The Talk About Trust

England & Wales · Charity number 1186202

Details

Other names	AET, THE ALCOHOL EDUCATION TRUST
Status	Registered
Legal form	CIO
Registered	2019-11-06
Register	View on the Charity Commission register

Contact

Address	Pavilion In The Park St. John Way Dorchester Dorset DT1 2FG
Phone	01305259142
Email	info@talkabouttrust.org
Website	www.talkabouttrust.org

Activities

Objects: The object of the CIO is to advance education for the benefit of the public concerning the issues of alcohol and substance use of young people (age 8 and upwards) in the UK and their safety around alcohol, nicotine and other substances, in such ways as the trustees decide, and including through the development and delivery of holistic, life skill and evidence-based approaches and diversionary resources and activities that build resilience, reduce underage drinking and substance use and alcohol and drug related harms amongst such young people (age 8 and upwards).

Activities: The Talk About Trust supports young people, parents, carers, teachers & youth professionals to ensure that young people of all abilities learn to stay safe around alcohol & other substances. Developing and delivering universal & targeted life skill and evidenced programmes that build knowledge & resilience & so improve life chances & reduce underage drinking, substance use & related harms.

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Classification

- **How:** Provides Services, Provides Advocacy/advice/information, Acts As An Umbrella Or Resource Body
- **What:** Education/training, The Advancement Of Health Or Saving Of Lives
- **Who:** Children/young People, The General Public/mankind

Geography

- Scotland
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-09-30	£364,893	£314,882	-	-
2024-09-30	£342,032	£286,412	-	-
2023-09-30	£342,998	£276,453	-	-
2022-09-30	£323,201	£226,286	-	-
2021-09-30	£264,185	£174,591	-	-

Trustees

Name	Role	Appointed
VICTORIA MCDONAUGH MAHonsPGCE	Chair	2010-09-30
Alison Sarah Winsborough BMus PGCE		2019-09-30
Andrew Morse BSc Hons		2019-09-30
Dr Lara Jayne Wear MRCGP		2020-07-23
Jacqueline Mary Sonner BAHonsPGCE		2023-05-22
KEITH GRAEME NEWTON ACA		2019-09-30
PETER DAVID GORDON COX		2019-09-30
Patrick Myers MSc MA BSc		2025-02-24
Richard Mangnall JP FCILA		2023-02-22
STEPHEN FOSTER		2019-09-30
Sophie Elizabeth Whitcombe PGCECANTAB		2025-09-29

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The Talk About Trust

England & Wales - Charity number 1186202

Accounts

TRUSTEES ANNUAL REPORT & ACCOUNTS FOR THE YEAR ENDED 30TH SEPTEMBER 2025









The Talk About Trust, Pavilion in the Park, St John Way, Poundbury, Dorchester DT1 2FG

England and Wales charity number: 1186202 Scotland charity number: SCO50360

SECTION 1

Trustees Annual Report

THE TALK ABOUT TRUST

REFERENCE AND ADMINSTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS

TRUSTEES

Jackie Sonner BA (Hons) PGCE (Chair)
David Cox
Stephen Foster
Richard Mangnall JP FCILA FInst.D
Victoria McDonaugh MA (Hons) PGCE
Andrew Morse BSc Hons
Patrick Myers MSc MA BSc PGCert Health and Wellbeing
Keith Newton ACA
Dr Lara Jayne Wear MB BS BSc DCH (SA) MRCGP
Sophie Whitcombe PGCE Cantab
Alison Winsborough BMus PGCE

CHIEF EXECUTIVE

Steve Morton

FOUNDER

Helena Conibear

CHARITY REGISTERED NUMBER

1186202 England & Wales
SC050360 Scotland

REGISTERED OFFICE

Pavilion in the Park
St John Way
Poundbury
Dorchester
Dorset
DT1 2FG

BANKERS

The Co-Operative Bank
Business Direct
PO Box 250
Skelmersdale
WN8 6WT

INDEPENDENT EXAMINER

S J Hough FCA
Edwards and Keeping Limited
Chartered Accountants
Unity Chambers
34 High East Street
Dorchester
Dorset
DT1 1HA

TRUSTEES' REPORT FOR THE YEAR ENDED 30 SEPTEMBER 2025

The trustees submit their annual report and financial statements of the Talk About Trust for the year ended 30 September 2025.

The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" in preparing the annual report and financial statements of the charity.

PUBLIC BENEFIT

The trustees confirm that to the best of their ability they have consistently complied with their duty to have due regard to the guidance on the public benefit published by the Commission in exercising their powers or duties.

STRUCTURE, GOVERNANCE AND MANAGEMENT

GOVERNING DOCUMENT

The Alcohol Education Trust was originally a 'Trust' governed by a Constitution drawn up on 18 October 2010 and registered with the Charity Commission for England & Wales on 2 November 2010 (Reg. No. 1138775) and the Scottish Charity Regulator on 21 June 2018 (Reg No. SC048482). With effect from 1st April 2020, the Alcohol Education Trust changed its legal status from a 'Trust' to a 'Charitable Incorporated Organisation' (CIO) and it became governed by a constitution dated 6th November 2019 and registered with the Charity Commission for England & Wales on the same date (Reg. No. 1186202) and the Scottish Charity Regulator on 31 July 2020 (SC050360). In January 2024, the charity changed its name to the Talk About Trust and is now governed by a new constitution dated 5th February 2024.

Historical Annual Reports and Accounts have been removed by the Charities Commission from their website but remain available to view at talkabouttrust.org/about/policies-trustee-reports-funding/

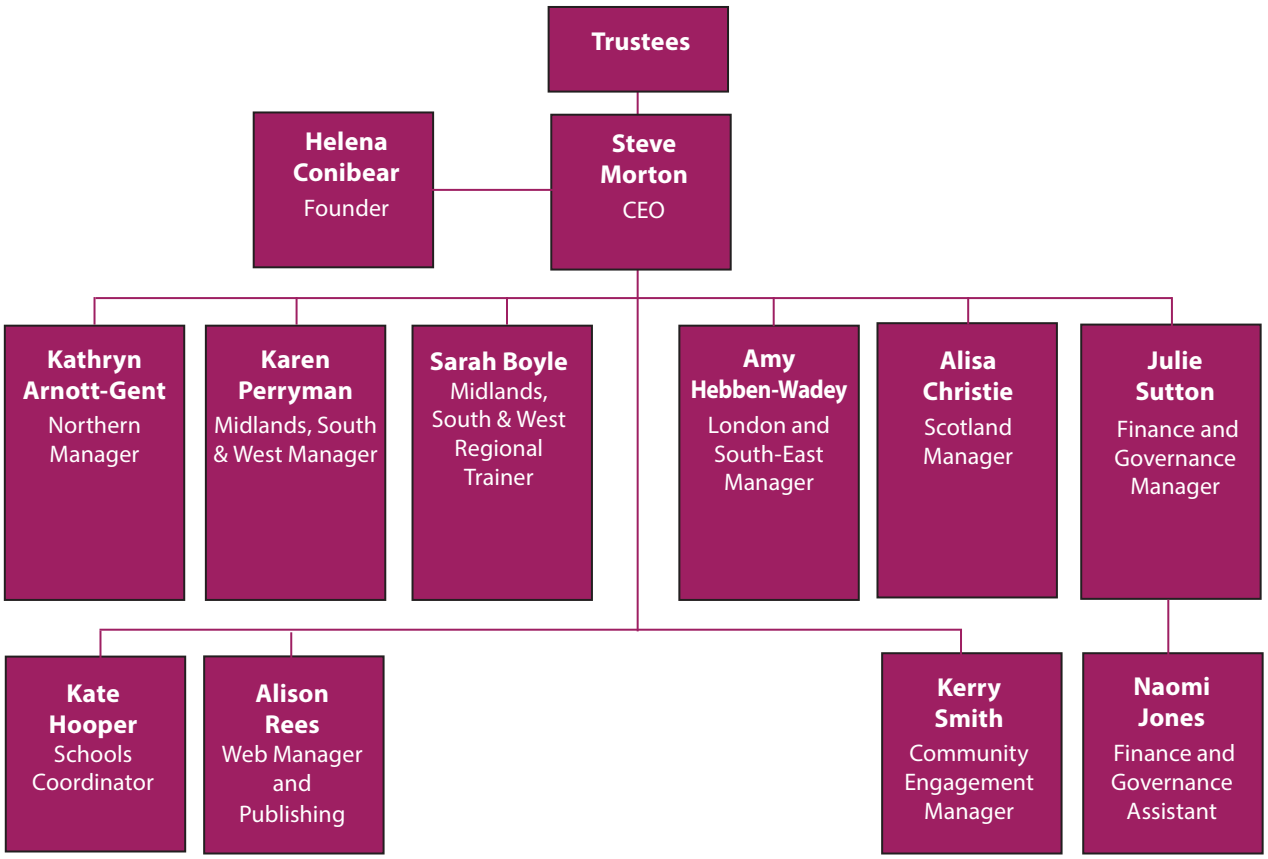
TRUSTEE APPOINTMENT

Trustees are appointed by the management committee and serve a period of three years at which time they resign by rotation and can offer themselves for re-election.

THE MANAGEMENT TEAM & TRUSTEES

The board of trustees meets 4-5 times a year. The Chief Executive runs the charity with support from the Founder, one full time employee and four part-time employees (Northern Manager, the London & South East Manager, the Schools Coordinator and the Finance & Governance Manager and Assistant), and five other part-time self-employed staff. Five people are based regionally in different parts of the UK ensuring schools have local support for training and parent sessions.

THE TALK ABOUT TRUST TEAM



TRUSTEES

JACKIE SONNER, CHAIR OF TRUSTEES

Jackie recently retired as Deputy Head teacher at a large Primary Federation in Weymouth. Her responsibilities included staff recruitment and training, curriculum design and implementation and safeguarding. As the Designated Safeguarding lead Jackie witnessed the devastating impact on children and their families where there is misuse of alcohol and other substances, and worked with a range of professionals from Health, Social Care and other agencies to provide considered and effective early intervention. In previous roles in 2 other Dorset schools Jackie gained additional expertise in PSHE and Early Years education. As such, she observed the effects of adult role models and peer pressure on even the youngest children in school and understands the need for high quality education in all aspects of PSHE from the start. Since retiring, Jackie has sought to maintain links with education and become involved in her local community volunteering at a local Dorchester school and at the PIPs holiday club for local children and is a school governor with link responsibilities for safeguarding.

ANDREW MORSE, PROJECT MANAGEMENT AND PIPS DIRECTOR

Andrew recently retired from the Royal Navy after 35 years as an officer in the Fleet Air Arm flying and instructing on the Lynx helicopter and simulators before transferring into Programme/Project/Requirements Management in 2004. He brings a range of skills to the TALK ABOUT Trust including project development and management, an understanding of evaluation, training, support and infrastructure, plus time, budget and cost management skills. Andy continues to work part-time as a Reservist in the field of procurement and programme management for the Wildcat helicopter. Having served in the RN and as a father of two, he has an excellent understanding of the need for life skills education to ensure young people are able to make more informed responsible choices about alcohol.

KEITH NEWTON, FINANCE AND PIP DIRECTOR

Keith is a member of the Australian Institute of Chartered Accountants. In a career of 33 years at Accenture he worked as a global management consultant specialising in strategic and technology consulting for large scale private and public sector organisations working in Sydney, Chicago, Seoul and Hong Kong. He is a company director, an investor, and advisor to a number of UK and international businesses and charities. He is currently Chairman of the West Country Branch of the Britain-Australia Society (BAS); a Director of the National Britain-Australia Society; a trustee of the BAS Education Trust – BASET; and an advisor to the board of an English public school having previously served as a Member of the Board and Chairmen of the Finance and General Purpose committee. He serves as a charity trustee with a specialty in finance.

DAVID COX, FUNDRAISING & MARKETING

David retired as the Chief Executive of The Benevolent charity (now named The Drinks Trust) at the end of 2018, a role he took up in April 2013. The Drinks Trust supports current and past employees of the UK drinks trade with practical, emotional and financial help when faced with a variety of difficult circumstances, including serious illness, disability, issues with stress or depression, with debt or any family crisis such as a seriously ill partner or child. David has built a deep understanding of issues concerning alcohol and the importance of early intervention and alcohol education. David is a Liveryman of three City Livery Companies and brings a wealth of skills to The TALK ABOUT Trust in governance, fund raising and management.

VICTORIA MCDONAUGH, HR

Victoria was Head of History and Head of Year with a responsibility for PSHE in a large comprehensive in Cricklewood, London. She was a governor of Bryanston School and was High Sheriff of Dorset in 2009/10.

RICHARD MANGNALL, COMPLIANCE AND POLICIES

Richard lives in Dorset but spent most of his professional life in London where he is a Freeman of the City. He practised for over 40 years as a Chartered Loss Adjuster, dealing with a variety of insurance losses including fine art, movie production, advertising and contingency. He is a Fellow and Past President of the Chartered Institute of Loss Adjusters.

In parallel with this, he sat on the Westminster Bench (then located at Bow Street & Horseferry Road) latterly becoming Bench Chair for 4 years. He is a past Trustee of the Inner London Magistrates' Courts Poor Box Charity which assists offenders with rehabilitation. On leaving London, he sat on the Guildford Bench and then, upon moving to Shropshire, on the Telford Bench.

He is currently a member of the Dorset PCC's Panel monitoring out of court disposals by Dorset Police. In this latter capacity and during his time on the Bench he has been all too well aware of the part played by alcohol in offending, particularly among young people, and the need for rehabilitating outcomes.

ALISON WINSBOROUGH, RESOURCES, SAFEGUARDING, FRAMEWORK & IMPLEMENTATION

Alison has strong experience of delivering PSE, previously as Head of PSE and Citizenship at the Sir John Colfox School and currently as Head of Citizenship and Head of Sixth Form at the Isle of Portland Aldridge Community Academy.

