

# 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 Shân 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.<sup>1</sup> 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.<sup>2</sup> 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.<sup>3</sup> Although the cost of alcoholic drinks has increased at a much lower rate than food more generally (3.5% compared to 16.8%),<sup>4</sup> two-thirds (66%) of UK adults have reported 'spending less on non-essential' items to offset the double-digit price increase of essential groceries.<sup>5</sup>

### 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.<sup>6</sup> 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.<sup>7</sup> 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.<sup>8</sup>

### 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,<sup>9</sup> 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%).<sup>10</sup> 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.<sup>11</sup>

### 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.<sup>12</sup> 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.<sup>13</sup>

### 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.<sup>14, 15, 16, 17</sup>

### 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%).<sup>18</sup>

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%),<sup>19</sup> suggesting existing health inequalities are getting worse.

This may be reflected in recent treatment figures, which showed 119,075<sup>20</sup> people in treatment for alcohol in 2021/22<sup>21</sup> - 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.<sup>22</sup> Increased funding for treatment and recovery will help,<sup>23</sup> 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.<sup>24</sup>

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.<sup>25</sup> This trend is not unique to the UK, but has been observed across high income countries in Europe, North America, and Australasia.<sup>26, 27</sup>

A further trend that has emerged is more mindful drinking, so not cutting out alcohol completely but finding a better balance.<sup>28</sup> 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,<sup>29</sup> the normalisation of non-drinking,<sup>30</sup> affordability, and shifting attitudes towards risk, have all been identified as potential explanations.<sup>31</sup> 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<sup>32</sup> - particularly alcohol-free products.<sup>33</sup>

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.<sup>34</sup>



## Annual Trustees' Report 2022

# Public policy

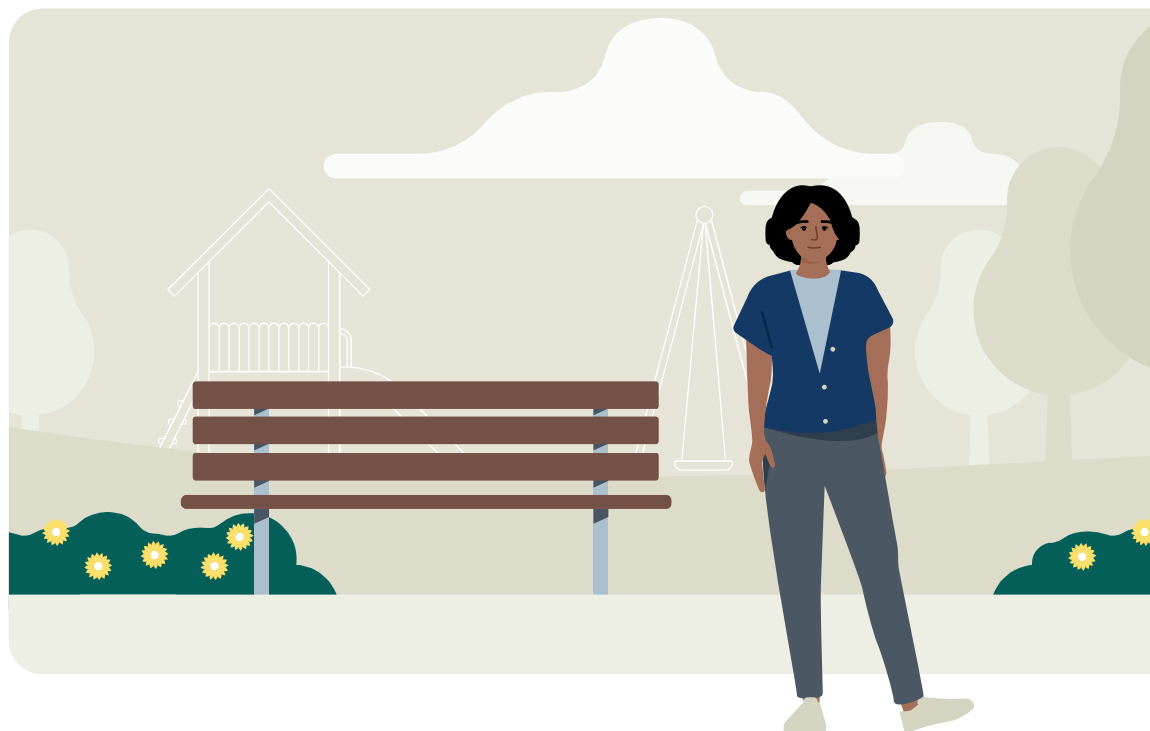
**The Westminster and Holyrood governments have both experienced significant periods of change, with the former preparing for a General Election in 2024. Drinkaware has been building relationships across the political divide.**

