Engaging with our audiences

In 2021, we increased our email marketing activities to improve how we engage with our audiences and provide continual support to people wanting to drink less and to reduce their risk of alcohol harm. It means we can communicate with them more regularly via email and on other platforms such as social media, providing tailored, relevant information and support to help them track and reduce their drinking.

Working together to increase our impact

Our vision to reduce alcohol-related harm by helping people make better choices about their drinking can only be realised if we work in partnership with our stakeholders.

Effectively delivered partnerships enable us to amplify our message and increase our ability to reach those in need. They also make it possible for us to support other organisations and broaden our reach, including those working face-to-face, in areas of deprivation and/or serving particularly hard to reach or digitally excluded audiences.

Drinkaware at Work

Drinkaware at Work is our training programme, developed in response to requests from organisations which wanted to support their staff with alcohol awareness training. In 2021, we delivered training to 2,735 participants across the UK. When the pandemic started and face-to-face training was not possible, we delivered the courses through a combination of e-learning sessions and group workshops. At the end of this report is a list of some of our Drinkaware at Work clients.

Our Drinkaware at Work campaign won an award at the Northern Digital Awards for best Business to Business campaign, working in partnership with our digital marketing agency CTI Digital.

Identification and Brief Advice (IBA)

IBA interventions are designed to engage members of the public and help them understand how much alcohol they are drinking. The sessions are short and are usually delivered face to face. We worked in partnership with Budweiser, training staff through the Drinkaware at Work programme and jointly delivering 250 face to face sessions in shopping centres in Greater Manchester in November 2021. 9% of the people we spoke to were high-risk drinkers, and 42% were at increasing risk. In response to the pandemic, we have also developed 'digital IBAs' (which we call 'Digital Scratchcards').

Nightlife Crew

Nightlife Crew is an alcohol vulnerability education programme, tailored to the night-time economy. It is designed to support staff in pubs, venues and the wider environment to spot signs of alcohol vulnerability and know the appropriate steps to take. To reach the maximum number of people and to support the re-opening of pubs, bars and restaurants post-lockdown, we made the e-learning version of Nightlife Crew available for free to our funders and National Pubwatch Members in partnership with Pubwatch.

Home and Dry campaign

In December, Drinkaware invited on-trade (i.e. pubs and venues) owners and managers to claim free information packs as part of our drink-driving campaign, Home and Dry. These packs contained posters, beermats, leaflets and virtual assets. The campaign was designed to assist on-trade venues encouraging designated drivers to go alcohol-free. Almost 500 venues across the UK received Home and Dry campaign packs.

Uber Eats partnership

We were approached by Uber Eats to work with it to create guidance for its drivers who were delivering alcohol alongside food orders. We advised Uber and created an educational video. This video is part of the training and induction process for new and existing drivers. It gives drivers information on whether the customer can receive the alcohol ordered and when the delivery needs to be returned; for example, if the customer appears drunk or underage.

With the increased take-up of delivery services over the pandemic, we recognise that there are many new companies now operating in this space and we are actively looking to work with more organisations like Uber Eats.

Reaching and communicating with our audiences

To continue to reduce alcohol harm, we want our information and advice to be available to as many people as possible. Having a strong presence in the media allows us to reach more people and give them the facts about alcohol. It also means that we can keep alcohol front of mind as a part of the national conversation and can draw attention to worrying trends and share key findings. As we have been providing independent, evidence-based information and advice on drinking for over 15 years, we are often asked to comment on media stories in the press. We also release our own media stories based on our research, such as our annual UK-wide Monitor survey into the nation's drinking habits.

This year, the Monitor survey gave insight into the continuing polarisation of drinking habits during the pandemic. It revealed that high-risk drinkers were most likely to report drinking more and drinking more often, compared to before the pandemic, compared to low risk drinkers. A later survey which returned to respondents who had already discussed their drinking habits in the Monitor, found that less than half (46%) of drinkers who planned to cut back on alcohol after restrictions lifted had stuck to their plan. The story received coverage from national

news outlets including Mail Online, The Independent and the Evening Standard and was broadcast on Sky News.

Our media activity in 2021 ranged from national radio and television to regional magazines targeted at different communities. With our overall objective of reducing alcohol harm, we focused on three themes: supporting people who were furloughed or working from home during the pandemic, promoting our new digital tools, and exploring the growing concern around drink spiking.

The second year of Covid-19 continued to be a central part of our media activity in 2021. Our focus on charting the change in alcohol consumption during furlough and increased working from home for some sections of the population led to an increase in demand for us to comment on these changes. We wanted to keep the focus on reducing alcohol-related harm and highlight worrying trends in the media. We were also part of discussions on flexible working, and the movement back into workplaces led to articles focusing on the importance of a more inclusive work culture.

Towards the end of 2021, drink spiking became a more prominent topic in the media. Our advice on drink spiking continues to be recognised as a leading source of information by both the media and other organisations, such as the Metropolitan Police and local authorities. We have identified this as an area where demand for credible information, support and advice will continue to grow and are commissioning new research into drink spiking in 2022.

Using our brand to motivate people

We know that the Drinkaware brand is well-known, and that millions of people trust it to be their source of information about alcohol.

To inform our brand relaunch, we surveyed 2,000 people drinking more than 11 units a day about their perceptions of Drinkaware and our relevance to them. We also commissioned some qualitative research to support the brand development work. This research indicated that those drinking at risky levels may feel that their lives are out of control and suggested that emphasising that people can take control of their lives, with information and support from Drinkaware and others, would be motivating and empowering. In August, we therefore launched our refreshed Drinkaware brand. Our 'Change Starts with You' branding helps to signal that shift and remind audiences that the decision to change comes from within them and that Drinkaware can support them on that journey with advice and information when they are ready. We made our branded materials clearer and more engaging and developed a style of icons and illustrations, to help us communicate more clearly to a broader spectrum of people.

> "Towards the end of 2021, drink spiking became a more prominent topic in the media."

Targeted campaigns for change

At the beginning of the year, we launched our 'No More Excuses' campaign. This targeted midlife men and women with a focus on parents and people on furlough due to Covid-19, to encourage them to have more drink-free days. This was in response to the long-term drinking effects recognised in some sections of the population of working from home. The campaign prompted nearly 79,000 people to complete the Drink Calculator Quiz. They then received a personalised assessment of their drinking and what it means for them.

Content audiences can trust

We know that to help motivate people to moderate their drinking, we need content which is informative, evidence-based and engaging. This ranges from advice and information on our website, to videos and infographics, guest and in-house blogs on hot topics, to social media posts. We create content with the support of our independent Medical Advisory Panel, who review and approve our new and revised medical and health-related content, to ensure our advice and information is based on the best available evidence.

Financial review

The statement of Drinkaware's financial activities for the year is set out on page 31 of the Annual Report. The net surplus of the group for the year was £548,079 (2020 surplus: £1,313,806).

Funding

In 2021, Drinkaware's total group income was £5,559,543 (2020: £6,022,497), received in voluntary donations, grants, sales of Drinkaware products and bank interest.

Drinkaware's total income includes £5,105,493 in voluntary donations from UK alcohol producers, retailers, and sports bodies (2020: £5,513,421) and in addition £454,050 has been raised from grants, logo licence sales, alcohol awareness publications and products, bank interest and further donations (2020: £509,076). Given the continued uncertainty of the pandemic environment, a provision of £251,137 (2020: £548,045) has been made for donation requests and other invoices issued but not paid where payment is considered to be at risk; the charity has also made a provision of £495,886 (2020: £353,939) relating to management fees owed by Drinkaware's trading subsidiary.

2021 has been the second full year of commercial activity for the trading subsidiary, Drinkaware Trading Limited, which commenced operations in July 2019. Covid-19 has continued to provide a difficult trading environment and sales of Drinkaware at Work, an alcohol awareness training programme designed for employers, has been particularly affected, with sales levels significantly below pre-Covid-19 forecasts. However, total income for 2021 of £336,068 across all product lines has increased on the previous year (2020: £264,002), supported by sales of the Drinkaware logo licence and bespoke partnership programmes. The trading company returned an operating profit, before management charges, of £159,704 for the year (2020: £60,843) and a loss for the year, after all charges and taxation, of £141,947 (2020: loss £224,967).

The trading company has an operating plan to achieve profitability by 2025.

“From the outset of the pandemic, the Trustees considered the impact on the income expected from donations.”

The continued impact of the Covid-19 pandemic on funding

The financial year ending 31 December 2021 represents the first full financial year during which Drinkaware's funding has been directly impacted by the Covid-19 pandemic.

From the outset of the pandemic, the Trustees considered the impact on the income expected from donations. Many Drinkaware funders have been significantly impacted by the pandemic and the Trustees anticipated that some funders could reduce their level of contribution or suspend their donations for an indefinite period.

Drinkaware saw a further reduction of donation income in 2021 – £5,105,493 compared to £5,513,421 in 2020 and £5,916,710 in 2019. Whilst this further reduction is disappointing, it had been anticipated as a large proportion of donation requests are made in the first calendar quarter of the year. Therefore, in 2020 these requests had been issued before the onset of the Covid-19 pandemic but in 2021 the full impact of reduced donations was seen.

As further reduction of donation income was expected, expenditure plans were amended to ensure these were affordable with the lower expected income.

Fundraising

During 2021, Drinkaware did not carry out any public fundraising activities, either directly or through other parties, and has no plans to do so in the immediate future. Consequently, Drinkaware is not subject to any undertaking to be bound by any voluntary scheme for regulating fundraising, although the charity is registered with the Fundraising Regulator. Drinkaware has received no complaints regarding fundraising activities.

Expenditure on charitable activities

Charitable expenditure of the group for the year was £4,540,094 (2020: £4,233,091).

Drinkaware continued to refocus its activities in 2021, partly necessitated by the reduction to income, but also as it advanced the redesign and redirection of its programmes towards digital delivery.

Whilst 2021 expenditure increased on the previous year, it was below planned expenditure, driven by delays to the launch of the new Drinkaware app and associated marketing and research expenditure. This activity will now take place in 2022. With a small headcount, Drinkaware's planned research activity was also impacted by vacancies in key positions.

Staffing costs

Expenditure on staffing costs for the year was £1,561,446 (2020: £1,653,433). Headcount has decreased slightly from the previous year, in part reflecting roles made redundant through an organisation restructure completed in 2020.

£19,375 (2020: £175,077) was received from the Coronavirus Job Retention Scheme to contribute towards staffing costs during 2021. All employees on furlough were supported at 80% of full pay. In July 2021, the Trustees took the decision to cease claims from this scheme as they assessed, given increased certainty around income, this support was no longer required.

Expenditure on raising funds

Expenditure on raising funds for the year was £295,858 (2020: £272,441). This expenditure relates to the costs of account management.

Net assets

The total net assets of the Group were £3,589,857 at 31 December 2021 (2020: £3,041,778). This includes £105,000 relating to restricted funds (2020: £nil).

Restricted funds represent grants and other income received which are allocated by the donor for specific service delivery.

7.3%

increase in charitable expenditure despite **7.7%** reduction in our income.

Investment powers and policy

In considering the charity's investment policy, the Trustees continue to take the view that the preservation of capital is of primary importance and that investments should be held in cash or near cash investments which allow immediate access.

The invested funds held on deposit for the Trust achieved an average rate of 0.9% (2020: 0.07%) for the year.

£826k

was spent in the year developing our digital tools which help people manage their drinking.

Reserves policy

It is the intention of the Trustees to maintain sufficient reserves to ensure the on-going viability of the charity, notwithstanding a significant shortfall in funding or other unexpected events. In addition, the nature of Drinkaware's campaigns means that expenditure peaks significantly at certain times of the year, reflecting the timing of media buys in particular; an appropriate level of reserves is thus also required to ensure adequate cash flow to support campaign activities.

During 2020, as part of its response to the pandemic and in line with Charity Commission guidance to the charity sector, the Board of Trustees reviewed Drinkaware's Reserves Policy in the light of predicted changes to our financial resources. It was agreed that free reserves (unrestricted funds excluding designated funds and fixed assets) should be a minimum of four months' operating expenditure, at least £1,000,000 of which is to be held in cash or near cash equivalents. The Trustees have reviewed this policy in 2021 and concluded that, as the impact of Covid-19 has continued, the policy should be maintained. The developing cost of living pressures in the wider economy will also probably affect our funders, confirming that this approach is properly prudent.

Free reserves held on 31 December 2021 were £1,961,782 (2020: £1,795,305), which represents 4.7 months of the year's operating expenditure (2020: 4.6 months). Our free reserves are broadly in line with our Reserves Policy, with scope for further investment in technology and operations.

Restricted funds were £105,000, all due to be spent on a specific project in 2022 (2020: £nil).

Designated reserves

Substantial investments in software were made in the year, greatly increasing Drinkaware's level of fixed assets. The Trustees have decided to establish a designated reserve to reflect the investment of reserves in capital assets rather than operating costs. The purpose of this reserve is to emphasise to the reader of the accounts that funds used to acquire assets are not then available to fund other operations in future years, while providing a fund into which these assets' depreciation can be charged.

It also means that the General Fund figure in Note 19 is consistent with free reserves. Consequently, £933,075 has been transferred into a new designated fund for future depreciation.

In addition, during the pandemic Drinkaware carefully monitored its cash flow and delayed some expenditure commitments until there was sufficient certainty on cash receipts. A number of large donations are received towards the end of each financial year, not allowing enough time to complete projects before the financial year-end.

The Trustees therefore decided to 'ring-fence' some of these reserves into two designated funds to ensure that activity that was planned but not completed could be completed in 2022:

- £550,000 was set aside to finance 2021 campaigns and was fully utilised within the year. A further £400,000 was set aside at 31 December 2021 to be used in 2022.
- £280,000 was set aside for the 2021 research activity programme and was fully utilised within the year. A further £190,000 was set aside at 31 December 2021 to be used in 2022.

Going concern

From the outbreak of the coronavirus pandemic, Drinkaware's Trustees reviewed the income expected from donations. Many Drinkaware funders continue to be significantly impacted by the pandemic and the Trustees have assumed, for budgeting purposes, that some funders may reduce their level of contribution or suspend their donations for an indefinite period.

Given the reduction in income, Drinkaware has made rapid changes and adjusted quickly to a new reality. The 2021 budget was prepared on the basis of lower income expectations to ensure that activities continued to be affordable and that reserves did not fall below the level required by our policy.

Drinkaware has also completed a restructure of its organisation, resulting in a small number of redundancies. This has been in part to reduce overall staff costs in the face of reduced income, but also to ensure that our team has the necessary skill sets to deliver its strategic priorities.

Drinkaware's Reserves Policy is subject to ongoing review and has been set at a level to ensure that sufficient free reserves are maintained to cover at least four months' operating expenses, of which £1,000,000 will be in cash or equivalents. At 31 December 2021, free reserves amounted to 4.7 months' operating expenses, and cash at bank amounted to £2,700,000.

The Trustees have also reviewed cash flow projections to the end of 2023 and are confident that Drinkaware remains a going concern.

Plans for future periods

While we prepare to transition to a new strategy period, our focus remains on the health harms caused by alcohol and, as we develop our Change starts with you proposition, we will increase the number of people who may have a propensity to change accessing our information, advice and tools. To do this we will enhance the numbers of people who we can support visiting our website, digital products and channels and develop a more personalised experience for them so that those who engage with us remain connected.

We will continue to be an evidence-led organisation and our commitment to conducting, utilising and learning from research remains a central pillar of our approach.

We continue to appreciate the many varied organisations which support us through unrestricted donations. Nonetheless, a key lesson of the last year for us as an organisation has been the need to diversify our income so we can best ensure our resilience and thus our ability to support those who engage with us. We will seek to further diversify our income by identifying new sources and partnerships to build our reach through others' channels and their networks.

Going into 2022, we will focus on reaching and engaging with risky drinkers who have a higher propensity to change their drinking. Rather than targeting using demographics alone, we will use our data about risky drinkers, and those who currently engage with our tools, to reach an audience open to changing their behaviour. To achieve impact in terms of measurable behaviour change, we need to extend our reach and get better at reaching people with that propensity to change.

We recognise that our pivot to digital health may exclude some of the hardest to reach risky drinkers. To mitigate this, we will research moving towards ring-fencing approximately 20% of our budget to focus on community-based interventions designed to reach this audience, using 2022 to identify and test how this could be operationalised.

There will still be important secondary audiences for Drinkaware to reach in 2022 – low-risk drinkers who want to understand their drinking, friends and family concerned about a loved one's drinking and seekers of facts about drinking.

Whilst Drinkaware is a primarily public-facing charity, we also wish to engage with and be relevant to professional audiences, such as academics, journalists, policymakers, healthcare professionals and those from charities with aligned aims.

“We will continue to be an evidence-led organisation and our commitment to conducting, utilising and learning from research remains a central pillar of our approach.”

Structure, governance and management

Governing document

The Drinkaware Trust is a company limited by guarantee and governed by its Memorandum and Articles of Association. It is registered as a charity with The Charity Commission and its Trustees are also the members of the company. Trustees are appointed through an open recruitment process based solely on their ability to meet the needs of the Trust. The Board may appoint no more than two Trustees who are either currently employed in the alcohol beverages industry or have a policy role with respect to alcohol. A register of Trustees' interests is maintained and accessible on the Drinkaware website.

Under its Memorandum and Articles of Association, the Board may comprise between 8 and 12 Trustees. Trustees are appointed by the Board and serve for a term of three years, with each Trustee able to serve for a maximum of nine years. The Board has the power, should it choose to do so, to co-opt members to the sub-committees of the Board to fill specialist roles or to provide expert advice to the Board. In the year, co-opted members added significantly to the work of the Research and Impact Committee and the Marketing Advisory Group. In addition, in line with best practice, the Board of Drinkaware's trading subsidiary, Drinkaware Trading Limited, has an independent, non-executive director.

Trustee induction and Board appraisal

The charity has a formal procedure for inducting Trustees and provides key reference documents to ensure that newly appointed Trustees are fully aware of Drinkaware's history, current strategy and activities, and their responsibilities. Training is provided at the request of Trustees.

The Board has instituted a formal annual appraisal of Trustees (including the Chair) in line with best practice in the charitable sector.

Organisation

The Board of Trustees directs the work of the charity. It typically meets around six times per year, although additional meetings can be held as and when required. The Board has established three sub-committees covering Risk & Audit, Finance & Human Resources, and Research & Impact. These sub-committees meet periodically throughout the year and Trustee members provide expertise and advice to the executive team as required.

In addition, the Drinkaware Board is advised by an independent Medical Advisory Panel of clinicians, academics and public health experts to ensure that the information and advice Drinkaware provides are based on the available evidence.

The independent Medical Advisory Panel provides a strategic overview of Drinkaware's health and other information and advice, and reviews all health-related content for accuracy. The Panel is chaired by Drinkaware's Chief Medical Advisor, Dr Fiona Sim OBE, who provides an annual report to Drinkaware's Board of Trustees and attends Board meetings and meetings of the Research & Impact Committee in an observer role. Members of the Panel, experts in their respective fields, are currently drawn from general practice, public health, mental health and alcohol-liaison nursing, cancer, and maxillofacial surgery. The Panel calls upon the skills and expertise of other health specialists when needed.