Alison has worked with an abundance of outside agencies such as AA, SSCT, Safer partnerships, healthcare professionals, Ansbury and other local stakeholders. She is currently Designated Safeguarding Lead for the 6th form and part of the Academy's Safeguarding Team. She has 3 young children.

PATRICK MYERS, STRATEGY, COMPLIANCE AND FUNDRAISING

Patrick has been working in Children's Services for 25 years. In the NHS, University sector and local government he has been an advocate of relational based practice in the way in which services interact with families. Most recently working on the Government programme to Reducing Parental Conflict, his previous roles have included the National Coordinator of National Evaluation of Sure Start, early years development lead, right the way through to his role as an Assistant Director of Children's Services in Dorset.

Currently he is working for a National Charity Thrive at Five and is seconded into Stoke on Trent City Council working on a programme called Family Matters. He lives in Dorchester with his wife and youngest son.

DR LARA JAYNE WEAR, MEDICAL CONTENT AND SAFEGUARDING

Trained at Imperial College London including a BSc in Physiology, qualifying in 2007. Lara moved on to hospital rotations at Frimley Park, Surrey and Brighton, Sussex. She lectured in Anatomy at Brighton Medical School before moving to Cape Town where she specialised in Paediatrics and gained the Diploma in Child Health in 2011. Lara decided to pursue her career in General Practice from this point and enrolled in the Wessex GP training programme which brought her to Dorchester, Dorset in 2012. She completed her GP specialist training in 2015 and has been working as a GP in Dorset since this time, becoming a GP Partner at The Prince of Wales Surgery, Poundbury in 2019.

STEPHEN FOSTER, LEGAL AND HR

Stephen is Head of the Divorce and Family partner team at Stewarts Law. In the Legal 500 2016, Stephen is recommended for his "pragmatism and gravitas" and his reputation as "a strong leader who can manage any situation or individual and steer things to a successful outcome". Chambers describes him as "a great lateral thinker" and Stephen is named as one of the top 10 high asset family lawyers in Spear's Family Law Index.

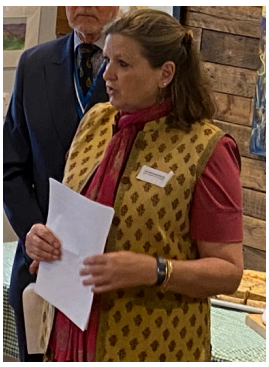
SOPHIE WHITCOMBE, STRATEGY, INCLUSION AND RESOURCES, FRAMEWORK AND IMPLEMENTATION

Sophie graduated from the University of Cambridge in 2020 with a Postgraduate Certificate in Education. Prior to this, she earned an undergraduate degree with Honours in Philosophy from the University of Sheffield in 2018. She is an experienced secondary PSHE and Religious Studies teacher, passionate about evidence-based pedagogy. In her previous role, Sophie served as a Lead Practitioner in Teaching and Learning and A-level subject lead.

Sophie has extensive experience in training teachers to deliver educational resources. She has also worked directly with students, facilitating workshops that encourage open discussions on substance use, peer pressure, and mental health. Her approach is grounded in creating safe, supportive learning environments where students feel empowered to make informed choices.

Sophie worked for the Talk About Trust as London & South East Regional Trainer and Youth Outreach Manager for the academic year 2024-2025. Sophie now works in the homeless sector, working directly with people experiencing substance misuse.

Vicky McDonaugh,
Chair of Trustees outgoing



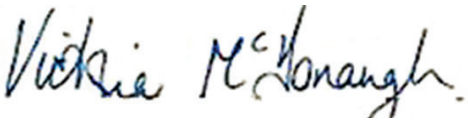
It is humbling to reflect on what we have achieved as a small, focused charity over the last 15 years, with a simple mission to ensure that every child across the UK has free access to evidenced, effective and engaging drug education. By intervening early, we seek to improve both the health outcomes and life chances of young people across Britain. As such, our team of 10 dynamos have done a wonderful job covering the country in 2025, helping to keep young people safe. Sadly, with ketamine, solvent and inhalant as well as nicotine use on the increase, our work is all the more important.

Pleasingly, 2025 has seen an expansion and deepening of our work in Scotland, Dorset, Bristol, Cheshire and North Yorkshire, for example. We thrive on working in partnership with a shared vision, such as with the NHS in Glasgow and Clyde, Inverclyde Health and Social Care and Inverclyde Council in Inverclyde and Police and Crime Commissioners in Dorset and North Yorks as well as Crime Beat in Cheshire.

On average, we support 1,000 settings a year and some 500,000 children and young people of all ages, backgrounds and abilities. This year we won the Education Resource Awards for the best non ICT resources for drugs and nicotine education and two best resource awards from Teach Secondary. We were also awarded CPD accreditation for our training modules and we won The King's Foundation award for outstanding contribution to community. Our founder continues to be a sought after expert on panels, at conferences, for consultants and academic partnerships. All of the above not only makes us very proud, but is evidence of the quality of our staff, commitment and programmes.

Pavilion in The Park, our café, community hub and office, continues to thrive at the heart of our community, as well as contributing core funds to The TALK ABOUT Trust way beyond all expectations. Providing diversionary activities through the 20 or so clubs and groups that operate from our building is a wonderful addition to our mission and goals, which bring pleasure to so many of all ages and abilities.

I am so pleased to be handing the baton of Chair to a fellow teacher who understands the needs of early intervention health education so thoroughly. I will continue as a Trustee and will enjoy slightly less responsibility, knowing the Charity is in great hands, with our Founder as well as our new CEO and Chair.

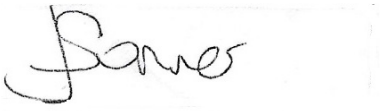


Victoria McDonaugh MA PGCE

Jackie Sonner,
Chair of Trustees incoming



My aim as incoming Chair is to ensure that the board of trustees maintains focus on our charity's mission, always ensuring that the young people we work with are at the heart of our decision making. It will also be vital for us to support our new CEO and Founder through the transitional period and beyond. We will need to help develop and pursue a strategic direction whilst building upon the many successes of the first 15 years work of our fabulous charity. In particular, we will be focused on improving our digital platforms, including e-learning, website evolution and generally making sure that we are where young people are in terms of extending our reach into all types of media. We also need to monitor our new ventures into the primary sector and the ever increasing range of programmes that our regional teams are involved in. In essence, the trustees will need to ensure we keep doing what we do well, but also have the capacity to stay up-to-date with new issues, able to adapt our programmes and support accordingly. I look forward to leading our inspiring team in delivering these aims as we look ahead to the next five years and beyond.



Jackie Sonner BA (Hons) PGCE

Read more about our Chair and Trustees here.

Steve Morton,
CEO



It was with a great deal of anticipation that I joined The TALK ABOUT Trust as CEO in September 2025. I was already hugely impressed with the reputation and national reach of this small, but highly impactful organisation, and its holistic approach to harm prevention and child protection reminded me of my ten years at the NSPCC, way back in the early part of the century. This is an organisation which intervenes powerfully to make everyone aware of their responsibilities to keep children and young people safe from the risks of drugs and alcohol and provides the means to do so, supporting teachers, youth workers, parents, even the police, but most importantly the young people themselves.

I am, frankly, in awe of what Helena has achieved in her 15 years at the helm, and over my first few weeks I have also been delighted to learn what a talented, committed and passionate team of Talk About trainers she has assembled. Some have been working for The TALK ABOUT Trust for many years, all have extensive experience, whether it be teaching or youth work. Behind the scenes, we have another long-serving team of experienced, and equally passionate, finance, administration, community engagement and web publishing staff. We also have a wonderful team at our PiP Café, whose work provides such vital income to help us achieve our vision. Meanwhile, our trustees give us their time, their wise counsel and their constructive challenge. Collectively, everyone has had a massive impact on the life chances of thousands of young people.

New CEOs like to make their mark, and I'm no different, but the platform on which I'm able to build is a very stable one, there is nothing broken to fix. I've found astonishing depth and breadth of reach in places like Glasgow and Dorset and many examples of what an agile, innovative, horizon scanning organisation can achieve. The future is more of the same, more young people empowered to make the right decisions, more trusted adults confident in their ability and their knowledge to share our essential information, more safety nets created across the UK.

We will continue to provide teachers, parents and youth professionals with the most up to date resources and training and will strive to find more visionary funders, so that we can continue to provide this free of charge wherever possible.

We will continue to go where the need is greatest, identifying the vulnerable young people who can so often fall through the cracks in a system which needs to be more joined up. Young people face barriers to inclusion through factors such as disability, language, culture, sexuality, poverty or trauma, characteristics and experiences which can be multipliers of risk. We will overcome these barriers through continuing to create bespoke resources and training, developed in partnership with specialist organisations, guided by the experiences of young people.

We will continue to listen to the voices of those young people, through our direct work and through our online presence, which we intend to rapidly evolve. We will be where young people need us most and amplify their voices as we campaign for system change. But, we won't make our calls to action alone. Our culture of collaboration with partner organisations will ensure the right ears hear what we have to say.

So, I look forward to many years working alongside Helena and the whole team. Years which I am confident will see us consolidate on what has gone before, safeguarding the futures of many more children and young people.



Steve Morton

Read more about our TALK ABOUT Trust Team here.

THE TALK ABOUT TRUST THEORY OF CHANGE

SERVICE USERS

Children 8 - 15

(focus on prevention and early intervention)

Young people 16 – 25

(focus on harm minimisation and resilience/ coping strategies)

Teachers, PSHE leads, health promoters

Parents, carers

Youth groups, community leaders

Life coaches, community police officers, social workers and youth justice

Local authorities/ public health

ACTIVITIES

Resources & support

Online & print resources by age/ ability

Games and online guidance and support

Bi termly updates/ Email and phone support

Interactive online learning zone and digital engagement

Face to face engagement

Teacher/ community lead training in proven behaviour change methods

Young people input & engagement

Harm minimisation workshops

Peer to peer mentor development

Facilitation of diversionary activities

Partnerships

Teachers & schools

Signposting to specialist services

Youth focused charities and organisations

Parent-focused collaborations

Organisations addressing young people not in employment education or training

SHORT TERM OUTCOMES

Teachers/ leaders, young people and parents/ carers gain knowledge, skills and confidence

Delay in young people taking up drinking, self control development and reduction in risk taking

Change in young people peer dynamic through self-esteem improvement, resisting peer pressure and peer norm correction

Development of support network between parents, schools and children - improved relationships and communication

Parent/ carers develop greater understanding of gatekeeping to alcohol supply/ access and as role models and boundary setters

LONG TERM OUTCOMES

Life chances of those most vulnerable to alcohol and substance harm and abuse are improved

Age of first drink is raised from 13 to at least 15 years old

Prevalence and social acceptability of excess drinking and substance misuse is reduced

Experimentation with vaping, cannabis and other substances reduced

Accidents, violence, assault and harm caused by alcohol and other substances are reduced

MISSION

To support parents, carers, teachers & community leaders to keep young people safer around drugs, alcohol, nicotine and other substances and to reduce negative risk taking.

OUR VISION

WHO WE ARE

The TALK ABOUT Trust work is built around three pillars: supporting young people, their parents and carers and the professionals who work with them:

Early intervention and prevention approaches for children and young people

Ensuring we equip young people with the knowledge and life skills to make safer choices before any potential problems begin. This primary goal has been enhanced with targeted work for children most vulnerable to alcohol and drug misuse, plus harm reduction approaches for older teenagers and young adults including support on cannabis and vaping.

Supporting teachers and youth professionals with everything they need to deliver effective and engaging alcohol and drug education (training and resources)

Evidence shows that trusted adults who know the children well are best equipped to deliver health education. The TALK ABOUT Trust therefore provides workshops, training, online and face-to-face support and resources for teachers, youth workers, health professionals and those working day-to-day with 8 to 25 year-olds of all abilities and backgrounds. This is both an affordable and sustainable model as those trained are then confident and equipped to use positive life skill approaches and can cascade their learning to others.

Empower parents and carers

Parents and carers are the key suppliers of alcohol to young people (70%) and play an essential part in setting boundaries and being good role models. These 'tough love' skills delay the age that young people drink or use other substances and the amount that they drink or experiment. The TALK ABOUT Trust therefore facilitates workshops and seminars and has a dedicated web area for parents and carers, with advice varying from the law, the physical and mental effects of early alcohol use to hosting parties.

WHAT WE DO

Intervene early

We aim to reach children before they begin drinking or experimenting with vaping or drugs and help them work out why it makes sense to wait until they are older (if they choose to drink) and how early and heavy drinking or substance use increases their risk of injury, accidents, health harms, grooming, exploitation and assault and makes them more vulnerable to others. We use evidenced approaches to build young people's knowledge, resilience and life skills, helping them make more responsible, informed choices as they encounter alcohol and other substances. A new key focus is working with younger children to raise awareness of vaping, online grooming and county lines.

Harm reduction

As young adults begin to navigate the world of parties, pubs, clubs, festivals and independence, we equip them with the knowledge, awareness and strategies needed to stay safer around alcohol and drugs. We have specific programmes addressing spiking and safer nights out as well as how alcohol and substance use affects consent and increases other vulnerabilities.

Train the workforce

We train teachers and professionals to deliver evidence-based, interactive and enjoyable alcohol and drug awareness to children and young people of different abilities and backgrounds in a variety of settings. This includes schools, special schools, pupil referral units, alternative education, sports and youth clubs, school nurses, the police and youth justice teams.