Alcohol harm continues to be a cause for concern, with alcohol-related deaths standing at their highest levels on record.<sup>35</sup> 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, Drinkaware 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, Drinkaware'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.<sup>35</sup>



### 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.<sup>36</sup>

### 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.<sup>37</sup>

### 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:**

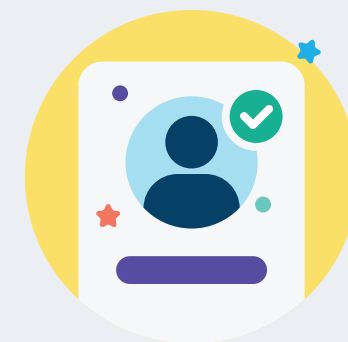
Our virtual assistant, which uses AI technology, provides people with personalised information and advice. It is designed to identify and then direct high risk and possible dependent drinkers, and those in crisis, into appropriate alcohol support services and is available 24 hours a day. The Chatbot 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 Trus-

tees 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 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.

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:

Shān 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 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.

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<br>2022<br>£ | Restricted funds<br>2022<br>£ | Total funds<br>2022<br>£ | Total funds<br>2021<br>£ |
|------------------------------------|-------|---------------------------------|-------------------------------|--------------------------|--------------------------|
| <b>Income from:</b>                |       |                                 |                               |                          |                          |
| 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                  |
| <b>Total</b>                       |       | <b>6,290,845</b>                | <b>-</b>                      | <b>6,290,845</b>         | <b>5,559,543</b>         |
| <b>Expenditure on:</b>             |       |                                 |                               |                          |                          |
| 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                |
| <b>Total</b>                       |       | <b>5,663,737</b>                | <b>105,000</b>                | <b>5,768,737</b>         | <b>5,011,464</b>         |
| Net (income/expenditure)           |       | <b>627,108</b>                  | <b>(105,000)</b>              | <b>522,108</b>           | <b>548,079</b>           |
| Transfers between funds            |       | -                               | -                             | -                        | -                        |
| Net movement in funds              |       | <b>627,108</b>                  | <b>(105,000)</b>              | <b>522,108</b>           | <b>548,079</b>           |
| <b>Reconciliation of funds:</b>    |       |                                 |                               |                          |                          |
| Total funds brought forward        |       | 3,484,857                       | 105,000                       | 3,589,857                | 3,041,778                |
| <b>Total funds carried forward</b> |       | <b>4,111,965</b>                | <b>-</b>                      | <b>4,111,965</b>         | <b>3,589,857</b>         |