The Chief Executive Officer is appointed by the Board of Trustees to manage the day-to-day operations of the charity. The CEO has delegated authority for operational matters including finance, employment, campaigns and communications in line with the policies that have been approved by the Board of Trustees. The CEO is appraised annually by the Chair and the Board of Trustees.

Related parties and co-operation with other organisations

No Trustees receive remuneration or other benefit from their work with the Trust. Any connection between Trustees or senior managers with any donor, supplier or partner of the Trust must be disclosed to the full Board of Trustees, and included in the Register of Interests.

Declarations of interest are invited at each Board and Committee meeting.

Pay policy for senior staff

Remuneration for senior staff is reviewed annually by the Finance & Human Resources Committee, which is also responsible for recommending the remuneration of the CEO to the Board for approval.

Pay for all staff is independently benchmarked annually against external comparators. Proposed pay increases and/or bonuses for exceptional performance are agreed by the Finance & Human Resources Committee or the CEO as appropriate and are not guaranteed.

In 2020, to conserve our cash position, the Trustees agreed that no bonuses or cost of living increases would be paid in 2021.

Governance during the Covid-19 pandemic

As with many organisations, the Drinkaware Trust has been and continues to be, significantly impacted by the consequences of the Covid-19 pandemic. To meet these challenges, the Trustees have undertaken a number of additional steps to ensure the long-term future of Drinkaware.

Income from voluntary donations fell in 2020 from the level seen in previous years and has continued to fall in 2021. Careful consideration has been given to the implications of this reduction in income for our activities and our people.

At the outset of the pandemic our business plans were rewritten to ensure that expenditure plans continued to be affordable within an expected reduced income, and a redesign and redirection of programmes was undertaken. In addition, a review of the organisation's people structure was undertaken and has been completed in 2021.

Trustees, through the Finance & Human Resources Committee, also carefully considered Drinkaware's Reserves policy and this was strengthened to ensure that the organisation will be able, in all foreseeable circumstances, to meet a minimum of four months' operating expenditure.

Drinkaware has taken advantage of all appropriate schemes to protect the financial security of the organisation, principally the government's Coronavirus Job Retention Scheme (also known as the furlough scheme). Approximately half of the organisation's employees were placed on furlough in April 2020 and brought back gradually into the organisation as our financial position improved. All furlough claims were ceased by mid-2021.

Financial processes and policies were also adapted to ensure expenditure is tightly managed, with additional financial controls put in place.

“At the outset of the pandemic our business plans were rewritten to ensure that expenditure plans continued to be affordable within an expected reduced income.”

Risk management

The Board of Trustees has established a risk management strategy which involves an annual review of the principal risks and uncertainties that the charity faces and of the policies, systems and procedures in place to mitigate those risks.

A Risk Register, designed to include all the principal risks to which the charity is exposed, is maintained and regularly reviewed by the Risk & Audit Committee. The Board reviews the Risk Register on an annual basis.

As a result of the Covid-19 pandemic, a number of risks that had been identified through our regular risk assessment processes have indeed come to pass and have been at the forefront of the Board's consideration. The Risk & Audit Committee has, with the authority of the Board and with the Chair in attendance, acted as the key crisis management committee for the charity during the pandemic, and has overseen the implementation of the charity's Business Continuity Plan.

At its meeting in April 2021, the Board again reviewed the Risk Register in the light of the pandemic and considered the following to be the key risks currently facing the charity:

- Drinkaware remains reliant upon voluntary donations from industry organisations across the UK and has been unable, as a result of the pandemic, significantly to diversify its income. A strong plan for trading activities is in place and is monitored by the Board of the trading company. In addition, the new organisational structure will add capacity and expertise in commercial income generation, and the Board has requested that a comprehensive new income generation strategy be undertaken.
- Drinkaware has, since its inception, benefitted from strong government support. During the Covid-19 crisis, this support has remained very much in place with public endorsement of the charity from both the Home Office and the Department of Health and Social Care. The Board of Trustees remains concerned, however, that the government and indeed the wider community may reduce its focus on alcohol-related risks to buoy the hospitality sector and support its economic recovery, despite growing evidence of the associations between alcohol and many of the underlying health conditions that have proved to be devastating for victims of Covid-19. Trustees continue to monitor the situation carefully, and to work closely with UK government Ministers and officials, and with Ministers and officials of the devolved UK nations, to emphasise to them the importance of recognising the long-term health impacts of alcohol use. The Board also welcomes the planned creation of a new Addictions Strategy and a greater focus on alcohol and public health planned by the government in England and Wales.

- Drinkaware underwent a period of very significant change in 2020 and this continued into 2021. Half of our employees were on furlough for much of 2020, and this, combined with remote working, Covid-19-related sickness absence and the impact of making a number of roles redundant, inevitably impacted organisation culture and confidence. We also started 2021 with reduced capacity and open roles; an inability to recruit new employees would present a key risk to our ability to deliver the 2021 plan. The leadership team acted quickly to commission a review of ways of working to help rebuild our team spirit and bring new colleagues on board as we returned, in a flexible way, to face-to-face working.
- With a greater focus on digital, the Board considers that risks of IT systems failure and data security are of rising importance. In addition, there is a risk that the focus on digital excludes people most at risk of harm; to this end, Drinkaware will commission research into how to reach digitally excluded audiences and limited users of digital information, and experts in the field of digital inclusion.

Internal controls

Drinkaware's system of internal financial control provides for the provision of regular financial information to the Finance & Human Resources Committee. Administrative procedures include the segregation of duties and an approved scheme of delegation and accountability which were reviewed during 2021 by the Board.

In particular, the system of financial control includes:

- an annual budgeting process with an annual budget which is reviewed and approved by the Board;
- regular reviews by the Board of periodic financial reports which indicate variances to budget and to the prior year;
- setting targets to measure financial performance;
- a Procurement Policy, available to all employees, requiring a purchase order to be raised for all transactions (with limited exceptions) and ensuring that new suppliers are subject to additional financial confirmation checks;
- payroll outsourced to a third-party specialist consultancy and salary payments being reviewed by a minimum of two employees;
- multi-factor authentication which is required to access all Drinkaware systems; and
- cyber security accreditation, and cyber security awareness training which is mandatory for all employees.

Trustees' responsibilities in relation to the financial statements

The Trustees are responsible for preparing the Trustees' Report and Financial Statements in accordance with applicable law and UK accounting standards (United Kingdom Generally Accepted Accounting Practice). Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and the application of resources of the charitable company for that period.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and apply them consistently;
- observe the methods and principles of the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the 'going concern' basis unless it is inappropriate to presume that the charitable company will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with relevant legislation. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees confirm that they have taken appropriate steps to make themselves aware of any relevant audit information and to establish that the company's auditors are aware of that information. As far as the Trustees are aware, there is no relevant audit information which has not been disclosed to the auditors.

This report has been prepared in accordance with the special provisions of Section 381 of the Companies Act 2006 relating to small companies.

By order of the Board of Trustees

Lucy Armstrong
Chair

21 July 2022

Independent Auditors' Report to the members of The Drinkaware Trust Limited

Opinion

We have audited the financial statements of The Drinkaware Trust for the year ended 31 December 2021 which comprise the Group Statement of Financial Activities, the Group and Parent Charitable Company Balance Sheet, the Group Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 'The Financial Reporting Standard Applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the group and the parent charity's affairs as at 31 December 2021, and of its incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the Trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the charity's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The other information comprises the information included in the Annual Report, other than the financial statements and our auditor's report thereon. The Trustees are responsible for the other information. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' Annual Report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Trustees' Annual Report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Annual Report.

We have nothing to report in respect of the following matters where the Companies Act 2006 and the Charities Act 2011 require us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the Trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the Trustees' Annual Report and from preparing a Strategic Report.

Responsibilities of the Trustees

As explained more fully in the Trustees' responsibilities statement set out on page 25, the Trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs (UK), we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the charity's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Trustees.

- Conclude on the appropriateness of the Trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the charity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the charity to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and, in respect of the consolidated financial statements, to the charity's Trustees, as a body, in accordance with Chapter 3 of Part 8 of the Charities Act 2011. Our audit work has been undertaken so that we might state to the charitable company's members and Trustees those matters which we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to any party other than the charitable company, the charitable company's members, as a body, and the charity's Trustees, as a body, for our audit work, for this report, or for the opinion we have formed.

Moore Kingston Smith LLP

Luke Holt
(Senior Statutory Auditor)
for and on behalf of Moore Kingston Smith LLP

18 August 2022

Devonshire House
60 Goswell Road
London
EC1M 7AD

Moore Kingston Smith LLP is eligible to act as auditor in terms of Section 1212 of the Companies Act 2006.

Consolidated financial statements

For the year ended 31 December 2021
The Drinkaware Trust
(A Company Limited by Guarantee)

Consolidated Statement of Financial Activities

(incorporating the income and expenditure account) For the year ended 31 December 2021

	Notes	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £	Total funds 2020 £
Income from:					
Donations	2	5,105,493		5,105,493	5,513,421
Charitable activities	2	–	–	0	57,009
Commercial trading operations	3	327,301	–	327,301	264,002
Investment income	4	2,374	–	2,374	1,776
Other income	5	19,375	105,000	124,375	186,289
Total		**5,454,543**	**105,000**	**5,559,543**	**6,022,497**
Expenditure on:					
Raising funds	6	295,858	–	295,858	272,441
Commercial trading operations	3	175,512	–	175,512	203,159
Charitable activities	6	4,540,094	–	4,540,094	4,233,091
Total		**5,011,464**	**–**	**5,011,464**	**4,708,691**
Net (income/expenditure)		**443,079**	**105,000**	**548,079**	**1,313,806**
Transfers between funds	16,17	**–**	**–**	**–**	**–**
Net movement in funds		**443,079**	**105,000**	**548,079**	**1,313,806**
Reconciliation of funds:					
Total funds brought forward		3,041,778		3,041,778	1,727,972
Total funds carried forward		**3,484,857**	**105,000**	**3,589,857**	**3,041,778**

The notes on pages 34 to 47 form part of these financial statements.

Consolidated and Company Balance Sheets

For the year ended 31 December 2021

	Notes	Group 2021 £	Group 2020 £	Charity 2021 £	Charity 2020 £
Fixed assets					
Intangible assets	12	853,473	315,147	853,473	315,147
Tangible assets	13	79,602	101,324	79,602	101,324
Investment in trading subsidiary		–	–	1	1
		933,075	**416,471**	**933,076**	**416,472**
Current Assets					
Stocks	14	43,894	66,694	40,532	60,854
Debtors	15	708,634	648,072	751,939	749,721
Cash at bank & in hand		2,717,264	2,600,521	2,505,060	2,448,495
		3,469,792	**3,315,287**	**3,297,531**	**3,259,070**
Creditors: amounts falling due within one year	16	(813,010)	(689,980)	(640,750)	(633,765)
Net current assets		**2,656,782**	**2,625,307**	**2,656,781**	**2,625,305**
Net assets		**3,589,857**	**3,041,778**	**3,589,857**	**3,041,777**
Funds					
Unrestricted funds	19	1,961,782	2,211,778	1,961,782	2,211,777
Designated	19	1,523,075	830,000	1,523,075	830,000
Restricted funds	18	105,000	–	105,000	–
		3,589,857	**3,041,778**	**3,589,857**	**3,041,777**

As permitted by S408 of the Companies Act 2006, the company has not presented its own income and expenditure statement and related notes. The company's surplus for the year was £548,079 (2020: £1,184,832).

These accounts are prepared in accordance with the special provisions in Part 15 of the Companies Act 2006 relating to small companies.

The financial statements were approved by the Board and authorised for issue on 21 July 2022 and signed on its behalf by:

Lucy Armstrong
Chair

Registered Company no. 4547974

The notes on pages 34 to 47 form part of these financial statements.

Consolidated Statement of Cash Flows

For the year ended 31 December 2021

	2021 £	2020 £
Cash generated from operating activities		
Net cash provided by operating activities	1,027,883	1,728,583
Cash flows from investing activities:		
Interest income	2,374	1,776
Purchase of property, plant and equipment	(913,514)	(410,088)
Net cash used in investing activities	**(911,140)**	**(408,312)**
Change in cash and cash equivalents in the reporting period	116,743	1,320,273
Cash and cash equivalents at the beginning of the reporting period	**2,600,521**	**1,280,250**
Cash and cash equivalents at the end of the reporting period	**2,717,264**	**2,600,521**
Reconciliation of net income/(expenditure) to net cash flow from operating activities		
Net income/(expenditure) (as per the Statement of Financial Activities)	548,079	1,313,806
Adjustments for:		
Depreciation charges	108,649	91,889
Amortisation charges	292,882	170,921
Bad debt provision	(296,907)	548,045
Other provisions	(4,621)	(240,556)
Investment income	(2,374)	(1,776)
Decrease/(increase) in stocks	22,800	4,725
Decrease/(increase) in debtors	236,345	(616,427)
(Decrease)/increase in creditors	123,030	457,957
Net cash provided by operating activities	**1,027,883**	**1,728,583**
Analysis of cash and cash equivalents		
Cash in hand	2,717,264	2,600,521
Total cash and cash equivalents	**2,717,264**	**2,600,521**

Analysis of changes in net debt

	As at 1 January 2021	Cash-flows	As at 31 December 2021
Cash at bank	2,600,521	116,743	2,717,264
Total	**2,600,521**	**116,743**	**2,717,264**

Notes to the Financial Statements

For the year ended 31 December 2021

1. Accounting policies

The Drinkaware Trust is a company limited by guarantee registered in England and Wales (company number 4547974). Its Registered office is Salisbury House, London Wall, London EC2M 5QQ.

a) Accounting convention

Basis of Preparation

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), including update bulletin 2, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011, the Companies Act 2006 and United Kingdom Generally Accepted Accounting Practice.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest pound.

Going Concern

The Trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the charitable company and the group to continue as a going concern. This assessment has included the potential for loss of income as a consequence of Covid-19. The Trustees have made this particular assessment for a period of at least one year from the date of approval of the financial statements for the year ended 31 December 2021 and in particular have considered the charitable entity's forecasts and projections, taking into account the pressures on donation and investment income and those of its trading subsidiary.

Drinkaware's Reserves Policy is subject to ongoing review and has been set at a level to ensure that sufficient free reserves are maintained to cover at least four months' operating expenses, of which £1m will be in cash or equivalents. At 31 December 2021, free reserves amounted to 4.7 months' operating expenses, and cash at bank amounted to £2.7m.

Consolidation

These financial statements consolidate the results of the charity and its wholly owned subsidiary Drinkaware Trading Limited on a line-by-line basis. A separate Statement of Financial Activities, or income and expenditure account, is not presented for the charity itself following the exemptions afforded by section 408 of Part 15 of the Companies Act 2006 relating to small companies. The charity's gross income for the year was £5,523,475 (2020: £6,022,497) and gross expenditure was £4,975,397 (2020: £4,708,691).

b) Tangible fixed assets and depreciation

Tangible fixed assets are capitalised where the purchase price exceeds £500 and included at cost including any incidental expenses of acquisition. Depreciation is provided on all tangible fixed assets at rates calculated to write off the cost on a straight line basis over their expected useful economic life as follows:

Fixtures, furniture and fittings	Over the remaining term of the lease
Leasehold depreciation	Over the remaining term of the lease

c) Intangible fixed assets

Intangible fixed assets are capitalised where the purchase price exceeds £500. The website domain costs and bespoke tools are stated at cost less amortisation and impairment. Amortisation is provided at rates calculated to write off the cost of those assets, less their estimated residual value, over their expected useful life.

Website domain	3 years straight line
Website replatforming and Mobile application	3 years straight line

d) Income

All income is accounted for as soon as Drinkaware has entitlement to the income and there is a probability of receipt and the amount is measured with sufficient reliability.

No amounts are included in the financial statements for services donated by volunteers.

Donations receivable are credited to the statements of financial activities in the year in which they are received.

e) Deferred income

Where income for expenditure in a future accounting period is received in advance, it is recognised as deferred income. The amounts shown in the balance sheet in respect of deferred income represent the amounts deferred to future accounting periods.

1. Accounting policies continued

f) Expenditure

Liabilities are recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all the costs related to the category. Where costs cannot be directly attributed to particular headings, they have been allocated to activities on a basis consistent with use of the resources.

Direct costs, including directly attributable salaries, are allocated on an actual basis to the key strategic areas of activity. Overheads and other salaries are allocated between expense headings on the basis of time spent.

Governance costs include the cost of governance arrangements which relate to the general running of the charity. These activities provide the governance infrastructure which allows the charity to operate and to generate the information required for public accountability. They include the strategic planning processes that contribute to the future development of the charity.

Cost of raising funds includes an allocation of staff and overhead costs apportioned to this activity. Support costs are apportioned as a percentage of management time spent on these activities.

Direct staff costs are posted to the activity to which they relate; overhead staff costs are allocated on the basis of management time spent on these activities.

g) Irrecoverable VAT

Irrecoverable VAT is charged against the category of resources expended for which it is incurred.

h) Recognition of liabilities

Liabilities are recognised when an obligation arises to transfer economic benefits as a result of past transactions or events.

i) Operating leases

Rentals arising under operating leases are charged to the statement of financial activities in the year they fall due.

j) Fund accounting

Funds held by the charity are:

- **General funds** – are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.
- **Restricted funds** – represent grants and other income received which are allocated by the donor for specific service delivery.
- **Designated funds** – represent unrestricted funds that have been set aside by the Trustees for specific future projects.

Expenditure which relates to the service delivered is charged to the fund.

k) Stock

Stocks are stated at the lower of cost and net realisable value. Net realisable value is assessed not only in relation to 'selling' price but also with reference to the value in distribution to the beneficiaries in order to further the objects of the charity. Stock is expensed in the reporting period in which it is distributed.

Stock comprises informational booklets and materials which aid people in managing their alcohol intake.

l) Critical accounting estimates and areas of judgement

In preparing financial statements it is necessary to make certain judgements, estimates and assumptions that affect the amounts recognised in the financial statements. The following judgements and estimates are considered by the Trustees to have the most significant effect on amounts recognised in the financial statements.

Depreciation and amortisation charges are based on the estimated useful life of the assets held.

Dilapidation provision is based on the estimated costs of delivering up the leased property at the end of the lease in the state in which it was at the beginning of the lease.

Provision for bad and doubtful debts is based on a specific provision in respect of invoices that have been unpaid for more than one year and a general provision for all invoices that relate to the on-trade sector.

m) Financial instruments

Cash and cash equivalents include cash at banks and in hand and short-term deposits with a maturity date of three months or less.

Drinkaware only has financial assets and financial liabilities of a kind that qualify as basic financial instruments.

The charity only holds basic financial instruments as defined by FRS 102. Financial instruments receivable or payable within one year of the reporting date are carried at their transaction value and subsequently at their settlement value.

n) Debtors and creditors

Debtors and creditors receivable or payable within one year of the reporting date are carried at their transaction price. Debtors and creditors that are receivable or payable in more than one year and not subject to a market rate of interest are measured at the present value of the expected future receipts or payment discounted at a market rate of interest.

o) Pensions

Drinkaware operates a defined contribution pensions policy in compliance with the stakeholder pensions requirements. Drinkaware matches the percentage that the employee contributed up to a maximum of 5%. Contributions payable are charged to the profit and loss account in the year they are payable.