Improve learning and life chances

Our interactive activity-based and award-winning Talk About Alcohol programme for schools with additional elements for SEN settings is proven to enhance knowledge and significantly delay the age that teenagers choose to drink whole drinks, so reducing harms and improving health outcomes. We have also applied our knowledge and resilience approaches to vaping, cannabis, ketamine and other substance education for all abilities and youth settings. We focus our support in regions where alcohol and drug related harms are highest and have targeted approaches for those most vulnerable to alcohol and drug misuse, such as care experienced children and victims of childhood trauma.

Sustainable, affordable legacy

The teachers and youth professionals that we equip with the knowledge, skills and resources to support young people ongoing around alcohol, cannabis and vaping become our ambassadors and cascade their learning to others. This means our programmes cost under £1 per young person. We continue to mentor those we train with new and updated resources, provide professional development and ongoing phone/email support via our highly experienced and regionally based staff.

Strengthen role models and boundary setting

We build parental confidence, knowledge and skills to talk and support their children around alcohol, vaping, cannabis and other illicit substances. We encourage parents and carers to be good role models, to set and stick to boundaries, to monitor their children and to understand the risks associated with underage drinking and experimentation, particularly in unsupervised settings.

Provide diversionary activities

We encourage and facilitate diversionary activities for young people that build community cohesion and so help reduce anti-social behaviour, crime and the onset of drinking and substance use.

Provide engaging evidenced based information, workshops and online resources for young people

Lecturing, scare mongering and 'just say no' messages are proven to be ineffective in changing young peoples' attitudes and behaviours to alcohol and drug use.

The TALK ABOUT Trust uses highly evaluated discussion-based activities, rehearsal strategies and interactive approaches with young people in a variety of settings both face to face and online that build young people's decision-making skills, resilience and ability to resist peer pressure and so make informed, safer choices.

MISSION

To keep young people safe around alcohol and drugs, improve life chances and reduce negative risk taking. We support teachers, parents, carers, community leaders and those under 25.

OUR GOALS

- Raise the age of onset of drinking whole drinks from the current age of 13 to at least the UK Chief Medical Officers' Guidance of age 15 with a long-term goal of the legal purchase age of 18.
- Reduce the prevalence of vaping, cannabis and other substance use through early intervention and prevention.
- Reduce the prevalence and social acceptability of binge drinking and drunkenness, vaping, cannabis and other substance use among young people to the age of 25.
- Raise awareness of the lifetime risk of early alcohol and other substance use.
- Ensure the life chances of young people most vulnerable to alcohol and drug harm and abuse are improved.
- Reduce the accidents, violence, assault and harm caused to young people and the community by alcohol and drug use.
- Encourage diversionary activities for young people that reduce anti-social behaviour crime and onset of drinking and drug use.
- Support young adults to the age of 25 in University and other settings and reduce the prevalence of spiking under 25.

CORE OBJECTIVES



SUPPORT CHILDREN AND YOUNG PEOPLE

- Ensure that young people of all abilities (aged 8 to 18) are provided with the information, skills and resilience to make safer choices around alcohol and other substances by providing free access to evidenced alcohol and drug education via websites, games, lessons, films and activities in all youth settings across the UK.
- Support vulnerable young people at higher risk of alcohol and drug related harms with targeted approaches.
- Support young adults up the age of 25, specifically those more vulnerable to alcohol and drug related harms and student populations.
- Ensure harm minimisation resources on alcohol and other substances for young people to age 25 are freely available. Provide online support, workshops, peer to peer training and opportunities for young adults.



SUPPORT SCHOOLS AND ORGANISATIONS

- Train teachers, health educators (RSHE), youth professionals and community leaders new to the TALK ABOUT Trust programmes face to face and online on all issues regarding alcohol, cannabis, vaping and other substances.
- Support the provision of the Talk About Alcohol programme and other substance resources, websites, films, games, lesson plans and worksheets and SEN specific activities free of charge to schools and youth supporting organisations.
- Provide ongoing guidance, training, updates, signposting and new resources to settings currently provided with TALK ABOUT Trust programmes through our regionally based specialist staff throughout England and Scotland.

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EMPOWER PARENTS AND CARERS

- Equip parents and carers, face-to-face and online, with the necessary skills to keep their children safe around alcohol and other substances.



ENHANCE COMMUNITY COHESION

- Enhance local community cohesion in Dorset through our community hub Pavilion in The Park, to include partnership delivery of diversionary activities and opportunities for training and skills for young people, that in turn reduce anti-social behaviour, crime and onset of drinking and drug use.

Keeping young people safe around alcohol & other substances

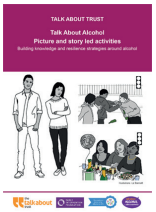
15 YEARS

2009
Helena Conibear and a group of Head Teachers, PSHE leads and Health Educators make the decision that in the absence of early intervention and preventative alcohol education in schools, in the light of increasing under age alcohol use and binge drinking, an evidenced school based programme is needed.

2010
The Alcohol Education Trust is registered as a charity and its first part time administrator established. Talk About Alcohol, based on best practice from EUDAP Unplugged and SHARP from Australia is trialled and rolled out to 300 schools.

2011-15
The Talk About Alcohol programme is evaluated by The National Foundation For Educational Research and found to significantly reduce the uptake of consuming whole drinks (by 14%) an effect that got stronger as teenagers got older and was equally true for ethnically diverse young people. The findings in a study from UCL Institute of Behaviour Change were reflected in areas of high deprivation where alcohol related harms were highest.

2013
Introduce a tailored programme for children who are neuro diverse, using pictures, colours and stories. Neuro diverse young people are 4 x more likely to live with substance misuse or dependency.



2013
Awarded 3/3 for effectiveness and 5/6 for quality of evaluation by CAYT and IFS 2013.

2016
Joint host 1st Alcohol and Drugs Conference with Mentor.



2016
Launch The Talk About Alcohol website.



2017
Launch the Talk About Alcohol, Cannabis and Vaping Games and Activities Pack for alternative settings.



2015

2018
Move into Scotland, with a new Scotland Manager and Scotland specific resources.

2018
Selected by EIF as top 80 most effective programmes for early intervention globally.

2018/19
Employ regional coordinators for the North and the South West and Midlands.

2016
Receive GSK Kings Fund Health Impact award.

2017
Finalist for Charity Times Best small charity of the year.

2017
Selected as promising practice by European Platform for Investing in Children.

2020
Extend target top age to 25 and develop bespoke programme for vulnerable young adults at risk of homelessness or not in education, employment or training, covering alcohol and cannabis.



2020
Develop six ready to deliver lesson plans for alcohol.

2020
Begin working with older teenagers as they prepare to leave school, empowering them to make safer choices.

2020

2021
We open our first proper office, café and community hub, Pavilion in the Park, Poundbury (during lockdown!).



2021
Drink Spiking campaign launched and evidence given at House of Commons Inquiry.



2021
HRH visits and officially opens Pavilion in the Park.



2023
We change our name to The Talk About Trust to reflect teaching alcohol, drugs and nicotine.

2022
Launch of young adult facing website life-stuff.org



2023
Developed, pilot, triall and launched Drugs, alcohol and nicotine education (DANE).



2024
Win Teach Secondary best school resource.

2024
Helena receives an Honorary Doctorate from Bournemouth University.



2024
Develop vaping awareness and vulnerability programme for Primary schools.



2025
Host our 15th Anniversary Alcohol and Drugs Conference.



2025
Win Education Resource Awards for best non ICT Resources for KS3 Drug Alcohol and Nicotine RSHE Resources.

2025
Roll out of DANE resources, nationally.



2025

2024
Launch County Lines, NOS and Ketamine training modules



2025
Awarded CPD accreditation for training modules.

WHY ARE WE NEEDED?

CHILDREN AND YOUNG PEOPLE

The problems

- Children who drink regularly and heavily before the age of 15 are significantly more likely to try drugs, smoke, engage in unprotected or risky sex, be injured or assaulted. GCSE predictions fall by 20 points, the difference between a grade 9 and a grade 5. Early drinking is also a significant predictor of problematic use in later life.
- Young people who use drugs when 14 or younger have the greatest risk for drug dependence (34% prevalence rate of lifetime drug use disorders). It is also a significant predictor of lifetime alcohol dependence. The most common substances used by teenagers are alcohol, cannabis, nicotine and solvents/ inhalers, such as NOS.
- Low well-being was much more likely amongst pupils who recently smoked, drank and/or have taken drugs as low levels of life satisfaction were at 57% compared to 18% for those who have not smoked, drunk or tried drugs.
- 13% of pupils aged 11-15 have ever and 15.5% young adults aged 16 to 24 years reported last year drug use (end March 2024) – 4.5% of those class A.
- 15% of 11-year-olds have had a whole alcoholic drink rising to 62% of 15-year-olds.
- According to ASH, vaping prevalence has increased by 50% in one year from one in 13 to one in 9 teenagers with 4 in 5 saying they have seen vapes promoted and advertised.
- Of the 16,212 under 18's in treatment, 87% are there predominantly for cannabis and its derivatives, followed by alcohol (36%) – 62% were young males.
- An estimated 1 in 10 under the age of 25 have experienced having their drink spiked or needle spiking and in 2022/23 there were 6,732 cases of spiking recorded by the police according to the NPCC. These figures include: 5,775 cases of drink and other forms of spiking and 957 reports of needle spiking. Vape spiking is also now prevalent.
- Peers may influence other young people to engage in or refrain from substance use directly or indirectly, there is a dramatic rise in levels of use among young people who believe most, or all of their friends, drink or take drugs.
- Young people who experience childhood adversity and trauma such as emotional or physical abuse, family breakdown or neglect are particularly at risk. A young person experiencing four traumas is 11 times more likely to smoke cannabis and 4 times more likely to binge drink.
- It is estimated that 14% of care leavers drink alcohol every day, a third use cannabis and a third use alcohol as ways to cope, deal with anxiety or to help forget trauma.
- Children with attention deficit hyperactivity disorder (ADHD) are three times more likely to face addiction when older. A diagnosis of ADHD or associated behavioural disorder is the greatest predictor of problematic alcohol or drug use.
- Children with learning difficulties are three times more likely to be abused, with alcohol a factor in grooming and violence.
- Young people who drop out of school, are 4 times more likely to be regular cannabis users and 1.2 times more likely to binge drink.
- Excluded children are five times more likely to have used alcohol or drugs on the last month. In 2023/24, nearly 25,000 children were excluded for a fixed period and 742 were excluded permanently from state schools in England due to alcohol or drugs. In 2019, the National Crime Agency found that 100% of children involved in County Lines had been excluded from school, and they also found that being excluded from school is a contributing factor leading to a young person's risk of criminal exploitation
- Alcohol and Drugs can be both a cause and consequence of homelessness and the homeless population is 10 times more likely to be in treatment for alcohol or drugs. 35% of deaths of homeless people were related to drug poisoning in 2021 and 10% were alcohol-specific deaths.
- Prison surveys suggest that 40% of inmates were under the influence of alcohol and 45% were under the influence of drugs at the time of committing an offence.
- Lack of stable employment and lack of stable housing are significant contributors to poor mental health and turning to drink or drugs to cope with deprivation. The most deprived are 7 times more likely to have an alcohol-related hospital admission and 16 times more likely to have a drugs-related hospital admission.
- The total number of children living with people starting treatment was 50,053 in 2023. Young people living with alcohol or drug dependent parents/carers report living highly disrupted, insecure and chaotic lives. They also experience shame, stigma, and discrimination due to their association with a parent/carer who uses substances.
- Between 2021/22-2023/24 there were 9,623 alcohol specific hospital admissions for under 18s in England - that's 25 per day.

Our solutions

- A whole school approach for every child is crucial, so that we can equip all young people with the skills, knowledge and tools to make safer choices about alcohol and drugs before experimentation begins. The likelihood of lifetime substance misuse drops 4-5% for each year use is delayed, hence independent evaluation showing that our Talk About Alcohol programme significantly raises the age teenagers choose to drink is paramount to improving young people's life chances. We are thrilled, post successful pilot,have rolled out similar early intervention and prevention programmes for drugs and vaping in secondary schools and vaping resources in primary schools.
- We engage young people with an interactive online platform talkaboutalcohol.com that encourages them to build knowledge and find out in a fun way, through games and quizzes, about the effects of alcohol and other substances on their physical and mental wellbeing. Life-stuff.org also provides tips, information and support to help ages 16+ with health, wellbeing and social issues.
- Our activities, rehearsal strategies and role play allow young people to work out for themselves the effect of impulsive behaviour, enabling them to make more responsible, informed choices.
- We have developed a complex suite of resources and training using proven communication methods for young people with learning difficulties using colours, stories, scenarios, pictures, emojis, cartoons and techniques such as distancing and using characters.
- We include all major drugs and nicotine in our early intervention and harm reduction approaches and support young people, schools, youth and sports clubs as well as parents around alcohol, drugs, vaping and nicotine products.
- We focus our training and support workers in areas of high deprivation where alcohol and substance related harms are highest.
- We have targeted streams of work supporting care experienced children and those who face a greater risk of substance dependency and misuse.
- We reduce the potential harms from alcohol, cannabis and vaping to 16 – 25 year-olds by equipping them with the knowledge, awareness and life skills to make safer choices and where to go for help and support.
- We correct social norms – namely the fact that most young people do not use drugs or get drunk.
- We work closely with partners who ensure disadvantaged young people are given the best chances through building their self esteem, life skills, training and employability. We support staff with training, resources and the skills to support young adults around alcohol and cannabis misuse and vaping.
- We support young people in alternative education and provide training and resources to those working with them.
- We work closely with virtual school and foster agencies who support care experienced children and care leavers. We have a bespoke alcohol, cannabis and vaping programme for 16 – 25 year olds leaving care or at risk of homelessness living in assisted accommodation. Training and resources enable life coaches to have one to one conversations around higher harms, levels of use, consequences, grooming, consent and other relevant issues.
- We work very closely with the Youth Offending Teams as well as training staff in pupil referral units being careful not to trigger trauma or stigma at all times.
- Our staff training and materials at all times avoid stigma and triggering trauma and highlight the importance of being supportive, empathetic, non-judgemental and how to offer targeted support and referral to specialist family charities working in this area specifically.