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     |           | Charity   |           |
|--|-------|-----------|-----------|-----------|-----------|
|  |       | 2022<br>£ | 2021<br>£ | 2022<br>£ | 2021<br>£ |
| 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<br>£        | 2021<br>£        |
|--|------------------|------------------|
| <b>Cash generated from operating activities</b>  |                  |                  |
| Net cash provided by operating activities  | 480,843          | 1,027,883        |
| <b>Cash flows from investing activities:</b>   |                  |                  |
| Interest income  | 10,713           | 2,374            |
| Purchase of property, plant and equipment  | (460,898)        | (913,514)        |
| <b>Net cash used in investing activities</b>   | <b>(450,185)</b> | <b>(911,140)</b> |
| Change in cash and cash equivalents in the reporting period                                  | 30,658           | 116,743          |
| <b>Cash and cash equivalents at the beginning of the reporting period</b>                    | <b>2,717,264</b> | <b>2,600,521</b> |
| <b>Cash and cash equivalents at the end of the reporting period</b>                          | <b>2,747,922</b> | <b>2,717,264</b> |
| <b>Reconciliation of net income/(expenditure) to net cash flow from operating activities</b> |                  |                  |
| Net income/(expenditure) (as per the Statement of Financial Activities)                      | 522,108          | 548,079          |
| <b>Adjustments for:</b>  |                  |                  |
| 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          |
| <b>Net cash provided by operating activities</b>   | <b>480,843</b>   | <b>1,027,883</b> |
| <b>Analysis of cash and cash equivalents</b>   |                  |                  |
| Cash in hand   | 2,747,922        | 2,717,264        |
| <b>Total cash and cash equivalents</b>   | <b>2,747,922</b> | <b>2,717,264</b> |

Analysis of changes in net debt

|              | As at 1<br>January<br>2022 | Cash-<br>flows | As at 31<br>December<br>2022 |
|--------------|----------------------------|----------------|------------------------------|
| Cash at bank | 2,717,264                  | 30,658         | 2,747,922                    |
| <b>Total</b> | <b>2,717,264</b>           | <b>30,658</b>  | <b>2,747,922</b>             |

# 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.

Notes to the consolidated financial statements

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 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.

Notes to the consolidated financial statements

2. Grants & donations - Charity

|                                   | 2022<br>£        | 2021<br>£        |
|-----------------------------------|------------------|------------------|
| <b>Unrestricted:</b>              |                  |                  |
| Donations                         | 5,827,423        | 5,105,493        |
| Income from Charitable Activities | -                | -                |
| <b>Total income</b>               | <b>5,827,423</b> | <b>5,105,493</b> |

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<br>£ | 2021<br>£ |
|------------------------|-----------|-----------|
| 1 Ordinary share of £1 | 1         | 1         |

|   | 2022<br>£      | 2021<br>£         |
|---|----------------|-------------------|
| <b>Summary Profit &amp; Loss account</b>  |                |                   |
| Turnover                                  | 663,122        | 142,370           |
| Cost of sales and administrative expenses | (42,178)       | (2,480)           |
| Gross Profit                              | <b>620,944</b> | <b>139,890</b>    |
| Distribution Costs                        | ( 8,600)       | ( 9,857)          |
| Admin Costs                               | ( 242,201)     | ( 464,027)        |
| Other Income                              | 178,212        | 193,698           |
| Net Profit                                | <b>548,355</b> | <b>( 140,296)</b> |
| 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 | <b>50,629</b>  | <b>( 495,884)</b> |

|                              | 2022<br>£     | 2021<br>£         |
|------------------------------|---------------|-------------------|
| <b>Summary Balance Sheet</b> |               |                   |
| Current assets               | 361,284       | 345,852           |
| Current liabilities          | ( 310,655)    | ( 841,738)        |
| Capital and reserves         | <b>50,629</b> | <b>( 495,886)</b> |

Notes to the consolidated financial statements

4. Investment income

|                                       | 2022<br>£ | 2021<br>£ |
|---------------------------------------|-----------|-----------|
| Unrestricted bank interest receivable | 10,713    | 2,374     |

5. Other income

|                       | 2022<br>£     | 2021<br>£      |
|-----------------------|---------------|----------------|
| Unrestricted Grants   | 43,208        | 105,000        |
| Furlough Grant Income | -             | 19,375         |
|                       | <b>43,208</b> | <b>124,375</b> |