No further liabilities accrue to the Trust other than these contributions.

2. Grants and donations – Charity

	2021 £	2020 £
Unrestricted:		
Donations	5,105,493	5,513,421
Income from Charitable Activities	–	57,009
Total income	**5,105,493**	**5,570,430**

3. Commercial trading operations and investment in trading subsidiary

The wholly owned trading subsidiary, Drinkaware Trading Limited, registered office Salisbury House, London Wall, London EC2M 5QQ, company number: 11735195, which is incorporated in the UK, pays all its taxable profits to the charity by Gift Aid. Drinkaware Trading Limited operated the commercial activities previously carried out by the Drinkaware Trust up to 30 June 2019. The charity owns the entire issued share capital of 1 share of £1. A summary of the trading results is shown below.

Shares held in subsidiary

	2021 £	2020 £
1 Ordinary share of £1	**1**	**1**

	2021 £	2020 £
Summary profit & loss account		
Turnover	142,370	55,949
Cost of sales and administrative expenses	(2,480)	(17,653)
Gross profit	**139,890**	**38,296**
Distribution costs	(9,857)	(5,249)
Administrative costs	(164,027)	(180,257)
Other income	193,698	208,053
Net profit	**159,704**	**60,843**
Management charges	(300,000)	(283,250)
	(140,296)	**(222,407)**
Interest payable and similar charges	(1,651)	(2,560)
Loss on ordinary activities	**(141,947)**	**(224,967)**
Loss brought forward	(353,939)	(128,972)
Retained loss in the subsidiary	**(495,886)**	**(353,939)**

	2021 £	2020 £
Summary Balance Sheet		
Current assets	345,852	213,068
Current liabilities	(841,738)	(567,007)
Capital and reserves	**(495,886)**	**(353,939)**

4. Investment income

	2021 £	2020 £
Unrestricted bank interest receivable	**2,374**	**1,776**

5. Other income

	2021 £	2020 £
Unrestricted income	–	1,212
Furlough Grant income	19,375	175,077
Restricted income	105,000	–
City of London	–	10,000
	124,375	**186,289**

6. Expenditure

	Staff Costs £	Support Costs £	Other Direct Costs £	Total 2021 £
Raising funds				
Cost of raising donations	171,759	124,099	–	295,858
Commercial trading operations	–	175,512	–	175,512
Charitable activities				
Consumer information	1,389,687	1,203,779	1,946,628	4,540,094
Total resources expended	**1,561,446**	**1,503,390**	**1,946,628**	**5,011,464**

	Staff Costs £	Support Costs £	Other Direct Costs £	Total 2020 £
Raising funds				
Cost of raising donations	181,878	90,563	–	272,441
Commercial trading operations	–	203,159	–	203,159
Charitable activities				
Consumer information	1,471,556	830,943	1,930,592	4,233,091
Total resources expended	**1,653,434**	**1,124,665**	**1,930,592**	**4,708,691**

7. Allocation of support costs and overheads

	Raising Funds £	Consumer Information £	Commercial Trading Operation £	Total 2021 £
Unrestricted funds:				
Premises	22,544	182,397	–	204,942
Depreciation	42,496	343,832	–	386,328
Communications and IT	22,238	179,922	–	202,160
Postage and printing	858	6,946	–	7,804
Travel costs	221	1,790	–	2,011
Employee-related costs	35,743	289,190	–	324,933
Governance costs (Note 8)		199,701	–	199,701
Commercial trading operations			175,512	175,512
Total support costs	**124,100**	**1,203,778**	**175,512**	**1,503,390**

	Raising Funds £	Consumer Information £	Commercial Trading Operation £	Total 2020 £
Unrestricted funds:				
Premises	26,216	212,113	–	238,329
Depreciation	28,909	233,899	–	262,808
Communications and IT	16,171	130,836	–	147,007
Postage and printing	953	7,708	–	8,661
Travel costs	1,665	13,473	–	15,138
Employee-related costs	16,649	134,707	–	151,356
Governance costs (Note 8)		98,207	–	98,207
Commercial trading operations			203,159	203,159
Total support costs	**90,563**	**830,943**	**203,159**	**1,124,665**

8. Analysis of governance costs

	Total 2021 £	Total 2020 £
Auditors' remuneration	23,840	14,280
Auditors' remuneration – prior year	-	15,045
Auditors' remuneration – non-audit services	-	3,735
Legal and professional fees	175,861	65,147
Total support costs	**199,701**	**98,207**

Legal and professional fees in 2021 included one-off costs arising from the organisational restructure.

9. Staff costs and Trustee remuneration

	Group		Charity	
	2021 £	2020 £	2021 £	2020 £
Wages and salaries	1,296,643	1,384,539	1,296,643	1,384,539
Pension contributions	115,226	151,318	115,226	151,318
Social security costs	149,577	117,576	149,577	117,576
	1,561,446	**1,653,433**	**1,561,446**	**1,653,433**

The average number of full-time equivalent employees during the year was:

	2021	2020
Charity	24	27
	24	**27**

The number of employees with annual remuneration in excess of £60,000 was as follows:

	2021	2020
£60,000 to £69,999	1	2
£70,000 to £79,999	1	2
£80,000 to £89,999	1	–
£90,000 to £90,999	–	1
£110,000 to £110,999	1	1

The pension contribution attributable to higher paid employees is £28,542 (2020: £33,660).

10. Trustee and key personnel remuneration

The Trustees neither received nor waived any emoluments during the year (2019: £nil).

Expenses of £895 (2020: £773) were reimbursed to three (2020: four) Trustees during the year.

Key personnel include Trustees, the Chief Executive Officer and the Chief Medical Advisor. The total employee benefits of the charity's key management personnel were £267,636 (2020 £263,654).

11. Taxation

The charity benefits from exemptions on income and gains falling within Sections 466-493 of the Corporation Tax Act 2010 to the extent they are derived from charitable activities. Its wholly owned trading subsidiary, Drinkaware Trading Limited, passes profits on which tax would be payable to the charity under Gift Aid.

The Drinkaware Trust is registered for VAT and expenditure is recorded exclusive of any VAT incurred that is recoverable.

12. Intangible fixed assets – Group and charity

	Website and Mobile Application and Software £	Healthy Living Tool £	Total £
Cost			
At 1 January 2021	1,572,395	55,052	1,627,447
Additions	826,588	–	826,588
Disposals	(1,024,558)	(55,052)	(1,079,610)
At 31 December 2021	**1,374,425**	**–**	**1,374,425**
Depreciation			
At 1 January 2021	1,257,248	50,432	1,307,680
Charge for year	288,262	4,620	292,882
Disposals	(1,024,558)	(55,052)	(1,079,610)
At 31 December 2021	**520,952**	**–**	**520,952**
Net Book Value			
At 31 December 2021	**853,473**	**–**	**853,473**
At 1 January 2021	**315,148**	**4,620**	**319,768**

13. Tangible fixed assets – group and charity

	Fixtures, Furniture and Equipment £	Leasehold Improvements £	Total £
Cost			
At 1 January 2021	341,669	145,175	486,844
Additions	38,882	48,044	86,926
Disposals	(209,622)	(145,174)	(354,796)
At 31 December 2021	**170,929**	**48,045**	**218,974**
Depreciation			
At 1 January 2021	240,344	145,175	385,519
Charge for year	99,766	8,883	108,649
Disposals	(209,622)	(145,174)	(354,796)
At 31 December 2021	**130,488**	**8,884**	**139,372**
Net Book Value			
At 31 December 2021	**40,441**	**39,161**	**79,602**
At 1 January 2021	**101,324**	**–**	**101,324**

14. Stock

	Group		Charity	
	2021 £	2020 £	2021 £	2020 £
Informational booklets and materials	**43,894**	**66,694**	**40,532**	**60,854**

Charity stock of £40,532 (2020: £60,853) are items held for the Home and Dry Campaign.

15. Debtors

	Group		Charity	
	2021 £	2020 £	2021 £	2020 £
Trade debtors	800,235	1,042,905	688,045	956,118
Provision for bad and doubtful debts	(251,137)	(548,045)	(706,288)	(866,386)
Other debtors	40,574	111,041	31,601	107,027
Amounts owed by group undertakings	–	–	657,965	510,792
Prepayments and accrued income	118,962	42,171	80,616	42,170
	708,634	**648,072**	**751,939**	**749,721**

16. Creditors: amounts falling due within one year

	Group		Charity	
	2021 £	2020 £	2021 £	2020 £
Trade creditors	415,184	269,037	350,082	259,557
Other creditors	143,744	226,375	130,339	226,376
Accruals pension costs	34,072	12,782	34,072	12,782
Taxes and social security costs	41,375	44,907	30,681	42,344
Accruals	178,635	136,879	138,923	92,706
Intercompany	–	–	(43,347)	–
	813,010	**689,980**	**640,750**	**633,765**

17. Operating leases

At 31 December 2021 the group had commitments under non–cancellable operating leases as follows::

	Group		Charity	
	2021 £	2020 £	2021 £	2020 £
Land & Buildings				
within one year	62,208	49,473	62,208	49,473
in two to five years	70,725	–	70,725	–
after five years	–	–	–	–
Office equipment				
within one year	2,153	4,061	2,153	4,061
in two to five years	–	2,153	–	2,153
after five years				
	135,086	**55,687**	**135,086**	**55,687**

18. Statement of restricted funds – group and charity

Year ended 31 December 2021

	Brought forward £	Incoming resources £	Resources expended £	Transfers £	Carried forward £
Restricted funds	–	105,000	–	–	105,000
Total funds	**–**	**105,000**	**–**	**–**	**105,000**

Year ended 31 December 2019

	Brought forward £	Incoming resources £	Resources expended £	Transfers £	Carried forward £
Restricted funds	–	–	–	–	–
Total funds	**–**	**–**	**–**	**–**	**–**

Restricted funds relate to monies received from Drinkaware Partners to be applied to specified goods and services. These will include delivery of bespoke campaign support and materials and tailored Drinkaware programmes.

19. Unrestricted funds

Year ended 31 December 2021

	Brought forward £	Incoming resources £	Resources expended £	Transfers £	Carried forward £
General Fund	2,211,778	5,454,543	(4,181,464)	(1,523,075)	1,961,782
Designated Fund – Future depreciation	–	–	–	933,075	933,075
Designated Fund – Campaign Fund	550,000	–	(550,000)	400,000	400,000
Designated Fund – Research Fund	280,000	–	(280,000)	190,000	190,000
	3,041,778	**5,454,543**	**(5,011,464)**	**–**	**3,484,857**

Year ended 31 December 2020

	Brought forward £	Incoming resources £	Resources expended £	Transfers £	Carried forward £
General Fund	1,601,124	6,022,497	(4,581,843)	(830,000)	2,211,778
Designated Fund – Campaign Fund	–	–	–	550,000	550,000
Designated Fund – Research Fund	–	–	–	280,000	280,000
	1,601,124	**6,022,497**	**(4,581,843)**	**–**	**3,041,778**

20. Analysis of net assets between funds

Year ended 31 December 2021

	Unrestricted funds £	Restricted funds £	Total £
Group			
Fund balances at 31 December 2021 are represented by:			
Fixed assets	933,075	–	933,075
Net current assets	2,551,782	105,000	2,656,782
Total net assets	**3,484,857**	**105,000**	**3,589,857**

	Unrestricted funds £	Restricted funds £	Total £
Charity			
Fund balances at 31 December 2021 are represented by:			
Fixed assets	933,076	–	933,076
Net current assets	2,551,781	105,000	2,656,779
Total net assets	**3,484,857**	**105,000**	**3,589,857**

20. Analysis of net assets between funds continued

Year ended 31 December 2020

	Unrestricted funds £	Restricted funds £	Total £
Group			
Fund balances at 31 December 2020 are represented by:			
Fixed assets	978,020	–	978,020
Net current assets	1,917,945	–	1,917,945
Total net assets	**2,895,965**	**–**	**2,895,965**

	Unrestricted funds £	Restricted funds £	Total £
Charity			
Fund balances at 31 December 2020 are represented by:			
Fixed assets	978,021	–	978,021
Net current assets	2,420,698	–	2,420,698
Total net assets	**3,398,719**	**–**	**3,398,719**

21. Related party transactions

On 1 November 2019, the Drinkaware Trust made a loan of £50,000 at a rate of 3% above the Bank of England base rate (3.73%) which accrues daily.

During the year, the Drinkaware Trust charged a management fee of £300,000 (2020: £283,500) to Drinkaware Trading Limited for administration and support costs.

At the balance sheet date, the Drinkaware Trust was owed £712,825 (2020: £510,792) by Drinkaware Trading Limited.

During the year, Wells & Co Limited, a related party to Drinkaware by virtue of Trustee Paul Wells also being a di-rector of the company, purchased logo licences totalling £1,500 and donated £5,648 to the Trust.

22. Ultimate controlling party

Drinkaware Trading Limited is a wholly owned subsidiary of the Drinkaware Trust, which is the ultimate controlling party.

The ultimate controlling party of the Drinkaware Trust are the Trustees.

23. Capital commitments

There were no capital commitments not provided for in the financial statements (2020: none).

24. Legal status of the charity

The charity is a company limited by guarantee and has no share capital.

In the event of the charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the charity.

Drinkaware's donors

December 2021

1. Accolade Wines Limited
2. Admiral Taverns Ltd
3. Adnams PLC
4. Aldi UK
5. Amber Beverage Group
6. Asahi UK
7 ASDA Stores Ltd
8 Aston Manor
9 Bacardi
10 Bancroft Wines Limited
11 Brown-Forman Brands
12 Beam Suntory
13 Berry Brothers & Rudd
14 Blue Tree Limited
15 Bourne Leisure
16 Broadland Wineries
17 Brothers Drinks Co
18 Budweiser Brewing Group UK&I
19 Budweiser Budvar UK Ltd
20 C&C group plc
21 Campari UK
22 Carlsberg UK Ltd
23 Casella Family Brands (Europe) Ltd
24. Castel-Frères
25. Celtic Marches Beverages Ltd
26. Champagne Nicolas Feuillatte
27. Cider of Sweden (Kopparberg)
28. Concha y Toro
29. Continental Wine & Food
30. Corinthian Brands Limited
31. Daniel Thwaites plc
32. DGB Europe Limited
33. Diageo Great Britain Ltd
34. Disaronno International UK Limited
35. Distell International
36. E & J Gallo Winery Europe
37. Edrington Group
38. England & Wales Cricket Board
39. Enotria Winecellars Ltd
40. Everards Brewery Ltd
41. Frederic Robinson Ltd
42. Freedom Brewery
43. Fuller Smith & Turner plc
44. Gen!us Brewing
45. Glen Turner Company Ltd
46. Global Brands
47. Goedhuis & Co
48. Gordon & Macphail
49. H Weston & Sons
50. Halewood Artisanal Spirits (UK) Ltd
51. Hallgarten & Novum Wines
52. Harrods
53. Harvey & Sons
54. Hatch Mansfield
55. Heineken UK
56. Hippodrome Casino Ltd
57. Hi-Spirits
58. Hook Norton
59. Ian Macleod Distillers
60. Ideal Wine Company
61. InchDairnie Distillery Ltd
62. Inver House Distillers Ltd
63. J Chandler (Buckfast) & Co
64. JD Wetherspoon plc
65. JW Lees & Co (Brewers)
66. Kato Enterprises
67. Kingsland Wines
68. Laithwaite's Wine (Direct Wines)
69. Laurent-Perrier
70. Lidl
71. Lion-Beer, Spirits & Wine (UK) Ltd
72. Loch Lomond Group
73. Louis Latour Agencies
74. Maisons Marques et Domaines
75. Majestic Wine Warehouses Ltd
76. Marks & Spencer PLC
77. Marston's PLC
78. Masons of Yorkshire Ltd

79. Mast-Jaegermeister UK 80 Masters of Malt
81. McQueen Gin
82. Mitchells and Butlers plc
83. Moet Hennessy UK Ltd
84. Molson Coors Brewing Company UK
85. Morrison & Mackay Ltd
86. Oakham Ales
87. Ocado Retail group
88. Off-Piste Wines Ltd
89. Origin Wine Ltd
90. OSA Fine Spirits Ltd
91. Parkdean Resorts UK Ltd
92. Pernod Ricard UK
93. Pinnacle Drinks
94. Pol Roger
95. Proximo Spirits UK Ltd
96. Punch Taverns plc
97. Quintessential Brands
98. QVC
99. R&B Distillers Limited
100. Racecourse Association
101. Ramsbury Single Estate Spirits
102. Remy-Cointreau
103. Rekom UK
104. Sainsbury's
105. Shepherd Neame Ltd
106. SHS Drinks Division
107. Southwestern Distillery
108. Spar (UK) Ltd
109. Spendrups Bryggeri AB
110. St Austell Brewery Company Ltd
111. Tesco plc
112. TGI Friday's
113. Thatchers
114. The Coca-Cola Company
115. The Co-operative Group
116. The Drinks Company
117. The Haciendas Company
118. The Restaurant Group
119. The Wine Society
120. Theakstons
121. Treasury Wine Estates
122. Trolle Trading
123. Two Tribes Brewing
124. Vranken Pommery Monopole
125. Waitrose Ltd
126. Warners Distillery Ltd
127. Wells & Co
128. Whitbread
129. Whyte and Mackay Ltd
130. William Grant & Sons
131. Wilkin & Son Ltd
132. Woodforde's Brewery
133. WM Morrisons Supermarkets plc
134. Young and Co Brewery P.L.C.

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THE DRINKAWARE TRUST

England & Wales - Charity number 1094586

Accounts

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Annual Trustees' Report 2020

drinkaware.co.uk

As the country grappled with its response to the growing pandemic and then went into the first lockdown, the Drinkaware team put in place urgent measures to navigate unprecedented challenges.

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Foreword from the Chair of Trustees

2020 Annual Report

At the end of my foreword to last year's Annual Report, I stated my intention to step down from my role as Chair during 2021 after more than seven years in the role and I wished the organisation every success in the future.

I confidently expected at that point that it would be my successor as Chair who would be introducing this year's Annual Report.

It is a mark of how challenging the past year has been for Drinkaware that, not long after that Annual Report was published, the Board concluded that this would in fact be the wrong time to be seeking to appoint a new Chair.

While we have now restarted that process, the fact that we decided to put it on hold for a considerable period is testimony that – for all of us in Drinkaware – the year 2020 will forever be associated with the huge challenges that coronavirus brought upon us. The pandemic means that this Annual Report summarises a year of great change – both for Drinkaware as an organisation, and for the nation's relationship with alcohol.

A year of great change

In that context I would like first to recognise the extraordinary efforts made by Drinkaware's staff over the past year to adapt our organisation at pace so that we could continue to support those at risk of the harms of excessive alcohol consumption notwithstanding a substantial drop in our forecast income as some of our donors faced devastating falls in their own revenues. That, together with the need to adapt the organisation to changing consumer behaviour and the need for greater digital and commercial skills, meant that we had to embark on a process of restructuring which has only now been completed.