SCHOOLS AND YOUTH PROFESSIONALS

The problems

- Health Education became a statutory requirement for schools to deliver in September 2020, including alcohol and drug education. Teachers and youth workers cite not having enough time and not being subject experts as barriers to delivering effective health education.
- According to the most recent Smoking, Drinking and Drug Use Survey, only half of pupils said they received lessons on alcohol (56%), smoking (56%) or drugs (60%).
- Lessons peaked in year 9, and only half of those pupils thought their school gave them enough information about smoking (52%), drinking alcohol (51%) or drug use (48%) meaning half of children are not sufficiently prepared for the challenges and choices they will face around alcohol and drugs.
- In 2022/23, there were 590 permanent exclusions from schools in England due to alcohol or drugs.
- Schools generally have little budget, training or guidance for RSHE.
- Charities and commissioned services supporting vulnerable children and young adults may lack the expertise, resources and training to support them around alcohol and drugs.

Our solutions

- We provide an easy one stop shop for busy, time poor teachers where they can download lesson plans, implementation and evaluation guidance by topic or by ability for each year group.
- We make our evidenced Talk About Alcohol programme and resources for drug, acohol and nicotine education available free of charge to all secondary schools across Britain.
- We train teachers and youth professionals and provide ongoing guidance so they feel confident and knowledgeable in teaching about alcohol and other substances.
- We provide games, one to one and small group activities suitable for use with young people in alternative settings, sports and youth clubs together with free training.
- We provide workshops, training and resources to life coaches and mentors of young adults in settings such as Foyers, Housing Associations and for organisations such as The King's Trust.

COMMUNITIES AND FAMILIES

The problems

- Children living in households where parents drink to excess are more likely to drink early and problematically.
- Young people who use alcohol or drugs have significantly lower parental supervision than those who don't use substances.
- Parenting that increases alcohol and drug use includes: a lack of parental monitoring, high levels of parent/child conflict and a child's lack of willingness to disclose information to their parents.
- The greater the number of unsupervised evenings with friends, the greater the likelihood that young people will report having consumed alcohol in the last week and having used drugs in the last month.
- Our research shows that 93% of parents and carers overestimate the number of teenagers who drink and get drunk and so supply their children with alcohol, thinking they'll get it elsewhere, otherwise.
- Parents and carers are the prime suppliers of alcohol to under 18s.

Our solutions

- We help parents and carers to understand why drinking at too young an age and drinking too much can harm their child's short and long term health and also how drinking outside of the home raises the likelihood of other risk taking such as smoking or taking drugs.
- We correct perceived social norms with positive messages on how teenagers are drinking and using substances than they were 10 years ago.
- We give positive parenting tips that reduce all risk taking such as how to set boundaries, be a good role model and know where their children are.
- We empower parents to resist teen pressure and manipulation.
- We explain teen brain development and how early use of alcohol and other substances significantly increases the likelihood of problematic use and dependency and can permanently change developmental pathways.

SUMMARY OF THE YEAR

Helena Conibear, Founder



After 15 years at the helm of our wonderful charity, I very much look forward to stepping back to a more part time role as Founder in 2026 and am thrilled to welcome our new CEO, Steve Morton to our dedicated team of staff, trustees and volunteers.

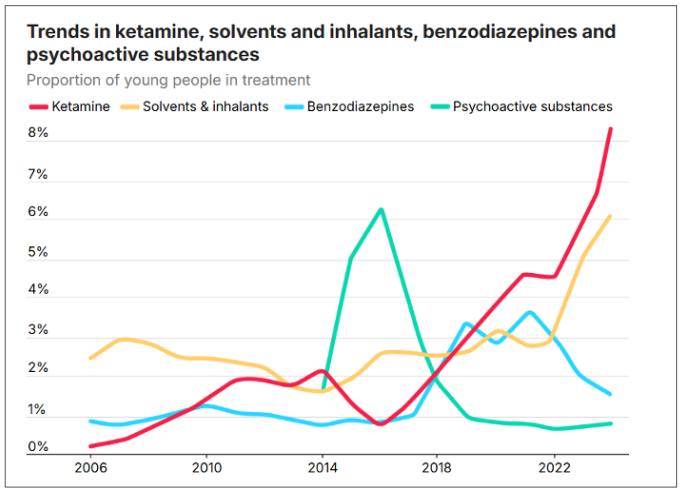
I would also like to say a very personal and heartfelt thank you to all the amazing individuals who helped organise, sponsor or took part in our 15th anniversary celebrations during 2025. Our two fundraising events raised some £32,000 for The TALK ABOUT Trust – and incredible amount for us to be able to dedicate to our work and ensuring that we can continue to keep our drug education free for young people, their parents and the professionals who support them, ongoing.

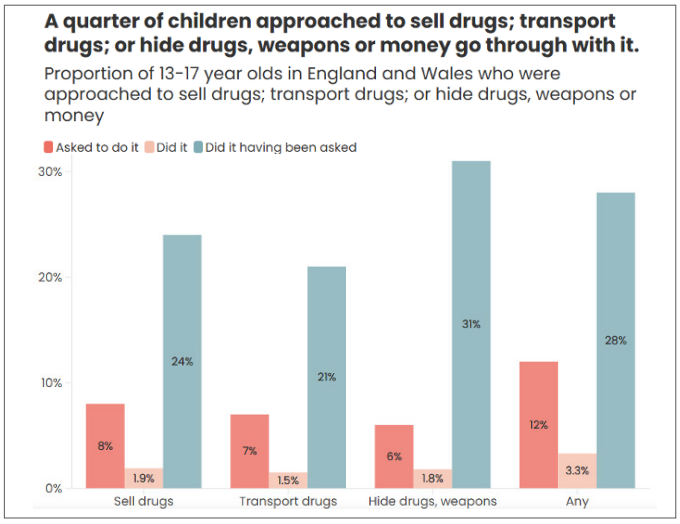
A huge thank you too, to Vicky who has now retired as our Chair. As a co founder, she has been a constant support offering wise counsel and always there at our key milestones and a true ambassador for our work. When Vicky and I sat around a kitchen table in 2009 with other teachers and professionals and decided to take the best drug education programmes from the EU and Australia and adapt them for UK schools to help address the growing binge drinking and virtual drinking culture that was at its height in the UK at that time, we could not have imagined where we would be as a charity today. Our goal, with us all as volunteers and with one part time paid administrator, was and remains to ensure that every young person has the knowledge, skills and resilience to make safer life choices. We set out to raise the age of teen drinking from age 13, to reduce alcohol related harms and improve life chances. We are very proud that on our watch underage drinking has more than halved, binge drinking and alcohol related harms and under 18 hospital admissions have all declined significantly.

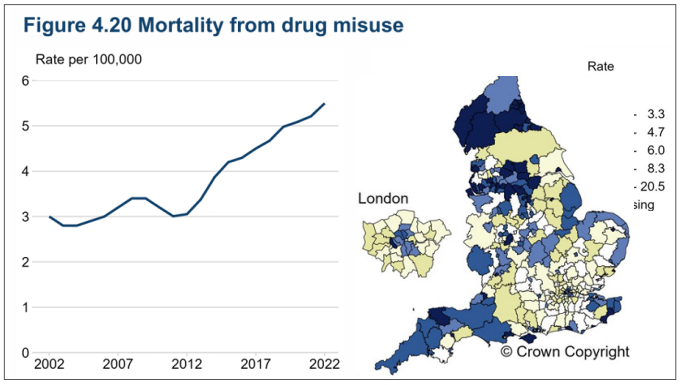
Over the last decade youth behaviours and the risks facing them have changed markedly. The first substance of experimentation is now nicotine, through the advent of vaping. Cannabis, through its strength and availability, has grown to be the substance leading to most harm among our children. 87% of the 16,000 teens seeking support for substance treatment are dependent on cannabis (second is alcohol at 36%).

More recently ketamine use has risen alarmingly, as has the use of solvents and inhalants, with our children being bombarded with marketing and advertising for illicit substances via their phones and tablets.

Most shockingly a recent report from the Youth Endowment Fund found that in a survey of nearly 11,000 children aged 13 to 17 one in nine said they had been approached to either sell drugs, transport drugs, or to store weapons, drugs or money in the last 12 months. Over a quarter of those approached went through with it - the equivalent of 120,000 teenagers in England and Wales.







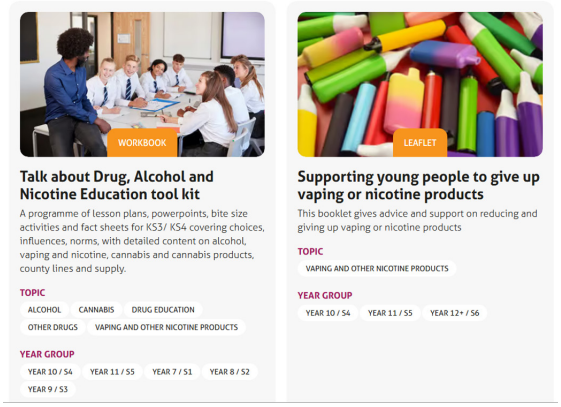
So, in order to support teenagers and to provide them with the knowledge, skills and resilience they need to recognise risk and potential exploitation, our charity, The TALK ABOUT Trust has evolved to now support children from age 8 through to age 25, of every ability and background and in every setting, for often the most vulnerable are not in school or mainstream education. We have extended our resources, training, websites, advice to include all of the above and this year have enhanced our impact and reach in the following ways:

DRUG ALCOHOL AND NICOTINE EDUCATION RESOURCES AVAILABLE TO ALL SECONDARY SCHOOLS ACROSS ENGLAND AND SCOTLAND FREE OF CHARGE

A suite of interactive drug education lessons, fully mapped to RSHE requirements, covering choices, the Law, drugs and their effects, classification and county lines were made freely available to all secondary school settings this year.

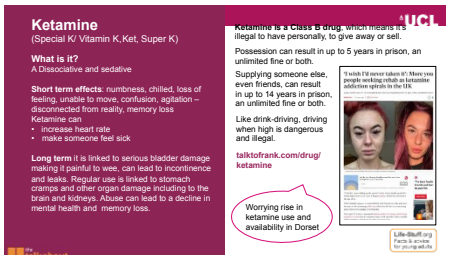
The lesson plans are supported with downloadable resources, films, bitesize activities, implementation guidance, teacher training and student workshops. The trial and pilot of the resources were evaluated by UCL and Bournemouth University Masters students and showed an increase in knowledge and a lower intention to experiment with or to try drugs.

The universal programme was possible thanks to the support from The Dorset Police and Crime Commissioner. Every Head Teacher and secondary school across Dorset (via the Coastal Alliance of School Heads – CASH and Dorset Head Teachers) was given access to the online resources with training and student workshops, embedding the programme over two years. Please the teacher guidance online here.



ENHANCED BITE SIZE RESOURCES AND WORKSHOP DEVELOPMENT ON KETAMINE, MDMA AND SOLVENTS

Due to a steep rise in ketamine use and teen hospitalisations, we have developed and rolled out an assembly and workshop for teenagers to raise awareness of ketamine and its potency the lifelong health effects, including bladder and kidney damage.



Use of solvents and inhalants, which are cheap and freely available has also risen steeply this year, this can include some 2,000 mainly household products (including NOS), hence we have released fact sheets and on line resources to raise awareness and to upskill teachers and professionals.

COUNTY LINES AND ONLINE GROOMING

Working closely with two specialist organisations, Get Safe Online and Escape Line (county lines specialist organisation), we have developed a comprehensive training module on online safety and on recognising the signs of grooming and county line involvement. We have an hour of powerful testimony from a brave escapee of 'lived experience' recorded with a victim of child exploitation recruited at age 8. We have a lesson to complement the training called 'Where's The Harm?' and a range of pictures and stories to use with primary age children.

VAPING, NICOTINE POUCHES AND SPICE IN VAPES

The biggest issue for schools continues to be vaping, SNUS or nicotine pouches and how to support pupils and reduce supply and use. Of particular concern has been Professor Chris Pudney's testing of vapes and e liquids, finding that one in eight tested from schools contained the zombie drug, Spice. The 'giving of vapes' to very young children by older teenagers and the risks of county line recruitment and child exploitation is very high, as is the easy availability of vapes and other substances online and via social media and gaming platforms.

We are working both locally and nationally to try and address these huge issues. Other concerns are that synthetic cannabis, THC, and other toxins are being added to e liquids and vapes without the knowledge of the young person. 84% of schools believe vaping is an issue (Source NASWUT).

Do you believe vaping by pupils in school or on school premises is an issue om your school

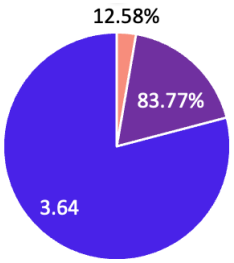
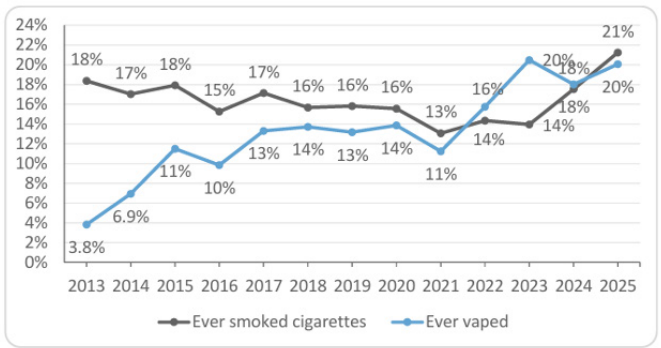


Figure 9. Ever use of cigarettes and vapes over time, GB youth (11-17), 2013-2025

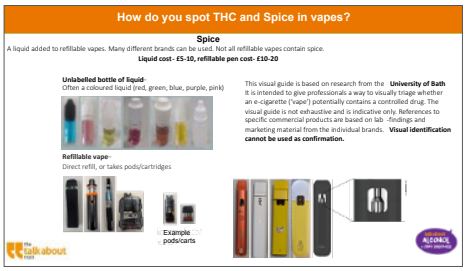


ASH Smokefree GB Youth Surveys, 2013-2025.