Included within the above are restricted grants totalling £0 (2021: £105,000)

6. Expenditure

|                                 | Staff<br>Costs<br>£ | Support<br>Costs<br>£ | Other Direct<br>Costs<br>£ | Total<br>2022<br>£ |
|---------------------------------|---------------------|-----------------------|----------------------------|--------------------|
| <b>Raising funds</b>            |                     |                       |                            |                    |
| Cost of raising donations       | 174,103             | 159,656               | -                          | 333,759            |
| Commercial trading operations   | -                   | 121,262               | -                          | 121,262            |
| <b>Charitable activities</b>    |                     |                       |                            |                    |
| Consumer information            | 1,408,652           | 1,426,973             | 2,478,092                  | 5,313,717          |
| <b>Total resources expended</b> | <b>1,582,755</b>    | <b>1,707,890</b>      | <b>2,478,092</b>           | <b>5,768,737</b>   |

|                                 | Staff<br>Costs<br>£ | Support<br>Costs<br>£ | Other Direct<br>Costs<br>£ | Total<br>2021<br>£ |
|---------------------------------|---------------------|-----------------------|----------------------------|--------------------|
| <b>Raising funds</b>            |                     |                       |                            |                    |
| Cost of raising donations       | 171,759             | 124,100               | -                          | 295,859            |
| Commercial trading operations   | -                   | 175,512               | -                          | 175,512            |
| <b>Charitable activities</b>    |                     |                       |                            |                    |
| Consumer information            | 1,389,687           | 1,203,779             | 1,946,628                  | 4,540,094          |
| <b>Total resources expended</b> | <b>1,561,446</b>    | <b>1,503,391</b>      | <b>1,946,628</b>           | <b>5,011,465</b>   |



## Notes to the consolidated financial statements

## 7. Allocation of support costs and overheads

|                               | Raising Funds<br>£ | Consumer Information<br>£ | Commercial Trading Operation<br>£ | Total 2022<br>£  |
|-------------------------------|--------------------|---------------------------|-----------------------------------|------------------|
| <b>Unrestricted funds:</b>    |                    |                           |                                   |                  |
| 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          |
| <b>Total support costs</b>    | <b>159,656</b>     | <b>1,426,973</b>          | <b>121,262</b>                    | <b>1,707,890</b> |

|                               | Raising Funds<br>£ | Consumer Information<br>£ | Commercial Trading Operation<br>£ | Total 2021<br>£  |
|-------------------------------|--------------------|---------------------------|-----------------------------------|------------------|
| <b>Unrestricted funds:</b>    |                    |                           |                                   |                  |
| 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          |
| <b>Total support costs</b>    | <b>124,100</b>     | <b>1,203,779</b>          | <b>175,512</b>                    | <b>1,503,391</b> |

## 8. Analysis of governance costs

|   | Total 2022<br>£ | Total 2021<br>£ |
|---|-----------------|-----------------|
| Auditors' remuneration                      | 28,598          | 23,840          |
| Auditors' remuneration - prior year         | -               | -               |
| Auditors' remuneration - non audit services | -               | -               |
| Legal and professional fees                 | 106,615         | 175,861         |
| <b>Total support costs</b>                  | <b>135,212</b>  | <b>199,701</b>  |

## Notes to the consolidated financial statements

## 9. Staff costs and Trustee remuneration

|                       | Group 2022<br>£  | Group 2021<br>£  | Group 2022<br>£  | Group 2021<br>£  |
|-----------------------|------------------|------------------|------------------|------------------|
| 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          |
|                       | <b>1,582,755</b> | <b>1,556,529</b> | <b>1,582,755</b> | <b>1,556,529</b> |

The average number of employees during the year was:

|         | 2022      | 2021      |
|---------|-----------|-----------|
| Charity | 26        | 24        |
|         | <b>26</b> | <b>24</b> |