The Board recognises that this significant change, with the deployment of some employees into new roles and, sadly for a small number of employees, redundancy, has inevitably been challenging. However, we are confident that our new organisation positions Drinkaware well for the future.

> "Our vision of minimising the harm caused to people's lives by alcohol has never been more important."

> A major focus of the year was to understand and respond to the impact of the pandemic on the nation's drinking patterns.

Our continued vision

Throughout this process, however, it has been clear that our vision of minimising the harm caused to people's lives by alcohol has never been more important. The commitment of our staff meant we were able to launch a new website, broaden our research base and continue to support individuals by giving them the facts about alcohol. During the year we had six million visits to our website, with big increases in people using our web based self-assessment tools to better understand their alcohol consumption.

A major focus of the year was to understand and respond to the impact of the pandemic on the nation's drinking patterns. To achieve this, we commissioned a new series of regular surveys to supplement our annual state-of-the-nation Drinkaware Monitor research. Those surveys told us that those who were already high-risk drinkers were significantly more likely to report drinking even more during the pandemic with all too obvious dangers to their health and wellbeing.

Using this insight, we placed greater emphasis on digital health as the pandemic unfolded. Working alongside our independent Medical Advisory Panel, we created a new 'Coronavirus Hub' on our website and launched a new blog series which was viewed more than 38,000 times.

Collaboration with partners

We also adapted at pace our existing *Drink Free Days* campaign in order to launch *No More Excuses* – reflecting the challenges of excessive alcohol consumption faced by people up and down the country. This included, for example, greater engagement with parents of under 18s, for some of whom we found drinking overall had increased substantially since the onset of the pandemic.

Partnership working became an even more vital facet of our activity as we looked to rise to these challenges. We disseminated our new coronavirus-related content through our stakeholders' channels, collaborating with *EastEnders* and other key media outlets to ensure our advice reached as broad an audience as possible.

38,000+

We created a new 'Coronavirus Hub' on our website and launched a new blog series which was viewed more than 38,000 times.

Our partnership approach also informed our ongoing focus on the relationship between alcohol and work. Our research revealed that more than a third of furloughed workers and those facing redundancy were drinking more during lockdown, making our collaboration with partners including the Chartered Institute of Personnel and Development (CIPD) on managing drug and alcohol misuse in the workplace even more critical. We will look to broaden our partnership working still further in the year to come.

An immense privilege

This will indeed be the final foreword to our Annual Report that I will pen as Drinkaware's Chair. As I said in last year's Report, it has been an immense privilege to serve in that role for more than seven years and I will leave knowing that the very considerable challenges of the past year have only strengthened our resolve to continue with our vital work of reducing the harms caused by alcohol. I would like once again to place on record my thanks to my fellow Trustees, to our Medical Advisory Panel, to our Chief Executive and her team, and to all of you, our partners, donors and stakeholders. I hope you will all feel very proud of Drinkaware and what it does.

Sir Leigh Lewis KCB
Chair, Board of Trustees

"We will look to broaden our partnership working still further in the year to come."

Chief Executive's report

A year like no other

Only the first handful of weeks of 2020 represented what we then knew as 'business as usual'.

As the country grappled with its response to the growing pandemic and then went into the first lockdown, the Drinkaware team put in place urgent measures to navigate unprecedented challenge.

A major focus was understanding and responding to changing drinking patterns, including commissioning regular surveys – in addition to our annual Drinkaware Monitor – to lead the nation's understanding of the pandemic on harmful drinking habits. This was supported by the launch of a new blog series.

Adapting to change

Working alongside the independent Medical Advisory Panel, we tailored and created additional content for a new 'Coronavirus Hub' on our website, visited by hundreds of thousands of people since its launch, as well as sharing information with key partners to disseminate through their own networks.

Focusing our much-reduced income, we launched a new website, continued to work in partnership with many organisations and adapted our Drink Free Days campaign to launch No More Excuses – reflecting the latest challenges faced by people up and down the country. This meant, for example, greater engagement with parents of under 18s, for whom we found drinking overall had increased substantially since March.

"A major focus was understanding and responding to changing drinking patterns, including commissioning regular surveys."

Research and learnings

We also placed more emphasis on digital health as the pandemic unfolded. This included encouraging as many people as possible to use our tools and advice to get vital support, with more than six million people visiting our website and 800,000 people making the most of our digital tools.

As the country's relationship with alcohol continued to shift, Drinkaware's collaboration with EastEnders and other key media and entertainment outlets, was as important as ever, reaching broad audiences with our advice.

A major highlight for me was being part of a Drinkaware-led roundtable of high-level experts, to jointly explore the best way to frame important messaging about the link between alcohol and breast cancer. We took these learnings into planning for 2021 and beyond.

Our ongoing focus on the relationship between alcohol and work, including supporting partners like the Chartered Institute of Personnel and Development (CIPD), proved critical, as our research revealed that more than a third of furloughed workers and those facing redundancy were drinking more since lockdown.

Changing lives, together

Of course, challenge also meant difficult but necessary decisions. We paused some planned projects, including a local area pilot project in Derbyshire and the Home and Dry drink-driving campaign. We also restructured in response to reduced income and the need to bring new skills and capabilities into the organisation. This was a difficult time for everyone but an important and necessary change and one that now positions Drinkaware well for the future.

Looking ahead, 2021 marks the final year of our current five-year strategy. Drinkaware will begin a process of planning and reflection to make sure we are in the best possible position to face into the challenges ahead. As we write, preliminary data indicates that almost 7,500 people lost their lives to alcohol in 2020, a devastating figure and one that is almost 20% higher than the previous year. The need for those of us concerned with reducing harm from alcohol has never been greater.

We have, over the course of 2020, already made some significant shifts in the way we work and in our strategic priorities. At Drinkaware, we are more focused than ever on the impact we can have on minimising the harm caused by alcohol on people's lives.

Thank you to everybody supporting Drinkaware in these uncertain times. It really does make all the difference. Together, we will positively change lives.

Elaine Hindal
Chief Executive

6m+

Over six million people visited our website, with 800,000 people making the most of our digital tools.

Legal and administrative information

Directors and Trustees

The directors of the charitable company (the charity) are its Trustees for the purposes of charity law.

The Trustees and Officers during the year and since the year end were as follows:

Chair
Sir Leigh Lewis KCB

Treasurer
Kate Morris
Charles Allen
Dr Varuna Aluvihare
Marc Dench
Dr Colin Hunter OBE
Penny Newman OBE
Vicki Nobles
Dr Timothy Walker
David Ward
Paul Wells
Neil Williams

Chief Medical Advisor
Dr Fiona Sim OBE

Key management personnel

Chief Executive
Elaine Hindal

Company Secretary
Suzanne Pattison

Registered office
Salisbury House, London Wall,
London EC2M 5QQ

Company number
04547974

Charity number
1094586

Auditors
Moore Kingston Smith LLP Chartered Accountants, Devonshire House,
60 Goswell Road, London EC1M 7AD

Bankers
CAF Bank Limited, 25 Kings Hill Avenue,
Kings Hall, West Malling, Kent ME19 4TA

Solicitors
Lewis Silkin LLP, 5 Chancery Lane,
Clifford's Inn, London EC4A 1BL

Investment Advisors
Pembroke Financial Services Ltd,
The Forge, Cuckfield Road, Stapleford,
West Sussex RH17 6ET

Drinkaware in numbers 2020

6 million+

Our website was visited more than six million times, despite the impact of the global COVID-19 pandemic on overall web searches.

800,000+

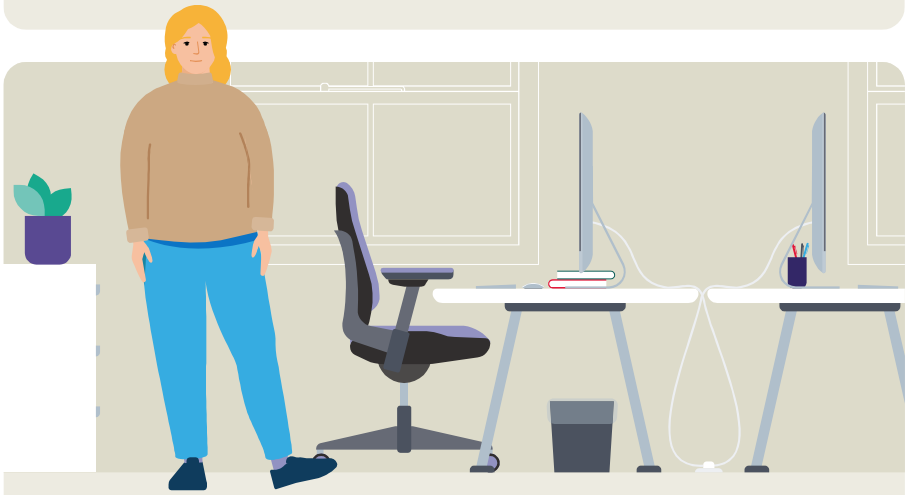
people used Drinkaware's digital tools to understand the impact of alcohol on their lives with a 34% increase in people clicking to our Self-Assessment tool and a 30% increase to our DrinkCompare Calculator, compared to the previous year.

60,000

Almost 60,000 people downloaded the Drinkaware app.

200,000+

More than 200,000 visitors navigated from our social media channels to access information on our website.



A series of videos were created and shared widely on key issues, including the impact of alcohol on mental health.

At the end of the year, Drinkaware had over **82,000** followers across Facebook, Twitter and Instagram, and **146,700** views of our YouTube content.

38,000

A range of blogs were posted, with one addressing the impact of alcohol on a person's recovery from COVID-19, receiving almost 38,000 unique views.

5,800

Our online alcohol support service DrinkChat handled nearly 5,800 personal conversations about alcohol.

51%

Drinkaware featured in more than 4,000 pieces of media coverage with 51% including a call to action – pointing them to Drinkaware support via the website, our helplines or free app, and by encouraging readers to take more drink free days.

As face-to-face interventions became more difficult, our focus turned to digital with a coronavirus hub providing information and resources to help people navigate the pandemic and understand changes in drinking patterns.

Trustees' report

For the year ended 31 December 2020

Our purpose and values

To say that 2020 was a year of unprecedented challenge hardly captures the challenges that Drinkaware, like so many charities in the UK, faced last year.

Like many others, the impact of the COVID-19 pandemic on our donors resulted in Drinkaware having to pursue our work with sharply reduced resources. A number of established interventions and planned projects were put on hold and campaign spend had to be significantly reduced, despite growing evidence of rising levels of alcohol misuse and harm in the UK.

Despite the challenges, our core purpose – to help reduce alcohol misuse and minimise alcohol-related harm by helping people make better choices about their drinking – remains firmly in place and more relevant than ever.

Our four values continued to guide our work in 2020. They are:

- **Driven to make a difference** – as evidenced by our pivot to online information and new medically-evidenced content about alcohol and COVID-19.
- **Led by the evidence** – our research programme expanded in 2020, as we sought real-time insights as to how the pandemic was changing drinking behaviours.
- **Resourceful** – in the face of reduced income, we continued to find ways to maximise our impact and to make our information, advice and resources relevant and accessible.
- **Committed to working positively with others** – recognising that changing habits in the face of the pandemic could – and can – only be achieved by working with and through partners and others.

> "Like many others, the impact of the COVID-19 pandemic on our donors resulted in Drinkaware pursuing our work with sharply reduced resources."

Drinking trends in 2020

Given the unprecedented nature of 2020 and the potential for drinking habits and behaviours to change, we conducted several pulse surveys to monitor the nation's drinking at key points in the nation's response to the pandemic.

The purpose was to provide real-time insights in addition to our annual state-of-the-nation report, The Drinkaware Monitor. Reflecting the nation's struggles at each phase, our research highlighted the changing nature of drinking habits at different points in time.

At a population level, relatively little evidence of change was seen in the prevalence of harmful drinking compared to previous years, somewhat contrary to media reporting on alcohol sales at the beginning of the pandemic.[1,2,3,4]

Our Drinkaware Monitor,[5] carried out in early autumn, revealed that six in 10 (60%) UK adults were drinking at a level considered to be at low risk according to the Alcohol Use Disorders Identification Test – Consumption (AUDIT-C), an alcohol screening test that assists in identifying alcohol dependency and hazardous drinking.[6] A quarter (25%) of UK adults could be classified as drinking at increasing risk of alcohol harm, and 15% as at higher risk. These results were similar to those we recorded in 2019[7] and 2018.[8]

These findings were broadly consistent with data indicating that net alcohol consumption in Scotland, England and Wales was lower than what would have been expected had much of UK hospitality not been closed.[9,10] Additional evidence published at the end of 2020 suggested that households did not purchase more alcohol during early lockdown when compared with the same time periods during 2015 to 2018.[11] This indicates that, on average, people were not buying or drinking more alcohol during the pandemic, at least in the early stages. However, nationwide data can often mask variations among smaller groups, and therefore, does not tell the whole story.

“Reflecting the nation's struggles at each phase, our research highlighted the changing nature of drinking habits at different points in time.”

60%

of UK adults were drinking at a level considered to be at low risk.

The masking effect of averages

The population level data reported above is somewhat at odds with alcohol duty receipts published by HM Revenue & Customs, which reports a 2% increase in duty receipts in the 2020/21 financial year, compared to the previous year. Given that approximately 30% of all alcohol sales would usually occur in the on-trade,[12] the fact that off-trade sales combined with only partial on-trade opening during periods of eased restrictions have managed to eclipse this is striking.

Provisional data published on the number of alcohol-specific deaths in 2020 also suggests a different picture. There was a 19.6% increase in the number of registered alcohol-specific deaths in England and Wales, compared with the same period in 2019 (7,423 vs 6,209 deaths).[13]

While not final figures, the definition of an alcohol-specific death includes only those conditions that occur as a direct consequence of alcohol misuse – the vast majority of which are from chronic (longer-term) conditions, such as alcohol-related liver disease.[14] The increase is more likely to be attributed to those with a previous history of alcohol misuse, rather than lower risk drinkers drinking more during the pandemic. While the reasons behind the increase are not yet known, it is likely to be a combination of reduced use of healthcare,[15] disruption to community drug and alcohol services[16] and concerning changes to drinking habits among those already drinking at harmful levels.

Our research over the course of 2020 indicates that drinking patterns did change, but in two opposing directions and amongst certain groups of drinkers. This has the potential to create significant additional health issues and resource implications as we emerge from the pandemic.

Changes of concern among high-risk drinkers

Our research in 2020 highlighted that high-risk drinkers (i.e., those most at risk of alcohol harm and defined based on an AUDIT-C score between 8–12) were significantly more likely to report drinking more compared to the national average – a finding further supported by published research.[17,18,19] Almost half (46%) of high-risk drinkers reported drinking more than their usual amount during the first national lockdown (March–June), compared to a quarter (26%) among all UK adults. High-risk drinkers remained almost twice as likely as the national average to say they were drinking more than their usual consumption once restrictions began to ease between July and August (31% vs 15%). The reasons given by drinkers mirrored those of the wider population, including having more time available, to relieve boredom, and to help with stress and anxiety.

The reported increase in alcohol consumption for a large proportion of this group is of serious concern, particularly in light of provisional data on alcohol-specific deaths. Our research in December confirmed this finding, with those already drinking more than the Chief Medical Officers' low risk drinking guidelines most likely to continue to report drinking more than usual.[20]

46%

Almost half (46%) of high-risk drinkers reported drinking more than their usual amount during the first national lockdown (March–June).

> "Our research over the course of 2020 indicates that drinking patterns did change, but in two opposing directions and amongst certain groups of drinkers."

Despite this, we found widespread recognition (42%) among high-risk drinkers of the need to cut down following the easing of restrictions compared to the national average of 21%. This may support reports by the British Liver Trust of a surge in helpline calls from people with pre-existing alcohol-related liver conditions and from people concerned about their increasing alcohol consumption.[21]

However, there was also a silver lining observed for some in this group of drinkers. Specifically, one-fifth reported that they were drinking less than they would usually – both in the initial lockdown (20%) and later period of easing restrictions (July–August) (21%). A look at motivations for drinking may partially explain this, as those who reported drinking less were far more likely to cite social motivations for drinking, while those who reported drinking more were more likely to report drinking to cope.

Among high-risk drinkers drinking less, the pandemic may act as a catalyst to change. Most of this group also reported intending to either maintain their current level of drinking (34%) or cut down further compared to during lockdown (30%) once restrictions ease. While intentions are a poor predictor of future behaviour, it does highlight the need to ensure support mechanisms are in place as the opportunity for social drinking re-emerges.

Uncovering new needs

In addition to high-risk drinkers, our research uncovered worrying changes in drinking habits in three key groups:

- People who faced redundancy due to COVID-19.
- People who reported that their mental health and wellbeing was negatively affected by the pandemic to a large or very large extent.
- Parents of at least one child under the age of 18.

The impact of redundancy

It is clear from our research that many people who faced redundancy due to COVID-19 experienced negative impacts to their mental health. This group was significantly more likely than the national average to report experiencing anxiety (54% vs 42%), stress (56% vs 43%), depression (56% vs 40%) and sleep problems (50% vs 36%).

However, our data also suggested that there may have been differences in how individuals coped with such changes. On the one hand, almost three in 10 drinkers reported 'drinking less than they normally would' – similar to the national average during both the first national lockdown and the summer period when restrictions eased slightly (Mar–Jun, 28% vs 27%; Jul–Aug, 30% vs 29%).

> "Evidence suggests that increased alcohol consumption may follow job loss."

Yet, those who faced redundancy were also almost twice as likely to report 'drinking more than they normally would' than the national average during the first national lockdown (42% vs 26%), and they remained significantly more likely to report drinking more once restrictions began to ease between July and August (23% vs 15%). In addition, those who faced redundancy were both more likely than the national average to report eating less healthily (25% vs 19%) and more healthily (24% vs 19%), as well as to report having gained weight (40% vs 30%) and lost weight (22% vs 17%).

Differences in personal coping strategies may help explain these differences, with those 'drinking more' significantly more likely to cite coping motivations than those who reported 'drinking less'. This is a key group of people to monitor going forward, particularly as it is estimated that unemployment will reach up to 5.5% by the end of 2021.[22] As Dame Carol Black's independent review into unemployment highlights, alcohol misuse "may be a cause or a consequence of unemployment. It is certainly a predictor both of unemployment and of future job loss, but evidence also suggests that increased alcohol consumption may follow job loss."[23]

Parents of children under 18

With the closure of childcare facilities for all but keyworkers in much of 2020, working parents faced the added challenge of full-time childcare. Our research conducted in July highlighted that parents of children under the age of 18 were more likely to report increased alcohol consumption than those with no children, or those with children over 18. For many, the increase persisted throughout the first six month of the pandemic, despite the partial reopening of some childcare facilities from June onwards.

A closer look at our Monitor data shows that this group has struggled to balance work and family responsibilities throughout the pandemic. Only 23% of workers in this group did not have to juggle childcare and work; this burden overwhelmingly fell on women, a finding also reported by the Office for National Statistics (ONS)[24] and elsewhere.[25] More than half (54%) of women cited having sole responsibility for childcare compared to 12% of men.