The proportion of never smokers who report that they think they will try smoking soon from 0.9% to 2.0% (Figure 10). It is unclear what might be driving this. The increase was seen among both those who have and have not tried vaping.

We now have a large range of resources, lessons, fact sheets, myth busters and online resources on vaping, nicotine pouches for ages 8 – 25. The lessons also cover other nicotine products such as shisha, cigarettes and illicit vapes. There is a specially commissioned animation by a Leeds graduate and animator, 'Vape Radpuff', as well as discussion-based elements on how vapes are marketed and deliberately targeted to young people. We've also filmed some great discussions and opinion pieces with young people on their views and attitudes to use as conversation starters with other young people, as well as with professionals such as dentists and toxicologists.

This is complemented by teacher implementation guidance and training, plus a booklet for older students on how to support someone who is trying to cut down or stop vaping.

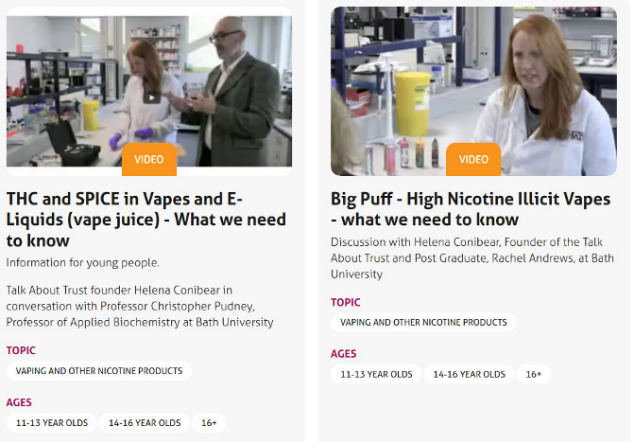


Finally, after collaborating with The King's Trust and Hampshire Fire Brigade, we also highlight fire hazards of using vapes in our resources, as well as the ecological and environmental impact.

NICOTINE POUCHES

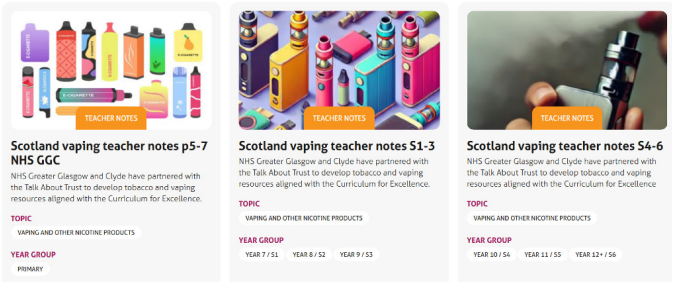


To help tackle the shocking increase in SNUS (nicotine pouch) use, especially among sporty young men over the last year, we have recorded a suite of short awareness films with a specialist dentist on the oral impact of nicotine use. At present, nicotine levels are not regulated and pouches can be given, sold or marketed to young people. They are openly promoted by influencers and sports people. Young people are not aware that nicotine levels can be the equivalent of 10 cigarettes per pouch, nor their effect on oral health or the heart.



COMMISSIONED VAPING AND SMOKING RESOURCES FOR ALL SCHOOLS ACROSS GREATER GLASGOW AND CLYDE

It has been a huge pleasure and a mammoth task to pilot, trial and develop a suite of bespoke lesson plans, films and resources for both primary and secondary schools across the region for Greater Glasgow and Clyde NHS. The resources cover smoking and vaping as well as training for teachers covering P2 to S4. We have loved working closely with pupils across the age range both to inform and refine the content. The resources can be viewed here.



We now look forward to providing a suitably adapted programme for the use in the third sector during 2026.

PRIMARY SCHOOL RESOURCES ON VAPING COMMISSIONED FOR ALL DORSET PRIMARY SETTINGS

Post pilot in Dorset with 6 schools, with an invaluable advisory council of 8 head teachers guiding the work, we have now completed age-appropriate resources including games and activities, which look at what vapes contain, explains nicotine levels and the effects of nicotine on the brain, lungs and heart and on the environment. Currently only available to Dorset schools, we look forward to making the resources, games and activities freely available to all primary schools from autumn 2026.







SPIKING

Our outreach to raise awareness of Spiking among 16 to 25-year-olds has almost doubled this year as we provided posters, awareness cards and talks/stands to some 140 Universities, Colleges and 6th forms. Together with methanol poisoning, spiking is now detailed in RHSE guidance which is a welcome step. It's been a huge pleasure to support freshers' weeks and to provide talks and specialist lectures at FE Colleges and Universities across the country.

It has been useful to be a member of the Home Office panels that address spiking and has worked towards a standalone offence for spiking. We provide an SMS messaging service - a text messaging service highlighting how victims of spiking can obtain support. This is to support staff in emergency





departments and at sexual health clinics following our training of staff. This easy share leads to Crime Stoppers, the police UK app, Victim support and to Sexual Assault Referral centres, as well as highlighting the Samaritans and Rape Crisis. (See life-stuff.org).

DRUG AND ALCOHOL EDUCATION CONFERENCE FOR PROFESSIONALS AT BOURNEMOUTH UNIVERSITY JUNE 18TH 2025



Every two years we host a national drug and alcohol education conference in a different geographical region. This, our fifth, was kindly hosted by Bournemouth University. The conference aimed to help ensure that all professionals working with young people are equipped with the most recent facts and figures, an understanding of best practice and the evidence base, and resources to enable the delivery of age and ability appropriate drug and alcohol education.
A range of expert speakers, including Dr David Regis from the School Health Education Unit, Professor McAlaney from Bournemouth University, Escape Line, Face2Face and David Sidwick, Joint National Lead for drugs and alcohol at the APPC, provided valuable insights into the current issues, developments and programmes in the field.

The day equipped delegates with the confidence, knowledge and resources to teach evidenced drug and alcohol education and provide an understanding of the context and scale of the ever-changing issues facing young people.



The hands-on CPD training workshops demonstrated how best to support young people in building their knowledge, resilience and life skills that will help them to make safer choices.

Delegates walked away with resources which will enable them to plan, deliver and evaluate their PSHE scheme of work on drugs, alcohol and nicotine education. The resources are equally relevant for professionals working with young people in non-school settings and, although the focus is on alcohol, nicotine and drugs, the interactive workshops showcased skills, games and activities that are applicable to all PSHE and health education.

120 health educators, teachers, youth leaders and drug and alcohol practitioners attended our day of speakers covering county lines, vaping, drugs on social media, neuro diverse approaches for young people, followed by CPD workshops chaired by The Lord Lieutenant of Dorset, Professor Michael Dooley. It was a much valued, highly evaluated and successful day. You can view presentations here.

CPD ACCREDITATION FOR TALK ABOUT ALCOHOL TRAINING

2025 has also seen us invest in becoming an accredited CPD provider. This is further endorsement of the quality of our training provided both face to face and online to professionals. Our Drug Alcohol and Nicotine training for teachers (3½ hours), our training for professionals supporting vulnerable 16 to 25- year-olds (3 hours) and our Talk About Alcohol training (2 hours) are currently approved, with more to come.

In addition, we have won two Teach Secondary Awards, including best free resource across all subjects and amazing recognition from the Education Resource Awards for the best secondary school resource for RSE!

Accredited cpd Activity
THE CPD STANDARDS OFFICE
CPD PROVIDER: 50599
2025-2027
www.cpdstandards.com

era 2025 WINNER

ERA - Best secondary resource for RSE

teach SECONDARY AWARDS 2024 WINNER

Teach Secondary - Best free resource

PAVILION IN THE PARK AND OUR COMMUNITY OUTREACH

Pavilion in The Park (PiP) our office community hub and café continues to thrive at the heart of the Poundbury community. PiP not only allows us to deliver diversionary activities for young people and cohesion in the local community, but provides our charity with a valued income stream, covering a high proportion of our core funding needs and reducing the pressure on us as a charity in a tough fund raising environment.

We achieved a long term ambition in 2025 with the launch of the Poundbury Youth Club in partnership with Dorset Youth Community Centre. Following a pilot, this has proved a huge success with local young people who love the Great Field and our café environment. We now host some 20 clubs and groups – from chess and table top games to a senior social café to holiday clubs, after school art and teen hang out days.

KING'S AWARD FOR OUTSTANDING CONTRIBUTION TO COMMUNITY

In recognition of our community outreach, we were absolutely thrilled to have been awarded The King's Foundation's 'Building a Legacy' outstanding contribution to community award for 2025. The award recognises one organisation a year that has been created in a new development and has brought cohesion, bonding and created a place where people feel welcomed and want to be.

'PiP is the embodiment of what can happen when you bring people together to brainstorm what a new community needs. At Poundbury it was a space that was inclusive offering free events and clubs for everyone of all ages, incomes and abilities who live here or in the local villages around. Consultation with residents and local school children also showed they wanted PiP to be eco friendly, to offer good value refreshments, shelter and supervision of the planned park to ensure it would be a safe and welcoming community space. We're proud to say that with more than 20 clubs and groups running from PiP, from the weekly park run, to the digital drop in, the senior social, teen hang out, youth club and holiday clubs we are delivering on that vision thanks to the wonderful volunteers, partners and organisations as well as the staff at PiP that make it not only possible, but a joy to provide.'

Helena Conibear, Founder of The TALK ABOUT Trust

'We were delighted to award the President's Award this year to PiP for their outstanding work in the heart of the community. This is the only award with a financial contribution and we very much hope that both the award and contribution will allow the charity to have even greater impact and transform more lives in the future.'

Ben Bolgar MVO, Director of The King's Foundation



Helena Conibear Founder of The TALK ABOUT Trust and Pavilion in The Park (PiP) with PiP trustees, volunteers and staff with The Kings Foundation Building a Legacy outstanding contribution to community award

With the support of our dedicated Club Leaders, committed volunteers, and the passionate team at PiPs, our outreach programme and community events continue to grow and thrive. This is only possible through the amazing grant funding support that we receive from local charities and organisations which enables us to employ Kerry Smith, our Community Engagement Manager on a part-time basis and to continue to put on events for free. We've created a unique community asset supporting local families, and people of all ages, backgrounds and abilities, sparking joy, belonging and cohesion within Poundbury, Dorchester and our surrounding villages.

We are so grateful to local organisations, businesses and charities who make our community outreach possible.

















OUR 15TH BIRTHDAY CELEBRATIONS AND THANK YOU

A huge number of volunteers, trustees, staff, sponsors, donors, our speakers, hosts and guests made our 15th anniversary events such a huge success this year. We are immensely grateful and we had such a wonderful opportunity to share our story, impact, reach and the difference that we make day to day to the lives of young people. We look forward to our thank you event at The House of Lords this Spring.

Without our patrons, those who hold events or raise money







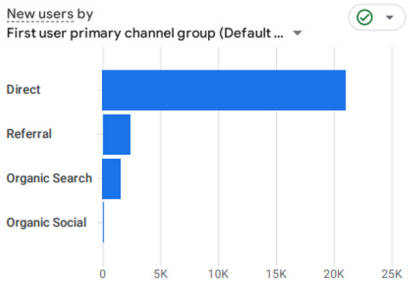
for us, grant givers, individual donors, partners and sponsors we would be unable to ensure that every child in England and Scotland has access to quality assured drug education, giving them the knowledge, skills and resilience to make safer choices.

Thank you!

Helena Conibear, Founder

OUR IMPACT AND REACH

talkaboutalcohol.org



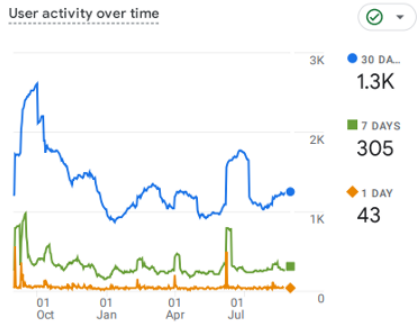
Life-stuff.org

Event count by Event name

EVENT NAME	EVENT COUNT
page_view	65K
session_start	19K
first_visit	17K
user_engagement	15K
scroll	1.1K
click	682
file_download	233

Event count by Country

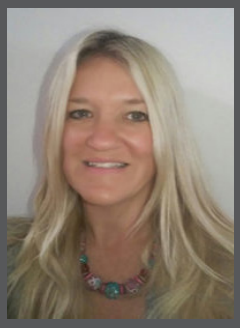
COUNTRY	EVENT COUNT
United Kingdom	34K
United States	15K
India	5.3K
Canada	4.5K
South Africa	3.1K
Philippines	3K
Australia	2.5K



To receive regular update, please sign up for our regular newsletter.

RESOURCE DISTRIBUTION & REACH

Kate Hooper, schools and youth organisation coordinator



It's been such an exciting year for TALK ABOUT Trust with our 15th anniversary celebrations, welcoming a new CEO and the development of lots of new resources!

We have supported just over 1,000 settings across the UK with hard copies or downloads of our resources.

As always, the range of settings supported was hugely varied and includes school nursing teams, youth justice teams, councils, police, the NHS and football clubs as well as a wide variety of mainstream schools, independent schools, special schools, alternative provision and pupil referral units.