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<br>and Mobile<br>Application<br>and Software<br>£ | Healthy<br>Living Tool<br>£ | Total<br>£       |
|-----------------------|---|-----------------------------|------------------|
| <b>Cost</b>           |   |                             |                  |
| At 1 January 2022     | 1,374,425   | -                           | 1,374,425        |
| Additions             | 452,400   | -                           | 452,400          |
| Disposals             | (207,050)   | -                           | (207,050)        |
| At 31 December 2022   | <b>1,619,775</b>  | -                           | <b>1,619,775</b> |
| <b>Depreciation</b>   |   |                             |                  |
| At 1 January 2022     | 520,953   | -                           | 520,953          |
| Charge for year       | 487,396   | -                           | 487,396          |
| Disposals             | (207,050)   | -                           | (207,050)        |
| At 31 December 2022   | <b>801,299</b>  | -                           | <b>801,299</b>   |
| <b>Net Book Value</b> |   |                             |                  |
| At 31 December 2022   | <b>818,476</b>  | -                           | <b>818,476</b>   |
| At 1 January 2022     | <b>853,473</b>  | -                           | <b>853,473</b>   |

## 13. Tangible fixed assets - group and charity

|                       | Fixtures,<br>Furniture and<br>Equipment<br>£ | Leasehold<br>Improvements<br>£ | Total<br>£     |
|-----------------------|--|--------------------------------|----------------|
| <b>Cost</b>           |  |                                |                |
| At 1 January 2022     | 170,929                                      | 48,045                         | 218,974        |
| Additions             | 8,670  | -                              | 8,670          |
| Disposals             | (94,187)                                     | -                              | (94,187)       |
| At 31 December 2022   | <b>85,412</b>                                | <b>48,045</b>                  | <b>133,457</b> |
| <b>Depreciation</b>   |  |                                |                |
| 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   | <b>80,009</b>                                | <b>26,651</b>                  | <b>106,660</b> |
| <b>Net Book Value</b> |  |                                |                |
| At 31 December 2022   | <b>5,402</b>                                 | <b>21,393</b>                  | <b>26,796</b>  |
| At 1 January 2022     | <b>40,442</b>                                | <b>39,160</b>                  | <b>79,603</b>  |

## Notes to the consolidated financial statements

## 14. Stock

|                                      | Group         |               | Charity      |               |
|--------------------------------------|---------------|---------------|--------------|---------------|
|                                      | 2022<br>£     | 2021<br>£     | 2022<br>£    | 2021<br>£     |
| Informational booklets and materials | <b>33,594</b> | <b>43,894</b> | <b>1,490</b> | <b>40,532</b> |

Charity stock of Nil (2021: £40,532) are items held for the Home and Dry Campaign.

## 15. Debtors

|                                      | Group          |                | Charity        |                |
|--------------------------------------|----------------|----------------|----------------|----------------|
|                                      | 2022<br>£      | 2021<br>£      | 2022<br>£      | 2021<br>£      |
| 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         |
|                                      | <b>891,331</b> | <b>708,634</b> | <b>990,634</b> | <b>751,939</b> |

## 16. Creditors: amounts falling due within one year

|                                 | Group          |                | Charity        |                |
|---------------------------------|----------------|----------------|----------------|----------------|
|                                 | 2022<br>£      | 2021<br>£      | 2022<br>£      | 2021<br>£      |
| 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)       |
|                                 | <b>406,155</b> | <b>813,010</b> | <b>379,668</b> | <b>640,750</b> |



## 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<br>£     | 2021<br>£      | 2022<br>£     | 2021<br>£      |
| 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     | -             | -              | -             | -              |
|                      | <b>70,725</b> | <b>135,086</b> | <b>70,725</b> | <b>135,086</b> |