This group was also more likely, compared to workers generally, to cite that their job had become more stressful (32% vs 29%), and that they needed more support from their employer (21% vs 18%). Unsurprisingly, among the reasons why their job had become more stressful included home-schooling (31% vs 11%), lack of childcare (26% vs 9%), and relationship pressures (14% vs 10%) – all higher than the national average.

As well as the stress of juggling work and childcare, parents of young children were more likely to report negative impacts to their mental health – a finding also reported elsewhere.[26] This group reported more negative impacts on stress (54% vs 43%), anxiety (49% vs 42%), sleep (42% vs 36%), and depression (44% vs 40%) compared to the national average.

7%

Parents of young children were 7% more likely to drink on more days a week than usual during the pandemic.

Similarly, they were more likely to report eating less healthily (25% vs 19%) and as having gained weight (35% vs 30%) during lockdown.

Parents of children under 18 were significantly more likely to report drinking more than they normally would, compared to national averages, both during the first national lockdown (34% vs 26%), and when restrictions eased between July and August (18% vs 14%). They were also more likely than the national average to report drinking on more days a week than they usually would (26% vs 19%), and starting drinking earlier in the day (12% vs 9%).

A key question as the nation emerges from the pandemic is to what extent these new behaviours have become the 'new normal' for this group? Our research conducted in December found that parents of young children remained more likely to report 'drinking more' than the national average, despite the partial reopening of schools and childcare facilities throughout the latter half of 2020. We will continue to monitor this in the months ahead.

People negatively affected by the pandemic

It is well evidenced that the pandemic has had a profound effect on the nation's mental health and wellbeing. Those who felt the pandemic had a 'large' or 'very large' impact on their mental health were more likely to report drinking more than they would normally throughout the first six months of the pandemic. (Mar–June, 38% vs 26%; Jul–Aug, 24% vs 15%).

In contrast to the national picture, the most common reason given for drinking more among this group was to help with stress and/or anxiety. This is of particular concern, as using alcohol as a coping mechanism for mental health can become a vicious cycle that can be difficult to break.

This group was also more likely to report other negative health-related behaviours compared to UK adults more generally, such as eating less healthily (33% vs 19%) and gaining weight (44% vs 30%). Not only was this group more likely to smoke, but also reported smoking more since the pandemic began (46% vs 30%). In addition, while almost one-third of this group were taking medication for their mental health prior to the pandemic (31% vs 16%), this group was also significantly more likely to have commenced taking such medication since the pandemic started (14% vs 4%).

While our research, and that of many others, suggests that many millions of UK adults have found the pandemic and associated restrictions difficult, this group encompasses those who report having particularly struggled, and a substantial proportion of them have been drinking more than they would usually.

"Those who felt the pandemic had a 'large' or 'very large' impact on their mental health were more likely to report drinking more than they would normally."

Widened inequalities and hidden harms

The pandemic has exposed and widened inequalities on a number of dimensions, not only in respect of economic, gender, diversity and social inequalities but also in access to healthcare and digital infrastructure and skills. It is well-evidenced that alcohol-related harm falls disproportionately on the most deprived communities, despite drinking at similar levels as those from more affluent backgrounds.[27,28] This 'alcohol harm paradox'[29] is likely to have been made worse during the last year when combined with other inequalities. Indeed, Public Health England has estimated that COVID-19 infection and mortality in deprived areas are twice that of the least deprived areas, even after adjusting for age, sex, region, and ethnicity.[30] Hospital data demonstrates that those in the most deprived decile access emergency services more than twice as often as the least deprived,[31] and other research has found such services are often used for routine care.[32] The reluctance to overburden such services to relieve capacity for COVID-19 patients is likely to have had a disproportionate negative impact on these groups and their health outcomes.

The pandemic has also brought attention to the hidden harms from alcohol that often go under-reported. For example, the substantial rise of calls to domestic violence helplines was widely reported at the beginning of the pandemic as abusers and their partners had to self-isolate together at home.[33,34,35] In addition, suspected cases of domestic child abuse have also increased, with a reduction in referrals with the closure of schools, and increased calls to helplines.[36,37,38] While alcohol is not always a factor in domestic violence, it is highly correlated.[39,40]

The impacts of parental drinking on children have also been highlighted.[41,42] Survey data reported during the first national lockdown illustrated how alcohol had increased household tensions.[43] Similarly, the National Association for Children of Alcoholics (Nacoa) reported a 38% increase in calls compared to the previous year, at around 260 extra requests for help per month – most from young people aged 12–18.[44]

The value of our research in 2020

When the first national lockdown was announced on March 23, it was unclear how long restrictions would be in place, how pervasive the infection would be throughout the nation, whether a vaccine was possible, and when – and indeed, whether – life would return to normal. Drinkaware monitored the nation's drinking throughout, and in doing so, has created a vital resource documenting reported drinking behaviour during this unprecedented time.

Our Drinkaware Monitor has always provided a powerful window into the nation's drinking. Its large sample size, UK-wide coverage and repeated cross-sectional design provides the opportunity for nuanced profiling of drinking behaviour among different groups. With the addition of three pulse surveys during 2020, we interviewed more than 17,000 UK adults in the course of the year. We learned that people experienced life under lockdown in many different ways and, as already set out, we noted with concern that some groups were recording large increases in their usual alcohol consumption.

"It is well-evidenced that alcohol-related harm falls disproportionately on the most deprived communities."

"Our Drinkaware Monitor has always provided a powerful window into the nation's drinking."

Progress against our strategic goals

Drinkaware began 2020 having made considerable progress against our strategic goals since the inception of our five-year strategy (2017–22).

With a significant focus on health, the aim of our five-year strategy is to leverage our reach to engage people drinking more than the Chief Medical Officers' low risk drinking guidelines and to support them in changing their behaviour[45].

With bold ambitions for the year ahead of us, we set out on 1 January 2020 to continue to reach more of those people in the UK who drink in particularly harmful ways, with interventions that included social media marketing campaigns, continued research, and significant digital innovation.

The onset of the coronavirus pandemic and the beginning of major restrictions to UK lives in March 2020 had an immediate effect across the board – including on Drinkaware's own team and our income. With most of the population staying at home and having access to alcohol 24/7, the impact of the pandemic also put our strategic mission into even sharper focus and brought with it a sense of urgency.

Implementing our strategy

The impact of the pandemic and the restrictions on the hospitality sector meant that a significant number of Drinkaware donors felt that they had no alternative but to suspend or sharply reduce their donations. At the same time a small number, recognising the very substantial challenges we were facing, came forward with additional one-off donations. To them we will always be particularly grateful. The net effect, however, was to leave us having to pursue our work with sharply reduced resources, and it was clear early in the year that our ability to hit some of our ambitious 2020 targets would be adversely affected.

Social restrictions to stop the spread of COVID-19 also meant that Drinkaware had to put a number of planned interventions on hold, including Nightlife Crew, our initiative to promote safety in the night-time economy and Drinkaware at Work, our workplace alcohol education programme. Our investment in campaigns designed to help people make better choices about their drinking, also had to be reduced by more than 60%.

> "Our digital campaigns encouraged people to pledge a total of more than 50,000 drink free days in 2020."

Despite this, Drinkaware still reached very large audiences throughout the year. Our website was visited more than six million times, over 800,000 people used our digital tools to better understand the impact of alcohol on their lives and more than 200,000 visitors navigated from our social media channels to access information on our website. Our digital campaigns encouraged people to pledge a total of more than 50,000 drink free days in 2020, and to collectively pledge to reduce their drinking by over half a million alcohol units[46].

Focus on digital health

As part of our pandemic response, we also shifted more of our resources to online and began a programme of agile digital health innovation that has continued into 2021. We launched a new website and increased the creation of digital content, informed by better analysis of search and website tracking data, consumer insights and a deeper understanding of user journeys to help us build better relationships with people looking for information and advice. Our 'Coronavirus Hub' provided information and resources to help people navigate the pandemic and find relevant and evidence-based advice curated by our independent Medical Advisory Panel.

After our website relaunch in June 2020, visitors to the Drinkaware home page increased by 22%. Our online tools were updated and made more accessible; we saw a 34% increase in people clicking to the Drinkaware Self-Assessment tool which is based on the World Health Organization's Alcohol Use Disorders Identification Test (AUDIT).[47] We also saw a 30% increase in people clicking to the Drinkaware DrinkCompare Calculator, which gives an assessment of a person's drinking history compared to their peers, from the home page.[48] In total, our online tools were completed more than 800,000 times.

We also used new content to reach many people at risk of alcohol harm, increasing the creation of relevant blogs and videos based on what people were searching for online. Our video series with Dr Sarah Jarvis on a range of alcohol topics, including stopping drinking completely, achieved more than 185,000 views, and one of our most visited blogs, focusing on the impact of alcohol on a person's recovery from COVID-19, achieved almost 38,000 unique views from its publication on 11 June to the end of the year.

Reaching people through campaigns

Drink Free Days/No More Excuses

In January and February 2020, our campaign to encourage the nation to take more drink free days continued to build on the success of our '*No Alcoholidays*' messaging, designed to encourage people to substitute drinking with positive alternatives and to promote healthier lifestyles.

The campaign was designed to engage men and women aged 45 to 65, who drink more than the low-risk drinking guidelines, who drink at home rather than in pubs or restaurants, and who live in regions of the UK with higher-than-average rates of alcohol-related hospital admissions. The campaign ran on radio and digital channels and achieved excellent reach; more than 117,000 people completed the Drinkaware DrinkCompare Calculator, and 24,000 people made a commitment to take more drink free days.

> More than 117,000 people completed the Drinkaware DrinkCompare Calculator, and 24,000 people made a commitment to take more drink free days.

22%

Visitors to the Drinkaware home page increased by 22%.

As the pandemic intensified, however, it became clear that our upbeat message and the opportunities to adopt many of the lifestyle activities promoted by the *No Alcoholidays* campaign were no longer relevant, and we became increasingly concerned that harmful drinking habits developed during lockdown would continue over the long-term. With research revealing worrying patterns, such as drinking earlier in the day, drinking to cope with stress or anxiety and drinking on more days of the week, with people having more time on their hands, consumers fed back how easy it was to find an excuse to drink.

In response, we introduced *No More Excuses*, an evolution of a successful 2012 campaign, that shifted our drink free days messaging to reflect the new normal of the pandemic, which, for many, included a change in drinking habits. *No More Excuses* urged people to take charge of their health by having more drink free days each week.

Our primary audience remained midlife drinkers aged 45–64 drinking routinely more than the low-risk drinking guidelines and drinking at home. In addition, this campaign (which ran in the autumn) targeted drinkers aged from 35 upwards, following the research evidence of younger adults drinking more during lockdown, and included key messages relevant to the new at-risk groups identified by our Monitor research and pulse surveys.

The autumn campaign generated more than 200,000 unique visitors to our website through advertising, and a further 88,000[49] people completed the Drinkaware DrinkCompare Calculator online. The campaign reached those at most risk of alcohol harm, with 60% of those completions from increasing and higher risk weekly drinkers[50], aged between 35–65 years old. On average, increasing or higher risk drinkers pledged to take 2.7 more drink free days each week.

Reaching people through the media

The volume of media coverage for Drinkaware in 2020 peaked in the months of January, May, August, November and December. In January this was driven by a number of stories, including our research into the popularity of low alcohol products among midlife drinkers, our partnership with Asda supermarkets and Dry January features. In addition, the media continued to report on the developing EastEnders storyline; Drinkaware having collaborated with the programme's scriptwriters to support the portrayal of the struggles with alcohol of one of its popular characters, Linda Carter.

As the pandemic began, the main driver for media coverage became our regularly published research into drinking behaviours. Print, online and broadcast titles showed continued interest in Drinkaware's research and perspectives on alcohol consumption during the tightening and loosening of restrictions on people's lives. Overall, in 2020, more than 4,000 pieces of media coverage were generated; 51% included a call to action for readers, pointing them towards support from Drinkaware by sharing information about our website, helpline and online tools like our free app, or by encouraging readers to take more drink free days.

2.7

Higher risk drinkers pledged to take an average of 2.7 more drink free days each week.

> "The autumn campaign generated more than 200,000 unique visitors to our website through advertising."

Working with others to reduce alcohol harm

Identification and Brief Advice in supermarkets

Drinkaware and Asda have had a long-standing partnership working together to promote our flagship campaign Drink Free Days. 2020 was the fourth year of our partnership, which saw us deliver Identification and Brief Advice interventions in 47 of its stores[51]. Scratch cards and digital tablets were used to engage Asda shoppers in a conversation about the risks of alcohol to health and to provide advice about the health benefits of taking more drink free days each week.

Drinkaware trained 100 Asda community champions using the Drinkaware at Work e-learning, to give them sound knowledge of the harms caused by alcohol, and supporting them to talk confidently to Asda shoppers in-store. Branded unit measure cups and calorie measuring tools, along with information for parents on how to talk to children about alcohol, were also given out to customers. We received very positive feedback from the store visits and from a number of local MPs. In total, we had conversations with more than 3,400 people.

Alcohol and work

During the pandemic, Drinkaware at Work activity, reliant as it was on face-to-face training in the workplace, was paused. We used the opportunity to rework the programme content and delivery, launching new e-learning and a virtual classroom offer in 2021, allowing employers to include alcohol education alongside other online health and wellbeing, or health and safety, programmes for employees. Drinkaware at Work continues to be a vital resource for any employer concerned with the physical and mental wellbeing of its workforce in 2021.

In 2020 Drinkaware also played a key advisory role in the development of a new report into managing drug and alcohol misuse in the workplace. Research from the Chartered Institute of Personnel and Development (CIPD) found three pandemic-related risk factors associated with increased alcohol consumption: a high workload, a change in caring responsibilities and a change in normal workplace settings. Despite this, more than one in five (21%) employers did not offer proactive support to workers to help prevent, and provide support, on issues of drugs and alcohol misuse.

Drinkaware shared its extensive research into drinking behaviours to support the CIPD in shaping its practical guide for employers. The report highlighted the need for employers to take a preventative approach to drug and alcohol misuse and in ensuring that supportive policies and training are in place for people at work.

“Drinkaware at Work continues to be a vital resource for any employer concerned with the physical and mental wellbeing of its workforce.”

21%

of employers did not offer proactive support to workers on issues of drugs and alcohol misuse.

People who used Drinkaware services in an extraordinary year

Jane

Scotland

Jane lives in rural Scotland and is retired. Before the pandemic, she volunteered at a number of charities and took pleasure in seeing the benefit her volunteering had on others, particularly young people.

The pandemic meant that this had to stop, and Jane is now a full-time carer for her husband.

Jane was able to keep in touch with her adult children via the internet, but during the series of lockdowns didn't see anyone face-to-face for a while. She has found the pandemic hard and realised that she was drinking to cope with the situation.

Initially Jane started to have a drink at the end of a long day but found that one drink could easily turn into two. She visited the Drinkaware website and decided to take drink free days during the week to help moderate her drinking. She found this easier to stick to if she had another activity planned, such as an online call with one of her children.

After the pandemic, Jane intends to continue the long dog walks which she uses as a time to meditate and says she hopes that she will be too busy to drink during the week. She may choose to have a sociable drink when she sees friends or enjoy a glass of wine in her garden on a warm evening, but will still make drink free days part of her routine.

"She has found the pandemic hard and realised that she was drinking to cope with the situation."

Laura

Leeds

Laura lives with her two teenage children (14 and 16) and husband in Leeds. The 47-year-old communications consultant, who works part-time, likes to have a couple of drinks when out with her husband or friends and has the occasional glass of red wine in front of the TV. But she has always been mindful of taking breaks from alcohol during the week.

But, as the country locked down, Laura's alcohol consumption started to gradually creep up.

"It was a solid six months before I took a rain check. Juggling work, children, home schooling, family life, I really started looking forward to an early evening glass of wine or two.

"With no formal separation from work – no leaving the office and turning off the computer for the night – my switch-off instead became pouring a glass of wine at 6pm. And sometimes earlier. In some strange way, it sort of felt needed and justified by the unique situation we were all in."

She added that there was also a sense of camaraderie – almost humour – talking to other mums about timing a glass of wine to coincide with the daily COVID-19 briefings.

"It became my quiet moment, when the kids were fed and work finished for the day. Before I knew it, a glass of wine or two became part of my daily routine.

"I had never previously been a daily drinker. But, by the end of the summer, I realised I could probably count on one hand the number of days I hadn't had a glass of wine. It wasn't the case of having a hangover or headache. But I felt sluggish and, more importantly, I was pouring a glass without stopping to think about it."

Laura consciously decided that she wanted to get back to only drinking wine at the weekend, and on rare occasions in the week. So, as the new school term started in September, she began a new routine of taking the dog for a walk at 6pm instead – providing separation from her working day.

"Looking back, I can see how it became a bit of a coping mechanism at the time. I'm back to enjoying a weekend glass of wine or two and feeling much more energetic and optimistic for it!"

> "Juggling work, children, home schooling, family life, I really started looking forward to an early evening glass of wine or two."

Simon

Stoke-on-Trent

Simon has lived with his girlfriend for three years near Stoke-on-Trent and noticed his drinking habits change considerably over 2020. Simon works in retail and his consumption of alcohol is very much tied into his working routine.

Prior to the pandemic Simon would not drink if he had work the next day and he would regularly drive to the venues that his band played at on weekends, therefore not drinking on these nights either.

From March, due to the closure of non-essential retail, Simon was no longer able to work. This significant disruption to his working life and regular social responsibilities meant that he fell into the habit of drinking every day. Simon's partner doesn't drink at home, so it has been more of an individual change, rather than a household-wide one.

"I noticed the difference in my drinking with the shopping, usually a litre of vodka would last me two weeks. But now I buy a bottle every week."

Overall, Simon has used his time on furlough to do more exercise and feels that he is fitter than he has been for a while. However, he has also noticed it is harder to naturally wake up in the morning and he puts this down to drinking.

Although Simon recognises that he is drinking much more than he was prior to the pandemic, as retail opened up in mid-April, he is keen to try and get back to his previous routine of no drinking on work nights – as well as when he can eventually play concerts again with his band.

"Prior to the pandemic Simon would not drink if he had work the next day and he would regularly drive to the venues that his band played at on weekends, therefore not drinking on these nights either."

Grace

Edinburgh

Grace lives in Edinburgh with her husband and three children. At the end of 2019, Grace was made redundant and, when the pandemic hit, she made supporting her three children's home-schooling her priority. She has not been able to look for a job again due to the uncertainty surrounding school closures and the pandemic.

As someone who socialised and spent her evenings out four times a week, as well as taking her children to their respective clubs and activities, Grace felt the pandemic upended her life. The monotony left Grace feeling regularly low and she recognised that she used alcohol to relax at the end of a day or for stress relief.

"I thought oh well, there is nothing to do so I'd better put a bottle of wine in the trolley, (when shopping), to break up the tedium of the evening."

As a person who enjoys exercising in the gym, Grace struggled to replace the benefits she got from the gym at home and online exercise classes did not work for Grace.

"In the last year, I feel like my life has gone inwards and rather than think about my needs, making sure the lives of my family are as good as they can be became the priority."

It was baking every day with her kids that partially led her to think about reducing her alcohol consumption. These daily treats, as well as alcohol, made her feel like the calories were adding up. Rather than stop baking she decided to reduce her alcohol intake.