We have seen a decline in use of our hard copy resources (Games and Activities Boxes, 16+ Boxes and Teacher Workbooks) and a move to our huge range of wonderful online resources, games, fact sheets and guidance, curated to age, ability, sector and topic on our extensive website www.talkaboutrust.org – a reflection of the demand for e learning and digital resources.

We have several new resources introduced this year including the Drugs, Alcohol and Nicotine Education suite of resources, modules on County Lines and interactive vaping resources for primary schools.

We are seeing huge rise in use of our online games, quizzes and myth busters, in both educational and non-educational settings.

Views by Page title and screen class

PAGE TITLE AND SCREEN ...	VIEWS
AlcoholClockGame	44K
Switchin Kitchen	3.4K
Talk About Alcohol + Other S...	904
Alcohol Clock Game – Talk A...	2
Body Watch – Talk About Alc...	1

Views by Page title and screen class

PAGE TITLE AND SCREEN ...	VIEWS
Gambling and how to keep it ...	4.6K
Preventing drink spiking & w...	4.1K
Life Stuff	3.8K
Tips for a safe night out	2.6K

Our fantastic regional team have been involved in an amazing 628 engagements this year reaching 1,054 settings across England and Scotland. This included 250 training workshops, parent talks, 113 sessions for young people and 259 other engagements. In addition to all types of schools, settings supported include universities, youth charities, police, parent groups, NHS, councils and Public Health.

Based on responses from 681 of those who have received TAA training from us, our average rating for both our training and our resources was 9/10 overall again this year, which was great to hear.

Other findings showed:

- Knowledge around the topic covered rose from 6/10 before the session to 9/10 afterwards.
- Attendees rated how equipped they felt to teach the topic as 6/10 before the session and 8/10 after it.
- Confidence in knowing where to signpost young people for help and support rose from 6/10 before the session to 9/10 afterwards.
- 97% said that they will change their approach to social norms as a result of training.

Based on the response of 273 respondents who received 16+ session from us

- 76% said their views on the topic covered had changed as a result of the session.
- The sessions were rated at 9/10 overall.
- 95% said they felt able to make informed choices following the session.

It's always wonderful to see so many positive comments from those who have attended training and examples of these from this year have included:

"Fantastic training! Feel equipped to discuss with young people now I know the legalities around the topic."

"Great trainer, very informative session."

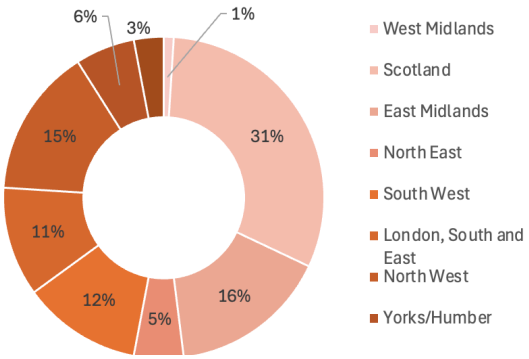
" Thank you. This website, training and resources will have a positive impact on my key work sessions and ultimately the young people I work with."

"Well presented with valuable life experiences."

"Informative and good interactions with all attendees."

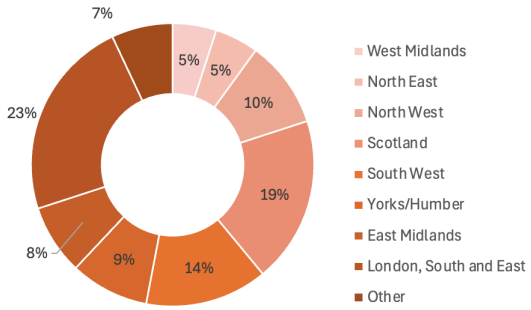
When downloading our resources, we ask people to tell us how they heard about us. Over a quarter of respondents heard about us via a recommendation, which is wonderful. 32% of those downloading our resources asked for further help such as personalised advice, further resources and training sessions.

HARD COPY RESOURCE DISTRIBUTION BY REGION



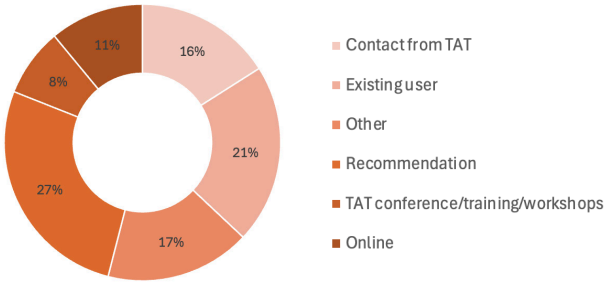
We have continued our important work around spiking this year and this has included providing 140 colleges and universities with our anti-spiking posters and awareness cards, training, student sessions and support. We know that these are hugely appreciated by the settings receiving them, especially around Freshers' week.

TAT DOWNLOADS BY REGION

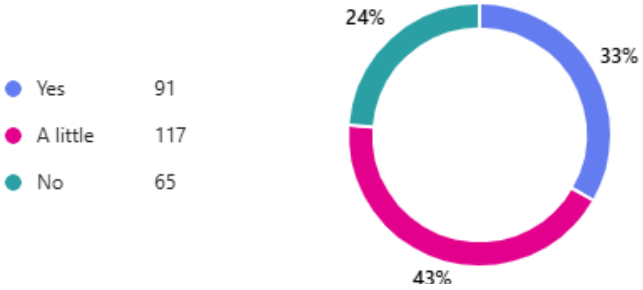


(Data based on information gathered from 758 downloads of lesson plans and resources).

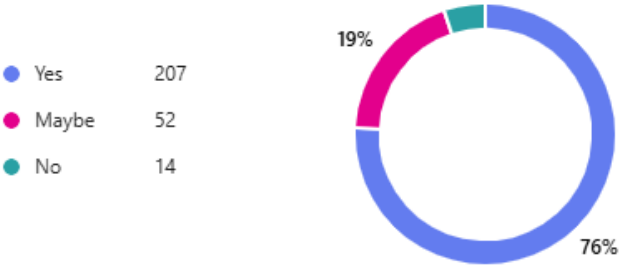
HOW DID PEOPLE HEAR ABOUT US?



9. Have your views on the topic/s the session covered changed as a result of the session?



14. Do you feel you can make more informed choices around the





REPORTS FROM OUR SPECIALIST TRAINERS

Our regionally based staff work to support our three key pillars of:



Supporting and engaging children and young adults



Supporting and training teachers and health professionals



Empowering parents and carers and to protect young people

This helps fulfil our goals to

- Raise the age of onset of drinking whole drinks from the current age of 13 to at least the UK Chief Medical Officers' Guidance of age 15 with a long term goal of the legal purchase age of 18.
- Reduce the prevalence and social acceptability of binge drinking and drunkenness, vaping, cannabis and other substance use among young people.
- Raise awareness of the lifetime risk of early alcohol and other substance use.
- Reduce the accidents, violence, assault and harm caused to young people and the community by alcohol and drug use.
- Encourage diversionary activities for young people that reduce anti-social behaviour crime and onset of drinking and drug use.
- Ensure the life chances of young people most vulnerable to alcohol and drug harm and abuse are improved.

Our small band of regionally based staff, Kathryn (The North), Karen and Sarah (Midlands and The South), Amy (London and the South-East) and Ailsa (Scotland), provide Drug, Alcohol and Nicotine Education (DANE) for young people, training for teachers and youth professionals and workshops for parents and carers nationally.

This year we trained over 2,000 teachers and professionals working with young people of all abilities and backgrounds Teachers and health professionals are given an insight into activities and approaches that inspire young people to learn through enjoyment – by providing evidenced but fun activities, 'bottom up' materials that build resilience, self-esteem, encourage working in groups, role play and 'rehearsal strategies'. The TALK ABOUT Trust takes a positive engaging approach that does not attempt to induce shock or stigma, but focuses on what young people can do to be healthy, stay safe, enjoy, make a positive contribution and achieve physical and mental wellbeing.

By engaging younger people BEFORE they begin drinking, vaping, smoking or experimenting with substances in an unsupervised environment, we ensure that children and young people think about the consequences of short-term decisions. Our programmes develop the skills and knowledge needed to make informed choices about when, if and how much to drink as they reach the legal drinking age and the short and long term consequences of substance use. Following training, those trained are fully supported online via talkabouttrust.org with a fun learning zone for teenagers talkaboutalcohol.com, with regular updates and newsletters.

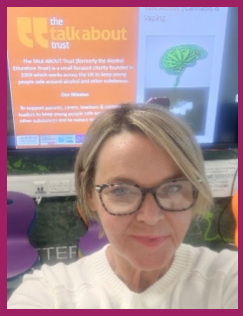
6th formers and students are supported with a comprehensive wellbeing hub life-stuff.org

Having regionally based staff also ensures that the TALK ABOUT Trust reaches more young people directly in different settings and can effectively target the geographical areas where substance-related harms for under 25s are highest. We delivered workshops, lessons and assemblies to children in 113 schools, plus many other youth settings this year. Our regional staff also help train young health champions, students studying health and social care as part of their outreaches to ensure peer mentors are engaging and knowledgeable. Using data from the indices of deprivation as well as substance treatment statistics for Under 18's and hospital admissions for U18s in England and Scotland, we focus our resource on young people in areas that need our support most as well as all areas of Scotland where alcohol and drug related deaths are nearly twice those in England.

Parents and carers are also supported locally by our specialist coordinators around 'tough love' parenting skills, setting boundaries, the law and how to keep their children safe around alcohol. Research shows that unless parents/ carers are good role models, set boundaries and know where their children are and who they are with, any efforts by schools/ other organisations to reduce risk taking, including underage drinking and substance use are limited. Parents/ carers are also the key suppliers of alcohol to those under the age of 18. The TALK ABOUT Trust specialists engage parents and carers via school and the community. We also have a dedicated web area for parents on www.talkabouttrust.org

To learn more about our ambassadors and staff click here.

Kathryn Arnott-Gent, Northern Manager



It's been an incredible year, with around 150 workshops, and training sessions provided, including a diverse mix of teacher and staff training, direct workshops for pupils and older students, and health events. Much of our work has focused on key issues such as staying safe, county lines, spiking, and vaping, with growing demand for sessions on illicit vapes and other nicotine products such as pouches.

Alongside delivering training and supporting young people, I've been busy developing new bitesize learning resources covering topics such as ketamine, county lines, energy drinks, solvents and nitrous oxide. I've also been busy working towards our professional accreditation through the CPD Standards Office, and I'm delighted to share that we now have three fully accredited courses, our 16+ Alcohol, Cannabis and Vaping resource, the Drug, Alcohol & Nicotine Education (DANE) resource for secondary schools, and our Talk About Alcohol resource for secondary school!

Accredited cpd Activity
THE CPD STANDARDS OFFICE
CPD PROVIDER: 50599
2024-2026
www.cpdstandards.com

STUDENT ENGAGEMENT - SECONDARY

Examples include the beautiful Ysgol Dyffryn School in Wales, delivering three sessions to their Sixth Form on the topic of spiking — covering alcohol, needle, and vape spiking. The day was a great success, with staff noting a strong student response after the session, especially around vape spiking, which many had not heard of before, and the issue of illegal vapes.

At Lytham High School, 300 Year 10 students participated in an interactive workshop on alcohol awareness and personal safety. Similarly, 200 Year 10 students at Filey High School attended two sessions exploring alcohol use and vaping. 400 students across Years 12 and 13 at Allerton High School in Leeds took part in sessions focusing on staying safe, spiking awareness, and methanol poisoning.

A fantastic session was also delivered at Cardinal Langley High School for students in Years 7–10. There was a constant stream of students throughout the day, with many engaging in valuable one-to-one conversations. What stood out most was that most of the young people reported that they had never tried vaping or alcohol.





It was also a pleasure to return to Ripon Grammar School to deliver our annual staying safe around alcohol session to over 200 Year 12 students. The students are always so engaged, enthusiastic, and keen to take part in discussions and activities it's a real pleasure to deliver to them.

"The TALK ABOUT Trust were brilliant on Friday for our P16. - please pass on my thanks to Kathryn as well, as she was absolutely brilliant." (Allerton High School Leeds)

FOOTBALL CLUBS

Outreach this year included supporting Wigan Athletic as hosts of the Premier Kicks Regional Tournament. The event, held over the Easter break, brought together Year 11 students from clubs including Manchester United, Manchester City, Salford FC, Rochdale FC, Stockport FC, and, of course, hosts Wigan Athletic.



Each team had a 20 minute session on vaping, nicotine pouches and alcohol. Activities included using beer goggles for a penalty shootout activity — a fun and engaging way to demonstrate the effects of alcohol impairment. There was some shock at how significantly alcohol can affect coordination, which lead to some great conversations about alcohol tolerance and unit awareness. A brilliant day with excellent engagement from all young people



"Wigan Athletic Community Trust has worked closely with Kathryn and the Talk Education Trust over the past year. During this partnership, Kathryn has delivered high-quality training and provided valuable resources for our coaches to utilise across community programmes.

In addition, young people from Community Club Organisations (CCOs) across Greater Manchester participated in an engaging, informative, and enjoyable workshop at the Premier League Charitable Fund Regional Qualifier that we hosted in Wigan. The workshop with 14 to16-year-oldsfocused on raising awareness around vaping, tobacco, and alcohol.

The feedback received was overwhelmingly positive, and we are now exploring opportunities to integrate similar workshops into future Trust events and other departmental initiatives." Rachel Wood, Youth Engagement manager, Wigan Athletic.