## 18. Statement of restricted funds - group and charity

Year ended 31 December 2022

|                  | Brought forward<br>£ | Incoming resources<br>£ | Resources expended<br>£ | Transfers<br>£ | Carried forward<br>£ |
|------------------|----------------------|-------------------------|-------------------------|----------------|----------------------|
| Restricted funds | 105,000              | -                       | (105,000)               | -              | -                    |
| Total funds      | 105,000              | -                       | (105,000)               | -              | -                    |

Year ended 31 December 2021

|                  | Brought forward<br>£ | Incoming resources<br>£ | Resources expended<br>£ | Transfers<br>£ | Carried forward<br>£ |
|------------------|----------------------|-------------------------|-------------------------|----------------|----------------------|
| 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<br>£ | Incoming resources<br>£ | Resources expended<br>£ | Transfers<br>£ | Carried forward<br>£ |
|---------------------------------------|----------------------|-------------------------|-------------------------|----------------|----------------------|
| 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              |
|                                       | <b>3,484,857</b>     | <b>6,290,845</b>        | <b>(5,663,737)</b>      | <b>-</b>       | <b>4,111,965</b>     |

Year ended 31 December 2021

|                                       | Brought forward<br>£ | Incoming resources<br>£ | Resources expended<br>£ | Transfers<br>£ | Carried forward<br>£ |
|---------------------------------------|----------------------|-------------------------|-------------------------|----------------|----------------------|
| 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              |
|                                       | <b>3,041,778</b>     | <b>5,454,543</b>        | <b>(5,011,464)</b>      | <b>-</b>       | <b>3,484,857</b>     |

## 20. Analysis of net assets between funds

Year ended 31 December 2022

| Group   | Unrestricted funds<br>£ | Restricted funds<br>£ | Total<br>£       |
|---|-------------------------|-----------------------|------------------|
| 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                                      | <b>4,111,965</b>        | <b>-</b>              | <b>4,111,965</b> |

| Charity   | Unrestricted funds<br>£ | Restricted funds<br>£ | Total<br>£       |
|---|-------------------------|-----------------------|------------------|
| 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                                      | <b>4,061,336</b>        | <b>-</b>              | <b>4,061,336</b> |