Another way in which she found herself reassessing her drinking habits was by taking part in Drinkaware's survey, which she was directed to via Instagram. After taking the survey, Grace was surprised at the amount she was drinking. This helped her stick to her decision to cut down.

Grace also added boundaries to her evenings, choosing to have a drink of alcohol after a certain time and only on certain occasions. She feels that these steps will continue as things begin to get back to some kind of normality. Grace is also keen to get back to a time when she can restart her career, see her friends, and go to the gym again.

"Grace is also keen to get back to a time when she can restart her career, see her friends, and go to the gym again."

"The monotony left Grace feeling regularly low and she recognised that she used alcohol to relax at the end of a day or for stress relief."

Financial review

The statement of Drinkaware's financial activities for the year is set out on page 44 of the Annual Report. The net group surplus for the year was £1,313,806 (2019: £248,937).

Funding

In 2020, Drinkaware's total group income was £6,022,497 (2019: £6,241,146) received in voluntary donations, grants, sales of Drinkaware products and bank interest.

Drinkaware's total income includes £5,513,421 in voluntary donations from UK alcohol producers, retailers, and sports bodies (2019: £5,916,710) and in addition £509,076 has been raised from logo licence sales, alcohol awareness publications and products, bank interest and further donations (2019: £324,436). Given the continued uncertainty of the pandemic environment, a provision of £548,045 has been made for donation requests issued but not paid where payment is considered to be at risk.

2020 has been the first full year of commercial activity for Drinkaware's trading subsidiary, Drinkaware Trading Limited, which commenced operations in July 2019. The events of 2020 have provided a difficult trading environment, with sales from Drinkaware Crew and Drinkaware at Work in particular, largely eradicated by the impact of COVID-19. The trading company returned an operating profit, before management charges, of £60,843 for the year (6 months to 31 December 2019: £31,028) and a loss for the year, after all charges and taxation, of £353,939 (6 months to 31 December 2019: loss £128,972).

The trading company now has an operating plan to achieve profitability by 2025.

The impact of the COVID-19 pandemic on funding

From the outset of the pandemic, the Trustees considered the impact on the income expected from donations. Many Drinkaware donors have been significantly impacted by the pandemic and the Trustees anticipated that some donor could reduce their level of contribution or suspend their donations for an indefinite period.

Whilst Drinkaware has indeed seen a significant overall reduction of donation income, this has been mitigated by several factors.

Drinkaware has historically issued requests for a large proportion of its donation income in the first calendar quarter of the year and therefore a number of donation requests had been issued before the onset of the COVID-19 pandemic.

Further, the Account Management team have worked closely with our donors throughout 2020 to ensure, wherever possible, donors were able to continue their financial support. In some instances, specific plans for timing of payments were agreed to ensure these were affordable.

Drinkaware's Trustees are also enormously grateful to those donors who contributed one-off additional donations during 2020 in recognition that not all donors would be able to make donations at previous levels.

Drinkaware also claimed £185,077 one-off grant income directly related to the pandemic, principally via the government Coronavirus Job Retention Scheme.

> “Many Drinkaware donors have been significantly impacted by the pandemic and the Trustees anticipated that some donors could reduce their level of contribution or suspend their donations for an indefinite period.”

Fundraising

During 2020 Drinkaware did not carry out any public fundraising activities, either directly or through other parties, and has no plans to do so in the immediate future. Consequently, Drinkaware is not subject to any undertaking to be bound by any voluntary scheme for regulating fundraising, although the charity is registered with The Fundraising Regulator. Drinkaware has received no complaints regarding fundraising activities.

Expenditure on charitable activities

Group charitable expenditure for the year was £4,233,091 (2019: £5,657,234).

Drinkaware was not alone in navigating unprecedented challenges in 2020 as the impact of the pandemic necessitated a refocus of activities. The reduction in expenditure in part reflects the reduction in our income during the year but also additional caution in committing to expenditure while high levels of uncertainty persisted around the timing of income receipts.

Whilst our campaign expenditure was reduced, we created new content with a greater focus on areas such as blogs and videos to reach people at risk of alcohol harm in these extraordinary circumstances. A continuation of our Drink Free Days campaign was developed, advocating substitution of drinking for positive alternative activities, and promoting healthier lifestyles. We also commissioned a series of responsive research surveys which examined the effect of the COVID-19 pandemic on alcohol consumption.

In August 2020, the Drinkaware Board and its Senior Leadership Team commenced consultation on an organisational restructure and a number of employees were advised that their roles were at risk of redundancy. Subsequently, some of these employees raised grievances against senior managers. These were fully investigated and resolved in accordance with Drinkaware's grievance procedures. Drinkaware obtained external legal advice and support for this process which is reflected in increased legal costs for the year totalling £65,147 (2019 £47,675). The grievances, and their outcomes, were reported to the Charity Commission under their 'serious incident' procedure.

> "Drinkaware also claimed £185,077 one-off grant income directly related to the pandemic, principally the government Coronavirus Job Retention Scheme."

£175k

£175,077 was received from the Coronavirus Job Retention Scheme to contribute towards staffing costs during 2020.

Staffing costs

Expenditure on staffing costs for the year was £1,653,434 (2019: £1,447,737). While headcount has remained consistent with previous years, during 2019 there were a number of senior vacancies and this was reflected in lower costs than in the previous year.

£175,077 was received from the Coronavirus Job Retention Scheme to contribute towards staffing costs during 2020.

Expenditure on raising funds

Expenditure on raising funds for the year was £272,441 (2019: £287,850).

Net assets

The total net assets of the group were £3,041,778 as at 31 December 2020 (2019: £1,727,972). There were no restricted funds at the end of 2020 (2019: £126,848).

Restricted funds represent grants and other income received which are allocated by the donor for specific service delivery.

Investment powers and policy

In considering the charity's investment policy, the Trustees continue to take the view that the preservation of capital is of primary importance and that investments should be held in cash or near cash investments which allow immediate access.

The invested funds held on deposit for the Trust (excluding those held at CAF Bank) achieved an average rate of return of 0.17% (2019: 0.14%) and funds held at CAF Bank achieved an average rate of 0.05% (2019: 0.15%) for the year.

Reserves policy

It is the intention of the Trustees to maintain sufficient reserves to ensure the on-going viability of the charity notwithstanding a significant shortfall in funding or other unexpected events. In addition, the nature of Drinkaware's campaigns means that expenditure peaks significantly at certain times of the year reflecting the timing of media buys in particular; an appropriate level of reserves is thus also required to ensure adequate cash flow to support campaign activities.

During 2020, as part of its response to the pandemic and in line with Charity Commission guidance to the charity sector, the Board of Trustees reviewed Drinkaware's Reserves Policy in the light of predicted changes to our financial resources. It was agreed that the reserves policy should be changed to require an increased range of reserves of between £1,000,000 and £1,500,000 to be held, at least £1,000,000 of which is to be held in cash or near cash equivalents. This represents approximately four months' operating expenses.

Free reserves (unrestricted funds excluding designated funds and fixed assets) held on 31 December 2020 were £1,795,307 (2019: £1,331,930) and there were no restricted funds at the end of 2020 (2019: £126,848). Therefore, our free reserves level is in line with our Reserves Policy.

£272k

Expenditure on raising funds for the year was £272,440.

> "The preservation of capital is of primary importance and investments should be held in cash or near cash investments which allow immediate access."

Designated Reserves

During 2020 Drinkaware carefully monitored its cashflow and delayed some expenditure commitments until there was sufficient certainty on cash receipts. A small number of large donation amounts were received toward the end of 2020 and while this provided sufficient cash resources to complete planned 2020 activities, it did not allow enough time for them actually to be completed before the financial year end. This has resulted in Drinkaware carrying total reserves of £3,041,778, including cash balances of £2,600,522, substantially above the level required by our reserves policy.

The Trustees therefore decided to "ring-fence" some of these reserves into two designated funds in order to ensure that activity that was planned for 2020, but not completed, can instead be completed in 2021.

Accordingly, £550,000 has been set aside in a Campaign Fund to finance 2021 campaigns. £300,000 has been spent in the first quarter of 2021 on our "No More Excuses" campaign and the remaining £250,000 is reserved for a campaign later in 2021, provided there is no further negative impact on funding.

In addition, £280,000 has been set aside into a Research Fund to ensure that research activity delayed from 2020 can be prioritised in 2021.

Going concern

From the outbreak of the coronavirus pandemic, Drinkaware's Trustees regularly reviewed the income expected from donations. Many Drinkaware donors continue to be significantly impacted by the pandemic and the Trustees have assumed, for budgeting purposes, that some may reduce their level of contribution or suspend their donations for an indefinite period.

Given the potential for a reduction in income, Drinkaware made rapid changes and adjusted quickly to a new reality. A revised budget for the second six months of 2020 was agreed to ensure activities were affordable and much of our planned work for 2020 was postponed or suspended. Further, the 2021 budget has been prepared within a smaller financial envelope to ensure that, even in the event that income falls by a third from pre-pandemic levels, reserves will not fall below our revised reserves policy.

Drinkaware has also completed a restructure of its organisation resulting in a small number of redundancies. This has been carried out to ensure our staff have the necessary skills and in part to reduce staff costs in the face of reduced income, to deliver its strategic priorities.

New financial controls have been put in place to control expenditure and to expedite donations quickly, or bring forward income, from donors who were willing and able to do so. In addition to the organisation restructure, we have implemented a recruitment freeze, taken advantage of the Government's Coronavirus Job Retention Scheme and furloughed employees for whom we did not have sufficient work, reduced all working employees to an 80% working week and negotiated a rent reduction, to help protect our financial position.

The Trustees are confident that, given the measures put in place, Drinkaware remains a going concern.

"Many Drinkaware donors continue to be significantly impacted by the pandemic...some may reduce their level of contribution or suspend their donations for an indefinite period."

Plans for future periods

2020, more than any other year in our history, highlighted the need for Drinkaware. The COVID-19 pandemic has brought substantial challenge and change and our research in 2020 has shown a consistent, and worrying, change in drinking behaviour among some key groups. As we progress through 2021, and the stress and uncertainty of the pandemic continues, we are concerned that behaviours which started during lockdown could become habitual, with significant long-term impacts on the nation's health and wellbeing.

2021 is an important year for Drinkaware. It marks the final year of our five-year strategy. Our goals remain fundamentally the same as when we began on that ambitious journey back in 2017 – to reach more people; engage them with our information and advice; help them formulate personal strategies to reduce their drinking; and support them to make a change.

drinkaware
change starts with you

Reflecting our shift from information and advice ('for the facts') towards changing behaviour, 2021 will see the launch of a new brand proposition – *Drinkaware, Change starts with you.* This proposition is a signal of our intent to become a provider of self-directed support with a very significant reach, and will, we hope, present new opportunities for consumer engagement and partnership working. In research, the proposition has proved highly motivating to risky drinkers searching for a greater sense of direction and open to change.

Strategic anchors

The three strategic anchors (below) approved by the Board in 2020 continue into 2021. They provide a focus for our 2021 business plan and shape all of our activities and investment priorities.

3

The three strategic anchors...provide a focus for our 2021 business plan, and shape all of our activities and investment priorities.

Strategic anchors

Engaging audiences	Communications on key issues – mental health, workplace wellbeing and obesity – to attract people to Drinkaware and raise awareness of alcohol harm.
Digital health	Developing the new website, optimising online behavioural tools and Drinkaware app (2021), exploring AI-assisted chat tools and onsite 'bridges' to treatment and/or support.
Translational research and insight	Understand drinking behaviour and how to change it through intervention design and campaigning. Translate research into actionable insights and recommendations.

> "2020, more than any other, has highlighted the need for Drinkaware."

We will:

- Continue to use communications and media (and targeted advertising, when affordable), to engage at-risk drinkers on key issues. We have identified alcohol and mental health, work and worklessness and obesity as important issues on which we will focus our media and communications agenda.
- Innovate in changing behaviours through greater personalisation, better use of data-driven insight and a focus on digital health. Key projects include the ongoing development of drinkaware.co.uk, evolution of our online tools, significant expansion of our Customer Relationship Management (CRM) programme and the launch of a new Drinkaware app ('MyDrinkaware') in mid-2021. We will also explore opportunities for AI/machine learning chatbots to deliver more personalised experiences, and to develop clearer signposting or referral pathways into online support for high-risk drinkers, as well as expand Drinkaware at Work through a remote learning offer. This anchor will be supported by research exploring how we might reach those who are digitally excluded or have limited digital engagement.
- Apply our research learnings to improve and enhance what we do, and to advocate for wider changes where our evidence supports it. In addition to the Drinkaware Monitor, which in 2021 will focus on the enduring impacts of the pandemic on national drinking habits, we will explore under-served audiences and conduct robust evaluations of our digital products.

With pressures on commercial and donation income likely to persist through much of 2021, stakeholder engagement will continue to be a critical activity to protect donor relationships and ensure support from stakeholders in government, both in Westminster and the devolved administrations. We will begin a programme of strategic donor acquisition and develop a forward-looking income generation strategy with an emphasis on commercial income generation through Drinkaware Trading Limited in 2022 and beyond.

Organisational change

The focus on our three strategic anchors is supported by a new organisation which took effect from Q2 2021. The organisation remains small – with just 29 FTEs – and the new structure reflects the need for greater digital capacity and capability, as well as expertise in developing scalable commercial propositions to generate commercial income, including the testing of fundraising through digital channels. We will also increase capacity in our finance function and bolster administrative resources better to support governance and the Board. The new structure will include a number of new hires, so recruitment and induction will be a key priority as we continue to work remotely, and flexibly, for much of 2021.

With an exciting work programme, and a new organisation, 2021 will be a significant year.

> "We will innovate in changing behaviour through greater personalisation, better use of data-driven insight and a focus on digital health."

Structure, governance and management

Governing document

The Drinkaware Trust is a company limited by guarantee governed by its Memorandum and Articles of Association. It is registered as a charity with The Charity Commission for England and Wales, and with the Scottish Charity Regulator. Its Trustees are also the members of the Company. Trustees are appointed through an open recruitment process based solely on their ability to meet the needs of the Trust. The Board may appoint no more than two Trustees who are either currently employed in the alcohol beverages industry or have a policy role with respect to alcohol. A register of Trustees' interests is maintained and is readily accessible on the Drinkaware website.

Under its Memorandum and Articles of Association, the Board may comprise between eight and 12 Trustees. Trustees are appointed by the Board and serve for a term of three years, with each Trustee able to serve for a maximum of nine years. The Board has the power, should it choose to do so, to co-opt members to the sub-committees of the Board to fill specialist roles or to provide expert advice to the Board. In 2019–20, co-opted members added significantly to the work of the Research and Impact Committee and the Marketing Advisory Group. In addition, in line with best practice, the Board of Drinkaware's trading subsidiary, Drinkaware Trading Limited, has an independent non-executive director.

Trustee induction and Board appraisal

The charity has a formal procedure for inducting Trustees and provides key reference documents to ensure that newly appointed Trustees are fully aware of Drinkaware's history, current strategy and activities and their responsibilities. Training is provided at the request of Trustees.

The Board has instituted a formal annual appraisal of Trustees (including the Chair) in line with best practice in the charitable sector.

Organisation

The Board of Trustees directs the work of the charity. It typically meets around six times per year although additional meetings can be held as and when required. The Board has established three sub-committees covering Finance & Human Resources, chaired by the Treasurer, Kate Morris; Research & Impact, chaired by a Trustee (currently by Dr Timothy Walker) and Risk & Audit chaired by a Trustee (currently by David Ward). In addition, the work of the social marketing and communications function is guided by a Marketing Advisory Group (currently chaired by a Trustee, Charles Allen).

“The charity has a formal procedure for inducting Trustees and provides key reference documents to ensure that newly appointed Trustees are fully aware of Drinkaware's history,”

In addition, the Drinkaware Board is advised by an independent Medical Advisory Panel of clinicians, academics and public health experts to ensure that the information and advice Drinkaware provides is based on the best available evidence.

The independent Medical Advisory Panel provides a strategic overview of Drinkaware's health and other information and advice, and reviews all health-related content for accuracy. The Panel is chaired by Drinkaware's Chief Medical Advisor, Dr Fiona Sim OBE, who provides an annual report to Drinkaware's Board of Trustees and attends Board meetings and meetings of the Research & Impact Committee in an observer role. Members of the Panel, experts in their respective fields, are currently drawn from general practice, public health, mental health and alcohol-liaison nursing, cancer, and maxofillial surgery. The Panel calls upon the skills and expertise of other health specialists when needed.

The Chief Executive Officer is appointed by the Board of Trustees to manage the day-to-day operations of the charity. The CEO has delegated authority for operational matters including finance, employment, campaigns and communications in line with the policies that have been approved by the Board of Trustees. The CEO is appraised annually by the Chair and the Board of Trustees.

Related parties and co-operation with other organisations

No Trustees receive remuneration or other benefit from their work with the Trust. Any connection between Trustees or senior managers with any donor, supplier or partner of the Trust must be disclosed to the full Board of Trustees, and included in the Register of Interests.

Declarations of interest are invited at each Board meeting.

Pay policy for senior staff

Remuneration for senior staff is reviewed annually by the Finance & Human Resources Committee, which is also responsible for recommending the remuneration of the CEO to the Board for approval.

Pay for all staff is independently benchmarked annually against external comparators. Proposed pay increases and/or bonuses for exceptional performance are agreed by the Finance & Human Resources Committee or the CEO as appropriate and are not guaranteed.

In 2020, to conserve our cash position, all employees including the Senior Leadership Team were subject to a 20% pay cut for a period; thereafter, employees on furlough were supported at 80% of full pay for the period of furlough. Given the financial constraints that the charity continues to face, it has been agreed by the Trustees that no bonuses or cost of living pay awards will be paid in 2021.

80%

Employees on furlough were supported at 80% of full pay for the period of furlough.

“Remuneration for senior staff is reviewed annually by the Finance & Human Resources Committee.”

Governance during the COVID-19 pandemic

As with many organisations, the Drinkaware Trust has been and continues to be significantly impacted by the consequences of the COVID-19 pandemic. To meet these challenges, the Trustees have undertaken a number of additional steps to ensure the long-term future of Drinkaware is assured.

Specifically, it is likely that income from voluntary donations will fall substantially from the level seen in previous years and careful consideration has been given to the implications of this reduction in income for our activities and our people.

To this end Trustees agreed from the outset a set of guiding principles to shape our decision-making in response to the pandemic. These are as follows:

- Our overriding priority is that Drinkaware should survive and continue;
- In addition, we should seek to do as little damage to Drinkaware's long-term future as possible; and
- We should be sympathetic to long-standing supporters and donors who find themselves in real difficulty at this time.

At the outset of the pandemic Trustees moved quickly to designate its Risk & Audit Committee (also attended by the Chair) as its crisis management team. This committee met frequently, often weekly, to support the management team in its COVID-19 response and reported back to the full Board of Trustees as required.

Our 2020 Business Plan was rewritten as a "6 + 12" plan with "6" representing the period from July to December 2020 and "12" representing the period from January to December 2021. This plan was prepared on a cash basis to ensure that cash resources were protected.