OLDER STUDENTS

Engagement with older students across colleges, universities, and youth organisations has continued to grow this year, reaching thousands of young people in further and higher education. Sessions delivered across the University of York, York College, Liverpool Hope University, the University of Chester, Leeds Aviation College, Askham Bryan College, Reaseheath and Craven College provided valuable opportunities to discuss key topics such as spiking, alcohol awareness, vaping, and other substances.



What has stood out most from these conversations is the clear and lasting impact they can have. Two particular highlights were a student proudly showing they had thrown away their illicit vape after attending a workshop a few months earlier, and another student handing Kathyrn a letter explaining how our previous chat from earlier event had made a huge difference to their alcohol use — they had almost halved their intake since we last spoke.





"On behalf of everyone at Craven College, I want to extend our heartfelt thanks for taking the time to come in and support our students through your training sessions, talks, and participation in our fairs.

Your willingness to share your expertise, insight, and real-world experience makes a genuine difference to our learners. Many of our students have expressed how valuable and inspiring they found your sessions, and it's clear that your involvement has helped broaden their understanding of future pathways and opportunities.

We truly appreciate the energy, kindness, and professionalism you brought to each interaction. Partnerships like this enrich our college community, and we are incredibly grateful for your ongoing support". Rosemary Simpson, Student Service Manager, Craven College

"On behalf of everyone at York College, we want to extend our thanks for your support at our Well-Being Festival this week. It was truly a pleasure to host you and learn more about the valuable services you provide. There were many positive interactions with our students, which was great to see".

I was also delighted to be invited to attend to speak on my very first podcast which will be available for students to listen to attending Liverpool Hope University. The discussion was with the President of the Students Union covering alcohol units, staying safe around substances, knowing your boundaries and how to support someone giving up nicotine.



STAFF TRAINING



Training teachers and staff who support younger and more vulnerable young people remains a vital part of our work. Research shows that trusted adults are best placed to deliver sessions on sensitive topics, and I am pleased to report that this year I have delivered training across the North of England to youth services, secondary schools, sports clubs, children's homes, and third-sector organisations.



In addition to sessions focused on our highly evaluated resources, we have provided staff awareness sessions to enhance understanding of issues such as County Lines, ketamine, and NOS, as well as more recent bite-sized sessions on identifying illicit vapes containing THC and Spice. Evaluation feedback has been extremely positive, demonstrating significant increases in knowledge — in some cases, knowledge rose from a score of 2 prior to the session to 10 afterwards.

We continue to extend our thanks to A Wilderness Way for commissioning us to deliver monthly sessions to their staff, focusing on our Alcohol and Cannabis resources, with around 50 staff attending each month.

"The Universal Youth Services in Sheffield City Council undertook training around alcohol with TALK ABOUT Trust. We found this very useful and that the training and resources provided us with up-to-date information. The interactive night club was a particularly useful tool that we can then use with young people. Kathryn was very engaging. Big thank you!" (Sheffield Youth Services)

"I thought this session was absolutely amazing, excellent resources and delivery and genuinely super informative". Thank you (Family Action Stockton)

"Brilliant piece of training." (A Wilderness Way)

I would like to highlight the fantastic work we have delivered in Rochdale this year. With the support of Rochdale Healthy Schools, we have been able to coordinate a comprehensive programme of staff training across secondary schools, PRUs, the 0–18 school nurse service, and the youth service.







STUDENT ENGAGEMENT

I was delighted to attend and support the Rochdale Young Health Activists Event on two separate occasions. Students in Years 8–12, completing their Level 2 Young Health Activist qualification, they had to research important health messages and asked insightful questions throughout the session.

I also had the pleasure of attending Rochdale Youth Club's International Women's Day event, where I delivered three workshops for girls focusing on staying safe around alcohol. The day was brilliant, and the students were fully engaged in the alcohol clock and unit-pouring activities.

Finally, it was a pleasure to attend the Year 10 parent session at Matthew Moss High School, and I look forward to continuing to support these events over the coming months.

"A really great session Kathryn. Looking forward to the next sessions and to future work with our Pru and youth service". (Rochdale Healthy Schools)

"It was a really useful training session and I will be using the activities in my sessions". (Rochdale Youth Service).

CHESHIRE

With support from Cheshire Crimebeat, we've delivered both staff and student sessions across the county, including Reaseheath College and Chester University.



Staff training covered County Lines and illicit vapes, while student wellbeing sessions focused mainly on alcohol, and spiking. At Chester University's Wellfest, it was refreshing to see that alcohol use was low, with students enjoying walks with friends, social clubs, and meals out, and only a handful reported vaping. Cheshire West & Chester Special Guardians have also received resources and training and we look forward to further work with Cheshire Lives, Cheshire East Youth Support, and Friends for Leisure.

SAFER ROSSENDALE

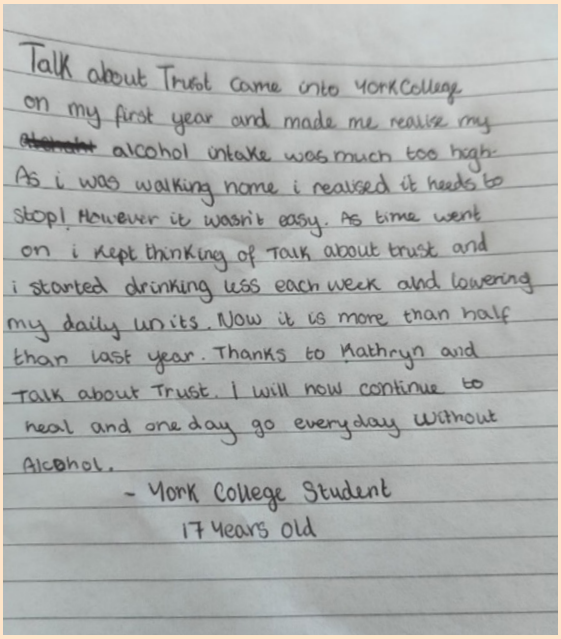
Organisations across Rossendale, including cafes, bars and family centres have received spiking training including the roles and responsibilities of venues, signs of spiking, what to do, how to help the victim, how to help the police – and how to report and support.



It has been an amazing year in the North, addressing and responding to key emerging issues including, spiking, vaping, alcohol, and drug awareness. Some of the impact of these sessions has been inspiring, and is at the heart of why we do what we do - young people making positive changes in their behaviour, while we have also seen a huge increase in staff confidence and knowledge. It's clear that our resources, training, and workshops are making a real difference in communities across the North of England.

Kathyrn is excited to continue building on this work, expanding our reach, further developing new resources, and exploring innovative ways to engage young people and staff.





Talk about Trust came into York College on my first year and made me realise my ~~drinking~~ alcohol intake was much too high. As i was walking home i realised it needs to stop! However it wasn't easy. As time went on i kept thinking of Talk about trust and i started drinking less each week and lowering my daily units. Now it is more than half than last year. Thanks to Kathryn and Talk about Trust. I will now continue to heal and one day go everyday without Alcohol.

- York College Student
17 years old

Midlands and West Outreach, Karen Perryman and Sarah Boyle



It has been wonderful to welcome Sarah to strengthen our delivery team across Dorset, Midlands and The South West this year, enabling us to deliver our new programme for Primary schools and our continued in depth focus on drug education across Dorset as well as a new in depth support for youth settings across Bristol, for example. Thanks to funding received and partnerships built, we are making a real difference, helping to keep young people safe around alcohol and other substances.

Highlights of our varied, rewarding and impactful work include

TEACHER TRAINING

(Using our Talk About Alcohol Teacher workbook which incorporates six readymade lesson plans for time poor teachers).



Blandford School

We have trained not only teachers but safeguarding, pastoral and support staff to use resources which work equally well with one to one, in small or large groups.

"Very enjoyable and full of useful information. Eye opening and full of useful resources and tips to use. Trainer – Karen – was excellent. Thank you."

"I found this training session incredibly engaging and informative. The facilitator was knowledgeable and encouraged open discussions, making the session both interactive and insightful. The content around alcohol, cannabis and vaping was highly relevant and delivered in a way that was easy to understand and apply in practice. I would highly recommend this CPD to others looking to enhance their knowledge in this area."

Esteem Multi Academy Trust, Derbyshire

COMMUNITY FUND

YOUNG PEOPLE'S SESSIONS

Through interactive workshops and assemblies, we have had the privilege of engaging with thousands of students across the region communicating social norms messages and harm reduction/ resilience strategies both face to face and virtually. The participation and enthusiasm of students demonstrate the positive impact we have on young people helping to reduce negative risk taking.

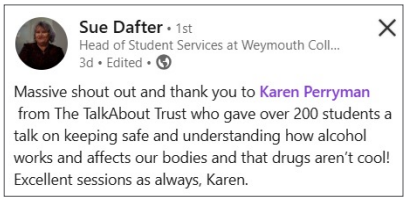


All Saints School, Weymouth

What a great time we've had at All Saints Academy, Budmouth and Atlantic Academy, Blandford School, Lychett, Sherborne School, and John Henry Newman, Birmingham to name but a few.



The ability to be able to react to arising problems is a key strength of the TALK ABOUT Trust. Ketamine was becoming a growing problem in Weymouth. All Secondary schools in the area were visited and assemblies highlighting the risks took place.





Weymouth College



"Really informative session, the interactive elements of breaking up the session with videos and getting us to think about statistics etc was a good way to maintain interest." Shirebrook Academy



John Henry Newman School, Birmingham

ATTENDANCE AT STUDENT DAYS



Cannington College



Strode College

Interacting with students at events such as Freshers' Fairs and Wellbeing Weeks is a favourite part of our work, especially in raising awareness of spiking of all kinds. They are always so receptive to the messages we communicate and surprised at unit measures and nicotine levels in vapes and pouches.



Bournemouth University

WORKING WITH YOUNG PEOPLE WITH SPECIAL EDUCATIONAL NEEDS

Our resources have been developed to ensure that young people of all abilities are kept safe around alcohol and other substances. What a buzz, working with YMCA, Chatterboxes youth club in Bournemouth. The young people were absolutely amazing - so engaged and their participation was phenomenal.

"It was so wonderful to see all the young people so engaged with your presentation. Thank you so much."



Chatterboxes, Bournemouth

All 40 plus staff at Mountjoy Special School received training in the use of our resources for vaping, cannabis and ketamine.

"THANK YOU SO MUCH!!! It was very informative and will be so helpful in giving our young people the correct information," Mountjoy Special School



Mountjoy Special School

WORKING WITH PUPIL REFERRAL UNITS AND ALTERNATIVE PROVIDERS

Ensuring that we reach extra vulnerable young people is key to what we do. We were lucky enough to work with Compass Pupil Referral Unit in Weymouth and Future Roots, Sherborne.



Future Roots, Sherborne

COMPASS
NEW DIRECTIONS IN LEARNING

"Karen from Talk About Trust came to Compass Learning Centre today to talk to our Year 10s and Year 9s about the risks of Ketamine. Our young people responded very well to her style of delivery which was very relaxed, informal and responsive to the students' questions and needs. Year 9 especially were engaged in what she had to say and asked lots of questions about Ketamine and other drugs, which Karen was able to answer fully. They appreciated her non-judgemental attitude and relaxed and friendly nature and felt able to talk to her about their experiences."

TRAINING YOUTH PROFESSIONALS AND THOSE THAT WORK WITH YOUNG PEOPLE

Lots of these type of training sessions have taken place throughout the region. Here's some of the feedback in their own words.



"I am able to talk to my teens about their knowledge and experience."

"Brilliant session, taking so much away from this."

"The facts and figures information on the issues will really help inform young people of the real facts."

"Great session and so much usable information that can be adjusted for young people."

"Taking away more awareness of support in crisis, conversation starters, information to support young people in schools."



Dorset youth training days

WORKING WITH COUNCILS, HEALTH PROFESSIONALS AND THE POLICE

We have run several training courses open to all Dorset Council Children's Services Employees.

"Karen was a wonderful teacher and kept us engaged throughout the training, asking us questions to gauge our knowledge and answering any we presented her with. Overall an enjoyable and educational experience!" Dorset Council Children's Services Vaping Training Session

DERBYSHIRE County Council

COMMUNITY FUND

"Great training thank you. I love the interactive resources for CYP – brilliant."

"Brilliant training, really informative, thank you."

NHS
Derbyshire Community Health Services
NHS Foundation Trust

"Thank you for a really useful and interesting insight. Useful for me with the teenagers on my caseload."

Lots of work has been carried out across Derbyshire with training around alcohol, cannabis and vaping open to anyone working or volunteering with 11 to 25-year-olds.

"Fantastic session. The interactive resources, demonstrations through questioning and the interactive discussion were all very helpful and informative." Derbyshire County Council



Vape training team

Training school nurses and community health services in the use of our resources enables these professionals to have meaningful, informed discussions with young people.

"Really useful. Thank you. I didn't know vapes could be spiked." Derbyshire Community Health Services (Health visitor)

ChatHealth Young People 11-19 TEXT 07312 263 096

ChatHealth Cornwall and the Isles of Scilly

www.cornwall.gov.uk/chathealth

Get confidential health and wellbeing advice and support

CORNWALL COUNCIL one and all · onen hag oll

Together for Families

"The training was informative, I enjoyed the videos and questions, and being able to share thoughts in the chat rather than pressure to discuss. Thankyou."

"Great training and great power point and videos."

"Very helpful. Very knowledgeable trainer."

Cornwall School Nurses

With anecdotal evidence that alcohol is a factor in 70%+ of contact with the police, we work with schools liaison and community safety teams across the region. Created in Dorset, thanks to funding from the Police and Crime Commissioner, our award winning secondary school Drug, Alcohol and Nicotine Education resources are helping immensely to help reduce young people's negative risk taking.



PARENTS AND CARERS

Work with parents and carers is a vital part of our work.