Notes to the consolidated financial statements

20. Analysis of net assets between funds continued

Year ended 31 December 2021

|   | Unrestricted funds<br>£ | Restricted funds<br>£ | Total<br>£ |
|---|-------------------------|-----------------------|------------|
| <b>Group</b>  |                         |                       |            |
| 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<br>£ | Restricted funds<br>£ | Total<br>£ |
|---|-------------------------|-----------------------|------------|
| <b>Charity</b>  |                         |                       |            |
| 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                       | 33. Disaronno International UK Limited  | 66. Laurent Perrier                          | 98. SHS Group Drinks Division           |
| 2. Admiral Taverns Ltd                          | 34. Distell International               | 67. Leeds University Union                   | 99. Sloemotion Distillery               |
| 3. Adnams PLC                                   | 35. E & J Gallo Winery Europe           | 68. Lidl GB                                  | 100. Southwestern Distillery Ltd        |
| 4. ALDI Stores Ltd                              | 36. Edrington Group                     | 69. Loch Lomond Group                        | 101. Spar (UK) Ltd                      |
| 5. Amber Bev                                    | 37. England and Wales Cricket Board     | 70. Louis Latour Agencies                    | 102. St Austell Brewery                 |
| 6. Asahi UK Ltd                                 | 38. Enotria & Coe Ltd                   | 71. Maisons Marques et Domaines              | 103. Terroirs et Vignerons de Champagne |
| 7. ASDA Stores Ltd                              | 39. Everards Brewery Ltd                | 72. Majestic                                 | 104. Tesco plc                          |
| 8. Aston Manor Ltd                              | 40. Freedom Brewery Ltd                 | 73. Marks and Spencer plc (UK)               | 105. TGI Friday's                       |
| 9. Atom Supplies Ltd                            | 41. Funkin Cocktails Ltd                | 74. Marston's plc                            | 106. Thatchers Cider Company Ltd        |
| 10. Bacardi-Martini Limited                     | 42. Getir UK Limited                    | 75. Mason's of Yorkshire Ltd                 | 107. The Coca-Cola Company              |
| 11. Bancroft Wines                              | 43. Glen Turner Company Ltd             | 76. Mast-Jaegermeister UK Ltd                | 108. The Co-operative Group             |
| 12. Beam Suntory                                | 44. Global Brands                       | 77. Mitchells and Butlers plc                | 109. The Drinks Company                 |
| 13. Benchmark Drinks                            | 45. Goedhuis & Co                       | 78. Moet Hennessy UK Ltd                     | 110. The Restaurant Group Plc           |
| 14. Berry Brothers & Rudd                       | 46. Gordon & Macphail                   | 79. Molson Coors Beverage Company            | 111. The Wine Society                   |
| 15. Blue Tree Limited                           | 47. H Weston and Sons Ltd               | 80. Morrison Scotch Whisky Distillers        | 112. Theakston Ltd                      |
| 16. Broadland Drinks                            | 48. Hallgarten & Novum Wines            | 81. North South Wines Ltd                    | 113. Treasury Wine Estates              |
| 17. Brothers Drinks Co Ltd                      | 49. Harvey & Sons (Lewes) Ltd           | 82. Oakham Ales                              | 114. Vranken Pommery                    |
| 18. Brown-Forman                                | 50. Hatch Mansfield Limited             | 83. Off-Piste Wines Ltd                      | 115. Waitrose & Partners                |
| 19. Budweiser Brewing Group UK&I                | 51. Heineken UK                         | 84. Origin Wine Ltd                          | 116. Warner's Distillery Ltd            |
| 20. C&C Group                                   | 52. Hippodrome Casino Ltd               | 85. Parkdean Resorts UK Ltd                  | 117. Wells & Co                         |
| 21. Campari UK                                  | 53. Hi-Spirits (Sazerac)                | 86. Pernod Ricard UK                         | 118. Whitbread Restaurants              |
| 22. Carlsberg Marston's Brewing Company Limited | 54. Hook Norton Brewery                 | 87. Pinter                                   | 119. Whyte and Mackay Ltd               |
| 23. Casella Family Brands (Europe) Ltd          | 55. Ian Macleod Distillers Ltd          | 88. Pol Roger                                | 120. William Grant & Sons Ltd           |
| 24. Castel-Frères                               | 56. Ideal Wine Company                  | 89. Punch Pubs & Co                          | 121. Wm Morrison Supermarkets Limited   |
| 25. Cider of Sweden Ltd (Kopparberg)            | 57. In Good Company Brewing Ltd         | 90. Quintessential Brands UK (G&J Greenalls) | 122. Woodforde's Brewery Ltd            |
| 26. Concha y Toro UK Ltd                        | 58. InchDairnie Distillery Ltd          | 91. R&B Distillers Limited                   | 123. Young & Co.'s Brewery plc          |
| 27. Continental Wine & Food                     | 59. International Beverage              | 92. Racecourse Association Ltd               |   |
| 28. Corinthian Brands Limited                   | 60. J Chandler & Co (Buckfast) Ltd      | 93. Rekom UK                                 |   |
| 29. Cotswold Distillery                         | 61. J D Wetherspoon                     | 94. Remy Cointreau UK Ltd                    |   |
| 30. Daniel Thwaites                             | 62. John E Fells & Sons Ltd             | 95. Robinsons Brewery                        |   |
| 31. DGB Europe Limited                          | 63. JW Lees & Co (Brewers) Ltd          | 96. Sainsbury's Supermarkets Ltd             |   |
| 32. Diageo Great Britain Ltd                    | 64. Kingsland Wines                     | 97. Shepherd Neame Ltd                       |   |
|   | 65. Laithwaites Wine (Direct Wines 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](#).





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