Trustees, through the Finance & HR Committee, also carefully considered Drinkaware's reserve policy and, as set out earlier, strengthened the policy to ensure that the organisation will be able, in all foreseeable circumstances, to meet a minimum of four month's operating expenditure.

We have also moved quickly to allocate staff resources to the collection of income, and our Business Development Team has liaised extensively with key donors to ensure receipt of committed donations.

Drinkaware has taken advantage of all appropriate schemes to protect the financial security of the organisation, principally the government's Coronavirus Job Retention Scheme (also known as the furlough scheme). Approximately half of the organisation's employees were placed on furlough in April 2020 and brought back gradually into the organisation as our financial position improved.

Financial processes and policies have been adapted to ensure expenditure is tightly managed, with additional financial controls put in place.

A review of the organisation's people structure was undertaken and has been completed in 2021.

"Financial processes and policies have been adapted to ensure expenditure is tightly managed, with additional financial controls put in place."

"Our overriding priority is that Drinkaware should survive and continue."

Risk management

The Board of Trustees has established a risk management strategy which involves an annual review of the principal risks and uncertainties that the charity faces and of the policies, systems, and procedures in place to mitigate those risks.

A risk register designed to include all of the principal risks to which the charity is exposed is maintained and regularly reviewed by the Risk & Audit Committee. The Board reviews the risk register on an annual basis.

As a result of the COVID-19 pandemic, a number of risks that had been identified through our regular risk assessment processes have indeed come to pass and have been at the forefront of the Board's consideration. The Risk & Audit Committee has, with the authority of the Board and with the Chair in attendance, acted as the key crisis management committee for the charity during the pandemic, and has overseen the implementation of the charity's business continuity plan.

At its meeting in April 2021, the Board again reviewed the risk register in light of the pandemic and considered the following to be the key risks currently facing the charity:

- Drinkaware remains largely reliant upon voluntary donations from industry organisations across the UK and has been unable, as a result of the pandemic, to significantly diversify its income. A detailed plan for trading activities is in place and is monitored by the Board of the trading company. In addition, the new organisational structure will add capacity and expertise in commercial income generation, and the Board has requested a comprehensive review of its income strategy.
- Drinkaware has since its inception benefited from strong government support. During the COVID-19 crisis, this support has remained very much in place with public endorsement of the charity from both the Home Office and the Department of Health and Social Care. The Board of Trustees remains concerned, however, that government and indeed the wider community may reduce its focus on alcohol-related risks in an effort to buoy the hospitality sector and support its economic recovery, despite growing evidence of the associations between alcohol and many of the

> “The Board has requested that a comprehensive new income generation strategy be presented for its approval by the end of 2021.”

underlying health conditions that have proven devastating for victims of COVID-19. Trustees continue to monitor the situation carefully, and to work closely with UK government ministers and officials, and with ministers and officials of the devolved UK nations, to emphasise to them the importance of recognising the long-term health impacts of alcohol use. The Board also welcomes the planned creation of a new Addictions Strategy and a greater focus on alcohol and public health planned by government in England and Wales.

- Drinkaware has undergone a period of very significant change in 2020. Half of our employees were on furlough for much of 2020, and this, combined with remote working, Covid-related sickness absence and the impact of making a number of roles redundant, has inevitably impacted organisational culture and confidence. We have also started 2021 with reduced capacity and open roles; an inability to recruit new employees would present a key risk to our ability to deliver the 2021 plan. The leadership team has acted quickly to commission a review of ways of working to help rebuild our team spirit and bring new colleagues on board as we return, in a flexible way, to face-to-face working at some point in 2021.
- With a greater focus on digital, the Board considers that risks of IT systems failure and data security are of rising importance. In addition, there is a risk that the focus on digital excludes people most at risk of harm; to this end, Drinkaware will commission research into how to reach digitally-excluded audiences and limited users of digital information, including seeking advice from its Medical Advisory Panel and experts in the field of digital inclusion.

Internal controls

Drinkaware's system of internal financial control provides for the provision of regular financial information to the Finance & Human Resources Committee. Administrative procedures include the segregation of duties and an approved scheme of delegation and accountability which were reviewed during 2020 by the Finance & HR Committee and approved by the Board.

In particular, the system of financial control includes:

- An annual budgeting process with an annual budget which is reviewed and approved by the Board;
- Regular reviews by the Board of periodic financial reports which indicate variances to budget and to the prior year;
- Setting targets to measure financial performance;
- A procurement policy, available to all employees, requiring a purchase order to be raised for all transactions (with limited exceptions) and ensuring that new suppliers are subject to additional financial confirmation checks;
- Payroll outsourced to a third-party specialist consultancy and salary payments being reviewed by a minimum of two employees;
- Multi-factor authentication which is required to access all Drinkaware systems; and
- Cyber security accreditation, and cyber security awareness training which is mandatory for all employees.

> "Trustees continue to monitor the situation carefully, and to work closely with UK government ministers and officials."

> "The leadership team has acted quickly... to help rebuild our team spirit and bring new colleagues on board as we return."

Trustees' responsibilities in relation to the financial statements

The Trustees are responsible for preparing the Trustees' Report and Financial Statements in accordance with applicable law and UK Accounting Standards (UK Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and the application of resources of the charitable company for that period.

In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and apply them consistently;
- Observe the methods and principles of the charities SORP;
- Make judgments and estimates that are reasonable and prudent;
- State whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- Prepare the financial statements on the 'going concern' basis unless it is inappropriate to presume that the charitable company will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with relevant legislation. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees confirm that they have taken appropriate steps to make themselves aware of any relevant audit information and to establish that the company's auditors are aware of that information. As far as the Trustees are aware, there is no relevant audit information which has not been disclosed to the auditors.

This report has been prepared in accordance with the special provisions of Section 381 of the Companies Act 2006 relating to small companies.

By order of the Board of Trustees

Sir Leigh Lewis KCB
Chair

28 September 2021

Independent Auditors' Report to the Members of The Drinkaware Trust

Opinion

We have audited the financial statements of The Drinkaware Trust (the 'company') for the year ended 31 December 2020 which comprise the Group Statement of Financial Activities, the Group Statement of Financial Activities, the Group and Parent Charitable Company Balance Sheets, the Group Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 'The Financial Reporting Standard Applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- Give a true and fair view of the state of the group's and the parent charitable company's affairs as at 31 December 2020 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- Have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs(UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the audit of financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the Annual Report, other than the financial statements and our auditor's report thereon. The Trustees are responsible for the other information. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- The information given in the Trustees' Annual Report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- Trustees' Annual Report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In light of the knowledge and understanding of the group and parent charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Annual Report.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- The parent charitable company has not kept adequate and sufficient accounting records, or returns adequate for our audit have not been received from branches not visited by us; or
- The parent charitable company's financial statements are not in agreement with the accounting records and returns; or

- Certain disclosures of Trustees' remuneration specified by law are not made; or
- We have not received all the information and explanations we require for our audit; or
- The Trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the Trustees' Annual Report and from preparing a Strategic Report.

Responsibilities of Trustees

As explained more fully in the Trustees' responsibilities statement, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under the Companies Act 2006 and section 151 of the Charities Act 2011 and report in accordance with those Acts.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion.

Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

Explanation as to what extent the audit was considered capable of detecting irregularities, including fraud

The objectives of our audit in respect of fraud, are; to identify and assess the risks of material misstatement of the financial statements due to fraud; to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud, through designing and implementing appropriate responses to those assessed risks; and to respond appropriately to instances of fraud or suspected fraud identified during the audit. However, the primary responsibility for the prevention and detection of fraud rests with both management and those charged with governance of the charitable company.

Our approach was as follows:

- We obtained an understanding of the legal and regulatory requirements applicable to the charitable company and considered that the most significant are the Companies Act 2006, the Charities Act 2011, the Charity SORP, and UK financial reporting standards as issued by the Financial Reporting Council and UK taxation legislation.
- We obtained an understanding of how the charitable company complies with these requirements by discussions with management and those charged with governance.
- We assessed the risk of material misstatement of the financial statements, including the risk of material misstatement due to fraud and how it might occur, by holding discussions with management and those charged with governance.
- We inquired of management and those charged with governance as to any known instances of non-compliance or suspected non-compliance with laws and regulations.
- Based on this understanding, we designed specific appropriate audit procedures to identify instances of non-compliance with laws and regulations. This included making enquiries of management and those charged with governance and obtaining additional corroborative evidence as required.

As part of an audit in accordance with ISAs (UK) we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the group and parent charitable company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the trustees.

- Conclude on the appropriateness of the trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the group and parent charitable company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the group or parent charitable company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the group to express an opinion on the consolidated financial statements. We are responsible for the direction, supervision and performance of the group audit. We remain solely responsible for our audit report.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and, in respect of the consolidated financial statements, to the charity's trustees, as a body, in accordance with Chapter 3 of Part 8 of the Charities Act 2011. Our audit work has been undertaken so that we might state to the charitable company's members and trustees those matters which we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to any party other than the charitable company, the charitable company's members, as a body, and the charity's trustees, as a body, for our audit work, for this report, or for the opinion we have formed.

Luke Holt (Senior Statutory Auditor)
for and on behalf of Moore Kingston Smith LLP, Statutory Auditor
Devonshire House, 60 Goswell Road, London EC1M 7AD

28 September 2021

Moore Kingston Smith LLP is eligible to act as auditor in terms of Section 1212 of the Companies Act 2006.

Consolidated financial statements

For the year ended 31 December 2020
The Drinkaware Trust
(A Company Limited by Guarantee)

Consolidated Statement of Financial Activities

(incorporating the income and expenditure account) For the year ended 31 December 2020

	Notes	Unrestricted funds 2020	Restricted funds 2020	Total funds 2020	Total funds 2019
Income from:					
Donations	2	5,513,421	–	5,513,421	5,916,710
Charitable activities	2	57,009	–	57,009	210,002
Commercial trading operations	3	264,002	–	264,002	110,275
Investment income	4	1,776	–	1,776	1,993
Other income	5	186,289	–	186,289	2,166
Total		**6,022,497**	**–**	**6,022,497**	**6,241,146**
Expenditure on:					
Raising funds	6	272,441	–	272,441	287,850
Commercial trading operations	3	203,159	–	203,159	47,126
Charitable activities	6	4,106,243	126,848	4,233,091	5,657,234
Total		**4,581,843**	**126,848**	**4,708,691**	**5,992,209**
Net income/(expenditure)		**1,440,654**	**(126,848)**	**1,313,806**	**248,937**
Net movement in funds		**1,440,654**	**(126,848)**	**1,313,806**	**248,937**
Reconciliation of funds:					
Total funds brought forward		1,601,124	126,848	1,727,972	1,479,035
Total funds carried forward		**3,041,778**	**–**	**3,041,778**	**1,727,972**

The notes on pages 48 to 61 form part of these financial statements.

Consolidated and Company Balance Sheets

For the year ended 31 December 2020

	Notes	Group 2020 £	Group 2019 £	Charity 2020 £	Charity 2019 £
Fixed assets					
Intangible assets	12	315,147	80,948	315,147	80,948
Tangible assets	13	101,324	188,245	101,324	188,245
Investment in Trading Sub		–	–	1	1
		416,471	**269,193**	**416,472**	**269,194**
Current Assets					
Stocks	14	66,694	61,969	60,854	–
Debtors	15	648,072	1,264,499	749,721	1,486,468
Cash at bank & in hand		2,600,522	1,280,248	2,448,495	1,201,470
		3,315,288	**2,606,716**	**3,259,070**	**2,687,938**
Creditors: amounts falling due within one year	16	(689,981)	(1,147,937)	(633,765)	(1,100,188)
Net current assets		**2,625,307**	**1,458,779**	**2,625,305**	**1,587,750**
Net assets		**3,041,778**	**1,727,972**	**3,041,777**	**1,856,944**
Funds					
Unrestricted funds:	19	2,211,778	1,601,124	2,211,777	1,730,096
Designated	19	830,000	–	830,000	–
Restricted funds	18	–	126,848	–	126,848
		3,041,778	**1,727,972**	**3,041,777**	**1,856,944**

As permitted by S408 of the Companies Act 2006, the Company has not presented its own income and expenditure statement and related notes. The company's surplus for the year was £1,184,832 (2019: £377,908).

These accounts are prepared in accordance with the special provisions in Part 15 of the Companies Act 2006 relating to small companies.

The financial statements were approved by the Board and authorised for issue on 28 September 2021 and signed on its behalf by:

Sir Leigh Lewis KCB
Chair

Registered Company no. 4547974

The notes on pages 48 to 61 form part of these financial statements.

Consolidated Statement of Cash Flows

For the year ended 31 December 2020

	2020 £	2019 £
Cash generated from operating activities		
Net cash provided by operating activities	1,728,584	335,501
Cash flows from investing activities:		
Interest income	1,776	(1,993)
Purchase of property, plant and equipment	(410,088)	(78,313)
Net cash used in investing activities	**(408,312)**	**(80,306)**
Change in cash and cash equivalents in the reporting period	1,320,272	255,195
Cash and cash equivalents at the beginning of the reporting period	**1,280,248**	**1,025,052**
Cash and cash equivalents at the end of the reporting period	**2,600,520**	**1,280,247**
Reconciliation of net income/(expenditure) to net cash flow from operating activities		
Net income/(expenditure) (as per the Statement of Financial Activities)	1,313,806	248,937
Adjustments for:		
Depreciation charges	91,889	114,121
Amortisation charges	170,921	116,327
Bad Debt Provision	548,045	-
Other Provisions	(240,556)	-
Investment income	(1,776)	1,993
Decrease in stocks	4,725	(29,582)
Increase/(decrease) in debtors	(616,427)	(14,662)
(Increase)/decrease in creditors	457,957	(101,633)
Net cash provided by operating activities	**1,728,584**	**335,501**
Analysis of cash and cash equivalents		
Cash in hand	2,600,520	1,280,247
Total cash and cash equivalents	**2,600,520**	**1,280,247**

Analysis of changes in net debt

	As at 1 January 2020	Cash-flows	As at 31 December 2020
Cash at bank	1,280,248	£1,320,272	2,600,522
Total	**1,280,248**	**£1,320,272**	**2,600,522**

Notes to the financial statements

For the year ended 31 December 2020

1. Accounting Policies

The Drinkaware Trust is a company limited by guarantee registered in England and Wales (company number 4547974). Its registered office is Salisbury House, 3rd Floor, London Wall, London, EC2M 5QQ.

a) Accounting Convention

Basis of Preparation

The charity constitutes a public benefit entity as defined by FRS102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) including update bulletin 2, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS102), the Charities Act 2011, the Companies Act 2006 and UK Generally Accepted Practice.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest pound.

Going Concern

The trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the charitable company and the group to continue as a going concern. This assessment has included the potential for loss of income as a consequence of Covid-19. The trustees have made this particular assessment for a period of at least one year from the date of approval of the financial statements for the year ended 31 December 2020 and in particular have considered the charitable entity's forecasts and projections, taking into account the pressures on donation and investment income and those of its trading subsidiary.

From the outset of the pandemic, the Trustees considered the impact on the income expected from donations. Many Drinkaware funders have been significantly impacted by the pandemic and the Trustees anticipated that some funders could reduce their level of contribution or suspend their donations for an indefinite period.

Whilst Drinkaware has indeed seen an overall reduction of donation income, this has been mitigated by several factors.

Drinkaware has historically issued requests for a large proportion of its donation income in the first calendar quarter of the year and therefore a number of donation requests had been issued before the onset of the Covid-19 pandemic.

Further, the Account Management team have liaised closely with our funders throughout 2020 to ensure, wherever possible, funders were able to continue their financial support. In some instances, specific plans for timing of payments were agreed to ensure these were affordable.

Drinkaware's Trustees are also enormously grateful to those funders who contributed one-off additional donations during 2020 in recognition that not all funders would be able to make donations at previous levels.

Events and campaigns that were expected to take place in the following financial year have been significantly affected and the charity has taken advantage of appropriate schemes to protect the financial security of the organisation, principally the government's Job Retention Scheme. While it is anticipated that some voluntary donations may fall, this can be mitigated by scaling back consumer information costs if required.

After making enquiries the Trustees have concluded that there is a reasonable expectation that a charitable entity and the group has adequate resources to continue in operational existence for the foreseeable future and there are no material uncertainties that have not been taken into account. The charitable entity and the group therefore continues to adopt the going concern basis in preparing its financial statements.

Consolidation

These financial statements consolidate the results of the charity and its wholly owned subsidiary Drinkaware Trading Limited on a line by line basis. A separate Statement of Financial Activities, or income and expenditure account, is not presented for the charity itself following the exemptions afforded by section 408 of Part 15 of the Companies Act 2006 relating to small companies. The charity's gross income for the year was £6,022,497 (2019: £6,241,146) and gross expenditure was £4,708,691 (2019: £5,992,209)

b) Tangible fixed assets and depreciation

Tangible fixed assets are capitalised where the purchase price exceeds £500 and included at cost including any incidental expenses of acquisition. Depreciation is provided on all tangible fixed assets at rates calculated to write off the cost on a straight line basis over their expected useful economic life as follows:

Fixtures, furniture and fittings	Over the term of the lease
Leasehold depreciation	Over the term of the lease

c) Intangible fixed assets

Intangible fixed assets are capitalised where the purchase price exceeds £500. The website domain costs and bespoke tools are stated at cost less amortisation and impairment. Amortisation is provided at rates calculated to write off the cost of those assets, less their estimated residual value, over their expected useful life.

Website domain	3 years straight line
Website replatforming and Mobile application	3 years straight line

d) Income

All income is accounted for as soon as Drinkaware has entitlement to the income and there is a probability of receipt and the amount is measured with sufficient reliability.

No amounts are included in the financial statements for services donated by volunteers.

Donations receivable are credited to the statements of financial activities in the year in which they are received.

1. Accounting policies continued

e) Deferred income

Where income for expenditure in a future accounting period is received in advance, it is recognised as deferred income. The amounts shown in the balance sheet in respect of deferred income represent the amounts deferred to future accounting periods.

f) Expenditure

Liabilities are recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all the costs related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with use of the resources.

Direct costs, including directly attributable salaries, are allocated on an actual basis to the key strategic areas of activity. Overheads and other salaries are allocated between expense headings on the basis of time spent.

Governance costs include the cost of governance arrangements which relate to the general running of the charity. These activities provide the governance infrastructure which allows the charity to operate and to generate the information required for public accountability. They include the strategic planning processes that contribute to the future development of the charity.

Cost of raising funds include an allocation of staff and overhead costs apportioned to this activity. Support costs are apportioned as a percentage of management time spent on these activities.

Direct staff costs are posted to the activity to which they relate, overhead staff costs are allocated on the basis of management time spent on these activities.

g) Irrecoverable VAT

Irrecoverable VAT is charged against the category of resources expended for which it is incurred.

h) Recognition of liabilities

Liabilities are recognised when an obligation arises to transfer economic benefits as a result of past transactions or events.

i) Operating leases

Rentals arising under operating leases are charged to the statement of financial activities in the year they fall due.

j) Fund Accounting

Funds held by the charity are:

- **General funds** – are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.
- **Restricted funds** – represent grants and other income received which are allocated by the donor for specific service delivery.
- **Designated funds** – represent unrestricted funds that have been set aside by the Trustees for particulate future projects.

Expenditure which relates to the service delivered is charged to the fund.

k) Stock

Stocks are stated at the lower of cost and net realisable value. Net realisable value is assessed not only in relation to 'selling' price but also with reference to the value in distribution to the beneficiaries in order to further the objects of the charity. Stock is expensed in the reporting period in which it is distributed.

Stock comprises of informational booklets and materials which aid people in managing their alcohol intake.

l) Critical accounting estimates and areas of judgement

In preparing financial statements it is necessary to make certain judgements, estimates and assumptions that affect the amounts recognised in the financial statements. The following judgements and estimates are considered by the Trustees to have the most significant effect on amounts recognised in the financial statements.

Depreciation and amortisation charges are based on the estimated useful life of the assets held.

Dilapidation provision is based on the estimated costs of delivering up the leased property at the end of the lease in the state in which it was at the beginning of the lease.

Provision for bad and doubtful debts is based on a specific provision in respect of invoices that have been unpaid for more than one year and a general provision for all invoices that relate to the on-trade sector.

m) Financial instruments

Cash and cash equivalents include cash at banks and in hand and short-term deposits with a maturity date of three months or less.

Drinkaware only has financial assets and financial liabilities of a kind that qualify as basic financial instruments.

The charity only holds basic financial instruments as defined by FRS 102. Financial instruments receivable or payable within one year of the reporting date are carried at their transaction value and subsequently at their settlement value.

n) Debtors and creditors

Debtors and creditors receivable or payable within one year of the reporting date are carried at their transaction price. Debtors and creditors that are receivable or payable in more than one year, and not subject to a market rate of interest, are measured at the present value of the expected future receipts or payment discounted at a market rate of interest.

o) Pensions

Drinkaware operates a defined contribution pensions policy in compliance with the stakeholder pensions requirements. Drinkaware matches the percentage that the employee contributes up to a maximum of 5%. Contributions payable are charged to the profit and loss account in the year they are payable.

No further liabilities accrue to the Trust other than these contributions.

1. Accounting policies continued

2. Grants and donations – Charity

	2020 £	2019 £
Unrestricted:		
Donations	5,513,421	5,916,710
Income from Charitable Activities	57,009	210,002
Total income	**5,570,430**	**6,126,712**

3. Commercial trading operations and investment in trading subsidiary

The wholly owned trading subsidiary, Drinkaware Trading Limited, registered office Salisbury House, London Wall, London, EC2M 5QQ, Company Number: 11735195, which is incorporated in the UK, pays all its taxable profits to the charity by Gift Aid. Drinkaware Trading Limited operated the commercial activities previously carried out by The Drinkaware Trust up to 30 June 2019. The charity owns the entire issued share capital of 1 share of £1. A summary of the trading results is shown below.

Shares held in subsidiary

	2020 £	2019 £
1 Ordinary share of £1	**1**	**1**

	2020 £	2019 £
Summary Profit & Loss account		
Turnover	55,949	72,836
Cost of sales and administrative expenses	(17,653)	(2,834)
Gross Profit	**38,296**	**70,002**
Distribution Costs	(5,249)	–
Admin Costs	(180,257)	(38,974)
Other Income	208,053	–
Net Profit	**60,843**	**31,028**
Management charges	(283,250)	(160,000)
	(222,407)	**(128,972)**
Interest Payable and similar charges	(2,560)	–
Loss on ordinary Activities	**(224,967)**	**(128,972)**
Loss brought forward	(128,972)	
Retained Loss in the subsidiary	**(353,939)**	**(128,972)**

	2020 £	2019 £
Summary Balance Sheet		
Current assets	213,068	182,068
Current liabilities	(567,007)	(311,040)
Capital and reserves	**(353,939)**	**(128,972)**

4. Investment income

	2020 £	2019 £
Bank interest receivable	**1,776**	**1,993**

5. Other income

	2020 £	2019 £
Unrestricted	1,212	2,166
Furlough Grant Income	175,077	–
City of London Discretionary Support Grant 2020	10,000	–
	186,289	**2,166**

6. Expenditure

	Staff Costs £	Support Costs £	Other Direct Costs £	Total 2020 £
Raising funds				
Cost of raising donations	181,878	90,563	–	272,441
Commercial trading operations	–	203,159	–	203,159
Charitable activities				
Consumer information	1,471,556	830,943	1,930,592	4,233,091
Total resources expended	**1,653,434**	**1,124,665**	**1,930,592**	**4,708,691**

	Staff Costs £	Support Costs £	Other Direct Costs £	Total 2019 £
Raising funds				
Cost of raising donations	152,716	135,133	–	287,849
Commercial trading operations	–	47,126	–	47,126
Charitable activities				
Consumer information	1,295,021	908,543	3,453,671	5,657,235
Total resources expended	**1,447,737**	**1,090,802**	**3,453,671**	**5,992,210**

7. Allocation of support costs and overheads

	Raising Funds £	Consumer Information £	Commercial Trading Operation £	Total 2020 £
Unrestricted funds:				
Premises	26,216	212,113		238,329
Depreciation	28,909	233,899		262,808
Communications and IT	16,171	130,836		147,007
Postage and printing	953	7,708		8,661
Travel costs	1,665	13,473		15,138
Employee related costs	16,649	134,707		151,356
Governance costs (Note 8)		98,207		98,207
Commercial trading operations			203,159	203,159
Total support costs	**90,563**	**830,943**	**203,159**	**1,124,665**

	Raising Funds £	Consumer Information £	Commercial Trading Operation £	Total 2019 £
Unrestricted funds:				
Premises	37,114	261,455	–	298,569
Depreciation	43,375	187,075	–	230,450
Communications and IT	13,852	101,179	–	115,031
Postage and printing	1,901	13,883	–	15,784
Travel costs	5,005	36,560	–	41,565
Employee related costs	33,886	247,522	–	281,408
Governance costs (Note 8)	–	60,869	–	60,869
Commercial trading operations	–	–	47,126	47,126
Total support costs	**135,133**	**908,543**	**47,126**	**1,090,803**

8. Analysis of governance costs

	Total 2020 £	Total 2019 £
Auditors' remuneration	14,280	11,394
Auditors' remuneration – prior year	15,045	–
Auditors' remuneration – non audit services	3,735	1,800
Legal and professional fees	65,147	47,675
Total support costs	**98,207**	**60,869**

9. Staff costs and Trustee remuneration

	Group		Charity	
	2020 £	2019 £	2020 £	2019 £
Wages and salaries	1,384,539	1,188,750	1,384,539	1,188,750
Pension contributions	151,318	126,135	151,318	126,135
Social security costs	117,576	132,852	117,576	132,852
	1,653,433	**1,447,737**	**1,653,433**	**1,447,737**

Included in the above are redundancy costs totalling £32,131.

The average number of full-time equivalent employees during the year was:

	2020	2019
Charity	27	26
	27	**26**

The number of employees with annual remuneration in excess of £60,000 was as follows:

	2020	2019
£60,000 to £69,999	2	–
£70,000 to £79,999	2	1
£80,000 to £89,999	–	2
£90,000 to £90,999	1	–
£110,000 to £110,999	1	–
£130,000 to £139,999	–	1

The pension contribution attributable to higher paid employees is £33,660 (2019: £52,206).

10. Trustee and key management personnel remuneration

The Trustees neither received nor waived any emoluments during the year (2019: £nil).

Expenses of £773 (2019: £3,994) were reimbursed to four (2019: eleven) Trustees during the year.

Key management personnel include Trustees, Chief Executive and Chief Medical Advisor. The total employee benefits of the charity's key management personnel were £263,654 (2019: £261,300).

11. Taxation

The charity benefits from exemptions on income and gains falling within Sections 466–493 of the Corporation Tax Act 2010 to the extent they are derived from charitable activities. Its wholly owned trading subsidiary, Drinkaware Trading Limited, passes profits on which tax would be payable to the charity under Gift Aid.

The Drinkaware Trust is registered for VAT and expenditure is recorded exclusive of any VAT incurred that is recoverable.

12. Intangible fixed assets – group and charity

	Website and Mobile Application and Software £	Healthy Living Tool £	Total £
Cost			
At 1 January 2020	1,167,275	50,432	1,217,707
Additions	405,120	–	405,120
Disposals	–	–	–
At 31 December 2020	**1,572,395**	**50,432**	**1,622,827**
Depreciation			
At 1 January 2020	1,086,327	50,432	1,136,759
Charge for year	170,921	–	170,921
At 31 December 2020	**1,257,248**	**50,432**	**1,307,680**
Net Book Value			
At 31 December 2020	**315,147**	**–**	**315,147**
At 31 December 2019	**80,948**	**–**	**80,948**

13. Tangible fixed assets – group and charity

	Fixtures, Furniture and Equipment £	Leasehold Improve-ments £	Total £
Cost			
At 1 January 2020	336,701	145,175	481,876
Additions	4,968	–	4,968
Disposals	–	–	–
At 31 December 2020	**341,669**	**145,175**	**486,844**
Depreciation			
At 1 January 2020	172,653	120,978	293,631
Charge for year	67,692	24,197	91,889
At 31 December 2020	**240,345**	**145,175**	**385,520**
Net Book Value			
At 31 December 2020	**101,324**	**–**	**101,324**
At 31 December 2019	**164,048**	**24,197**	**188,245**

14. Stock

	Group		Charity	
	2020 £	2019 £	2020 £	2019 £
Informational booklets and materials	**66,694**	**61,969**	**60,854**	**–**

Charity stock of £60,854 (2019: Nil) are items held for the Home and Dry Campaign .

15. Debtors

	Group		Charity	
	2020 £	2019 £	2020 £	2019 £
Trade debtors	1,039,905	1,292,175	956,118	1,250,855
Provision for Bad and Doubtful Debts	(548,045)	(200,461)	(866,386)	(200,461)
Other debtors	114,041	12,975	107,027	12,975
Amounts owed by group undertakings	–	–	510,792	263,290
Prepayments and accrued income	42,171	159,810	42,170	159,809
	648,072	**1,264,499**	**749,721**	**1,486,468**

16. Creditors: amounts falling due within one year

	Group		Charity	
	2020 £	2019 £	2020 £	2019 £
Trade creditors	269,037	313,002	259,557	273,002
Other creditors	226,376	545,643	226,376	545,643
Accruals pension costs	12,782	28,830	12,782	28,830
Taxes and social security costs	44,907	43,185	42,344	40,208
Accruals	136,879	217,277	92,706	212,505
	689,981	**1,147,937**	**633,765**	**1,100,188**

17. Operating leases

At 31 December 2020 the group had commitments under non-cancellable operating leases as follows:

	Group		Charity	
	2020 £	2019 £	2020 £	2019 £
Land & Buildings				
within one year	49,473	173,048	49,473	173,048
in two to five years	–	2,845	–	2,845
after five years	–	–	–	–
Office equipment				
within one year	–	–	–	–
in two to five years	4,061	3,835	4,061	3,835
after five years	2,153	4,433	2,153	4,433
	55,687	**184,161**	**55,687**	**184,161**

18. Statement of restricted funds – group and charity

Year ended 31 December 2020

	Brought forward £	Incoming resources £	Resources expended £	Transfers £	Carried forward £
Restricted funds	126,848	–	(126,848)	–	–
Total funds	**126,848**	**–**	**(126,848)**	**–**	**–**

Year ended 31 December 2019

	Brought forward £	Incoming resources £	Resources expended £	Transfers £	Carried forward £
Restricted funds	94,727	37,438	(5,317)	–	126,848
Total funds	**94,727**	**37,438**	**(5,317)**	**–**	**126,848**

Restricted funds relate to monies received from Drinkaware partners to be applied to specified goods and services. These will include delivery of bespoke campaign support and materials and tailored Drinkaware programmes.

19. Unrestricted funds

Year ended 31 December 2020

	Brought forward £	Incoming resources £	Resources expended £	Transfers £	Carried forward £
General Fund	1,601,124	6,022,497	(4,581,843)	830,000	2,211,778
Designated Fund – Campaign Fund				550,000	550,000
Designated Fund – Research Fund				280,000	280,000
	1,601,124	**6,022,497**	**(4,581,843)**	**–**	**3,041,778**

The Campaign Fund has been designated to ensure that the 2021 "No More Excuses" campaign can be completed in 2021.

The Research Fund has been designated to ensure that research activity originally planned for 2020 can be complete in 2021.

Year ended 31 December 2019

	Brought forward £	Incoming resources £	Resources expended £	Transfers £	Carried forward £
General Fund	1,384,309	6,203,708	(5,986,893)	–	1,601,124
	1,384,309	**6,203,708**	**(5,986,893)**	**–**	**1,601,124**

20. Analysis of net assets between funds

Year ended 31 December 2020

	Unrestricted funds £	Restricted funds £	Total £
Group			
Fund balances at 31 December 2020 are represented by:			
Fixed assets	416,471	–	416,471
Net Current Assets	2,625,307	–	2,625,307
Total net assets	**3,041,778**	**–**	**3,041,778**

	Unrestricted funds £	Restricted funds £	Total £
Charity			
Fund balances at 31 December 2020 are represented by:			
Fixed assets	416,472	–	416,472
Net Current Assets	2,625,305	–	2,625,305
Total net assets	**3,041,777**	**–**	**3,041,777**

Year ended 31 December 2019

	Unrestricted funds £	Restricted funds £	Total £
Group			
Fund balances at 31 December 2019 are represented by:			
Fixed assets	269,193	–	269,193
Net Current Assets	1,331,931	126,848	1,458,779
Total net assets	**1,601,124**	**126,848**	**1,727,972**

	Unrestricted funds £	Restricted funds £	Total £
Charity			
Fund balances at 31 December 2019 are represented by:			
Fixed assets	269,194	–	269,194
Net Current Assets	1,460,902	126,848	1,587,750
Total net assets	**1,730,096**	**126,848**	**1,856,944**

21. Related party transactions

On the 1 November 2019 Drinkaware Trust made a loan of £50,000 at a rate of 3% above the Bank of England Base Rate (3.73%) which accrues daily.

During the year Drinkaware Trust charged a management fee of £283,250 (2019: £160,000) to Drinkaware Trading Limited for administration and support costs.

At the balance sheet date Drinkaware Trust was owed £510,792 by Drinkaware Trading Limited.

During the year, donations from Trustees and other related parties totalled £5,631 (2019: £9,562).

During the year Wells & Co Limited, a related party to Drinkaware by virtue of Trustee Paul Wells also being a director of the company purchased logo licences totalling £1,500.

22. Ultimate controlling party

Drinkaware Trading Limited is a wholly owned subsidiary of The Drinkaware Trust, which is the ultimate controlling party.

The ultimate controlling party of the Drinkaware Trust are the Trustees.

23. Capital commitments

There were no capital commitments not provided for in the financial statements (2019: None).

24. Legal status of the charity

The charity is a company limited by guarantee and has no share capital.

In the event of the charity being wound up the liability in respect of the guarantee is limited to £1 per member of the charity.

Drinkaware's donors

As of December 2020

1. Accolade Wines Limited
2. Admiral Taverns Ltd
3. Adnams PLC
4. Aldi UK
5. Asahi UK
6. ASDA Stores Ltd
7. Aston Manor
8. Bacardi
9. Bancroft Wines Limited
10. Brown-Forman Brands
11. Beam Suntory
12. Berry Brothers & Rudd
13. Blue Tree Limited
14. Bourne Leisure
15. Broadland Wineries
16. Brothers Drinks Co
17. Budweiser Brewing Group UK&I
18. Budweiser Budvar UK Ltd
19. C&C group plc
20. Campari UK
21. Carlsberg UK Ltd
22. Casella Family Brands (Europe) Ltd
23. Cellar Trends
24. Celtic Marches Beverages Ltd
25. Champagne Nicolas Feuillatte
26. Cider of Sweden (Kopparberg)
27. Concha y Toro
28. Continental Wine & Food
29. Corinthian Brands Limited
30. Costco Wholesale (UK) Ltd
31. Daniel Thwaites plc
32. Diageo Great Britain Ltd
33. Distell International
34. E & J Gallo Winery Europe
35. Edrington Group
36. Ei Group plc
37. England & Wales Cricket Board
38. Enotria Wine Cellars Ltd
39. Everards Brewery Ltd
40. Frederic Robinson Ltd
41. Freedom Brewery
42. Fuller Smith & Turner plc
43. Gen!us Brewing
44. Glen Turner Company Ltd
45. Global Brands
46. Goedhuis & Co Ltd
47. Gordon & MacPhail
48. H Weston & Sons
49. Halewood
50. Hallgarten & Novum Wines
51. Harrods
52. Harvey & Sons
53. Hatch Mansfield
54. Heineken UK
55. Hippodrome Casino Ltd
56. Hi-Spirits
57. Hook Norton
58. Ian Macleod Distillers
59. Ideal Wine Company
60. Inver House Distillers Ltd
61. J Chandler (Buckfast) & Co
62. JD Wetherspoon plc
63. JW Lees & Co (Brewers)
64. Kato Enterprises

65. Kingsland Wines
66. Laithwaite's Wine (Direct Wines)
67. Laurent-Perrier
68. Lidl
69. Lion-Beer, Spirits & Wine (UK) Ltd
70. Loch Lomond Group
71. Louis Latour Agencies
72. Maisons Marques et Domaines Ltd
73. Majestic Wine Warehouses Ltd
74. Marks & Spencer PLC
75. Marques de la Concordia Family Wines
76. Marston's PLC
77. Masons of Yorkshire Ltd
78. Mast-Jägermeister UK
79. Masters of Malt
80. McQueen Gin
81. Mitchells & Butlers plc
82. Moet Hennessy UK Ltd
83. Molson Coors Beverage Company UK
84. Morrison & Mackay Ltd
85. Oakham Ales
86. Origin Wine Ltd
87. OSA Fine Spirits Ltd
88. Parkdean Resorts UK Ltd
89. Pernod Ricard UK
90. Pinnacle Drinks
91. Pol Roger
92. Proximo Spirits UK Ltd
93. Punch Taverns plc
94. Quintessential Brands
95. QVC
96. Racecourse Association
97. Ramsbury Singe Estate Spirits
98. Remy-Cointreau
99. Sainsbury's
100. Shepherd Neame Ltd
101. SHS Drinks Division
102. Southwestern Distillery
103. Spar (UK) Ltd
104. Spendrups Bryggeri AB
105. St Austell Brewery Company Ltd
106. T & R Ltd
107. Tesco plc
108. TGI Friday's
109. Thatchers
110. The Co-operative Group
111. The Deltic Group
112. The Drinks Company
113. The Reformed Spirits Company
114. The Restaurant Group
115. The Wine Society
116. Treasury Wine Estates
117. Trolle Trading Ltd
118. Two Tribes Brewing
119. Waitrose Ltd
120. Warner's Distillery Ltd
121. Wells & Co
122. Whitbread
123. Whyte and Mackay Ltd
124. William Grant & Sons
125. Wilkin & Son Ltd
126. Woodforde's Brewery
127. WM Morrison Supermarkets plc
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51 The identification aspect of this intervention is based on the World Health Organisation's validated AUDIT tool.

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