"I feel confident in my new knowledge and the resources supplied during the session to talk to young people about alcohol and get them thinking about the choices they make." Dorset Council Foster Carer

"I will be able to talk to young people in my care with more confidence and knowledge." Foster Carer



PRIMARY SCHOOL VAPING PROJECT

Following an approach from Primary School Headteachers in Dorset, we have developed a suite of resources around vaping for Years 3 – 6 thanks to Local Alliance Group funding. It is a huge pleasure to work so closely in partnership with local school children and Head Teachers across the County to ensure what we produce is piloted, trialled and really makes an impactful difference, informed by pupil needs, abilities and addressing the pressure they face both in person and online.





The Prince of Wales School, Dorchester

The Prince of Wales School · Following
31 March at 14:26 ·

Trialling New Vaping Education Resources with Year Four - Following our insightful roundtable discussion with The Talk About Trust, we are now trialling some of their specially designed resources with our Year Four pupils. These workshops are helping children build awareness and make informed choices about vaping and other substances in an age-appropriate way.

It's fantastic to see our pupils engaging in thoughtful discussions and developing their understanding of how to stay safe and healthy.

A big thank you to The Talk About Trust for their support in this important area!

Find out more about their work here:

https://talkabouttrust.org/about/

#InspiredToLearn

LOCAL ALLIANCE GROUPS

In Dorset, we work closely with all six Local Alliance Groups and even feature in their information video!



Sarah Boyle Midlands, South and West Regional Trainer



Since I joined the Trust in March 2025 it has been a time of growth, collaboration, and meaningful conversations for me personally and for the charity. Through partnerships with schools, colleges, youth services, and community organisations, I have aimed to create safe spaces where young people and professionals can have open, honest conversations about the issues that currently matter. From vaping and spiking awareness to mental health and festival safety, alcohol and drug understanding. My work has reached diverse audiences and sparked important dialogue across Dorset and beyond.

Key Highlights have included

Dorset Council Youth Training Day – Lytchett Minster School: training Youth workers in how to best use our resources and informing them of the ever-changing landscape regarding the drug and nicotine market.

Ferndown Upper School and QE School Staff Training): Empowering school staff with tools to have effective conversations with students through the use of our suite of resources.

Piloting Year 6 Vaping Materials: Collaborated with multiple schools — Baden Powell & St Peter's Junior School, Bincombe Valley Primary, St Mark's C of E Primary (Talbot Village), and St Mary's C of E Primary (Bridport). Feedback was also gathered with heads at a meeting held at Prince of Wales Primary (Dorchester) to refine resources for future roll outs. I loved the opportunity of being able to use the resources directly with classes of Year 5 and Year 6 children. It proved to me how valuable early intervention prevention is, particularly regarding vaping as it is marketed to children through social media platforms.

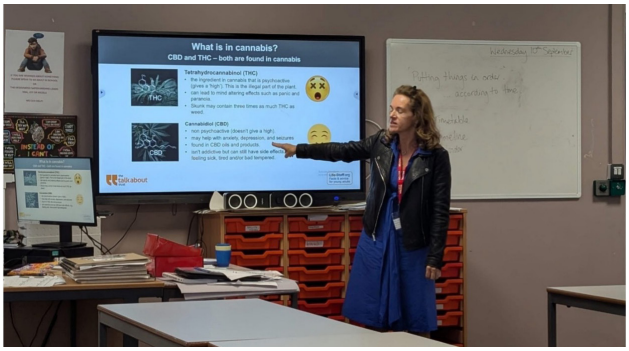
"The assembly, delivered by The TALK ABOUT Trust, about the dangers and harms of vaping was delivered to our cohort of 180 children. The assembly was informative and pitched well for the year group. The children learnt about the harms and peer pressures of vapes and this was pertinent due to their transition to secondary school. The workshop was delivered to each class of 30 in a more personal setting which allowed the children to ask questions with greater detail. This workshop also allowed the children to reflect on the courage to stand up for what they believe in." Mr Dan Tompson, Year 6 Lead

Sixth form assembly on spiking and festival awareness: Delivered in the summer term, equipping students with practical knowledge and safety strategies at QE School in Wimborne. A positive experience seeing older students engage with practical advice that could keep them safe.

- **Alternative Provision – Solihull:** Staff training followed by a powerful face-to-face student session with eight THC users at Daylesford Academy, demonstrating the impact of direct engagement. Their honesty reminded me exactly why these conversations matter.
- **Freshers' Fairs:** Connected with students at **Falmouth Marine College, St Austell College, and Bournemouth University**. These events sparked open and honest conversations, helping me to understand student perspectives and strengthen trust. I loved the open, honest conversations that students were willing to have and it gave me such an insight into what this generation of young people are facing on a daily basis.



Lunchtime stand at Southampton College



Daylesford Academy, Solihull



A Fresher's fair at Falmouth Marine College in Cornwall

IMPACT & REFLECTION

Looking back, what stands out to me most is the diversity of the people I've been able to work with. Every session reinforced for me that young people want to talk — they just need safe, respectful spaces to do it. Being part of creating those spaces has been an absolute highlight of my year. I would like to keep creating opportunities for those raw, honest, and sometimes challenging conversations that can make such a difference.

London, South and East Outreach, Amy Hebben Wadley

We were sad to see Sophie move on this year, but happily she has joined us as a Trustee. She has been an amazing lead in developing our Primary vaping resources as well as our LGBTQ+ focus groups and sessions, ensuring our support in preventing drug and alcohol related harms is always appropriate and tailored to the needs of those we work with.



Amy Hebben-Wadey who is our new member of staff covering London and the South East. You can contact Amy if you would like to book any training sessions via amy@talkabouttrust.org.

Amy is a teacher with 18 years' experience as a subject lead of Art and DT, English, PSHE and History and as head of year. She also worked in TV production, advertising, and media before training as a teacher.

We have supported 155 settings across London and the SE with resources and provided 45 training or student engagement in the last 12 months, from Herts, to Kent, Essex, across Sussex and Greater London We support some groups of schools year on year, such as Barnet Healthy schools, East Sussex Schools, Campden Learning, The Harris Academies and Military Preparation Colleges (MPCT). It's been very pleasing to support 15 special education needs settings such as Meadow High School, Brent Knoll Schools, Your Healthcare CIC, Elm Court School and The Harlington School.

Our geographical reach to schools across London embracing all drug alcohol and nicotine topics as well as spiking and preparing for transition has increased widely to Wandsworth STCG, Riverside school. Bromley High, The Grey Coat School, Hampton School, Orleans Park School, Sydenham High School, Rivers Academy, London Academy of Excellence, Atam Academy, King's College School of Maths, Henrietta Barnett School, Charter School, Saffron Valley School and Kensington Park School, for example. It's been pleasing to work in depth with settings supporting particularly vulnerable students, such as The Capitol College Group this year with student workshops.

We have held whole staff teacher and pastoral care staff training sessions for Hampton school and The London Academy of Excellence, for example, and a seminar on how to make drug education interactive, engaging and effective for 137 schools across London. It was also an honour to raise awareness of early intervention and prevention in averting young people from the criminal justice system with the High Sheriff's Association, with regional leads on probation, youth offending teams, a prison governor, chief constables, magistrates and judges culminating in a reception at the Old Bailey. This builds huge cooperation and understanding across policing, courts, probation, targeted youth workers and the education sector.

LEIGH STATIONERS' ACADEMY

The TALK ABOUT Trust delivered an in-person training session at Leigh Stationers' Academy for Year 8 and 9 tutors. The focus of the session was on vaping and alcohol, with a strong emphasis on understanding peer pressure and legal boundaries around substance use. The training was designed to support the school's long-term PSHE curriculum at Key Stage 3. Tutors were provided with practical tools and knowledge to help them facilitate meaningful and informed discussions during their PSHE lessons. The session was well received and the resources are now being used as part of the school's regular teaching.





SOUTH THAMES COLLEGE GROUP

The TALK ABOUT Trust was pleased to provide CPD for Student Services teams across South Thames College Group, including Merton College, Kingston College, Carshalton College, and South Thames College. The training addressed current trends and risks associated with vaping, THC, nitrous oxide (NOS), and ketamine.

EALING YOUTH JUSTICE SERVICE

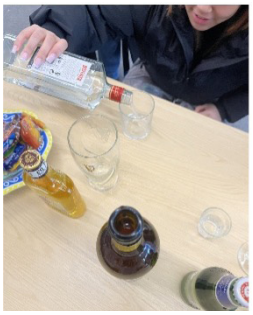
A CPD session on vaping was delivered by the TALK ABOUT Trust to staff at the Ealing Youth Justice Service. The training highlighted key legislation, health implications, and social trends. One of the most surprising findings for participants was the data showing that the majority of young people do not vape regularly, which helped to challenge common misconceptions. Staff responded positively, particularly appreciating the video content, and noted they felt better equipped to support young people going forward. One attendee remarked, "Fantastic training! Feel equipped to discuss with young people now I know the legislation/legalities."

CROYDON DROP-IN CENTRE

The Drop-in Centre offers counselling services for young people and frequently collaborates with secondary schools in the local area. The staff team brought great energy and curiosity to the cpd session. They engaged fully in the session and responded enthusiastically to the resources provided, supporting their ongoing commitment to young people in both clinical and school settings.

EXAMPLES OF SUPPORTING YOUNG PEOPLE

Kingston College



The TALK ABOUT Trust took part in the "Be Safe" fair at Kingston College, where an information stall was set up to engage students on the topics of alcohol and vaping. Students were invited to take part in interactive conversations, including a spinning wheel true-or-false game that helped spark discussions around cannabis and vaping myths. Additionally, the team used Drink Aware cups to visually demonstrate alcohol units and discuss safe drinking practices. The session was well attended and prompted many thoughtful questions.

Westminster Kingsway College



A workshop on vaping and alcohol was delivered to students at Westminster Kingsway College. The sessions included interactive elements such as the alcohol-clock game, which the students found both entertaining and educational.

Rutlish School

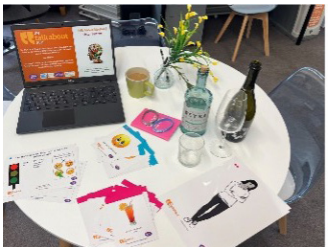
At Rutlish School, we delivered a targeted vaping session to a Year 9 tutor group involved in a social justice initiative. The students demonstrated a high level of engagement, asking insightful questions and taking detailed notes.





Sister System

The TALK ABOUT Trust delivered a one-to-one session on alcohol and vaping through the Sister System, working with a young person and her "big sister" mentor. The session allowed for in-depth discussion around substance use, particularly focused on vaping.



Southbank College



At Southbank College's Clapham Campus, the TALK ABOUT Trust delivered a workshop on vaping to a group of curious and engaged students. The conversation naturally turned toward the legal status of various vaping products, and students were eager to clarify the boundaries between legal and illegal use. The session prompted thoughtful dialogue and was supported by college staff throughout.

Southbank College's Nine Elms campus followed. The session was part of a wider initiative aimed at encouraging student-led social justice projects. The workshop provided practical information on vaping and substance use and was tailored to support both the immediate learning goals of the students and the longer-term aims of their social advocacy work.

Merton College

Four workshops were delivered by the TALK ABOUT Trust at Merton College, focused on vaping and THC. Each workshop was attended by support staff, who were keen to observe the sessions as part of their own training. These staff members plan to deliver similar sessions independently in the future, extending the reach of the work beyond the initial audience.

Carshalton College

The TALK ABOUT Trust facilitated several workshops at Carshalton College, similar to those delivered at Merton. The sessions were attended by students from the Beauty, Sports & Physical Activity, and Carpentry departments. Students asked informed questions about the health risks and legal aspects of vaping. The support staff present played an active role in the discussions, helping to foster a supportive and open learning environment.

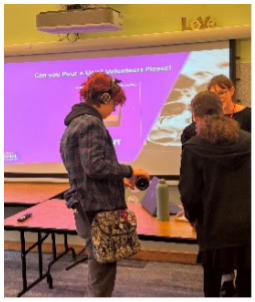
UCL Behaviour Change and King's College, London Masters student lectures

Lecturing to the leaders of the future in public health and psychology is always a huge pleasure, both face to face with Masters Students on the Behaviour Change programme at UCL and via a recorded lecture for King's College London Masters students for the first time this year.



LGBTQ+ INCLUSION WORK

Free2be Youth Group (29 December 2024)



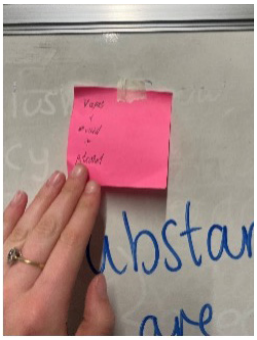
The TALK ABOUT Trust organised a focus group with Free2be's LGBTQ+ youth group, where a range of engaging tools such as the vaping emoji quiz, alcohol unit cards, and Drink Aware cups were used to facilitate conversations. Discussions focused on the health risks of illegal vapes, binge drinking, and the developmental impact of substance use on young people. The team also explored healthier alternatives to substance use and encouraged young people to consider positive coping strategies.

Workshops at the Mosaic Trust

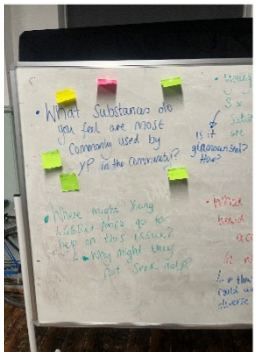


Two interactive workshops were delivered to LGBTQ+ young people through the Mosaic Trust. These sessions covered topics including alcohol and vaping, peer pressure, and building resilience. Participants were highly engaged and appreciated the honest and inclusive approach. Feedback included positive remarks such as: "didn't shame, had honest conversations with creative activities," which reinforced the value of a non-judgmental and youth-led approach to harm reduction education.

LGBT+ Focus Group



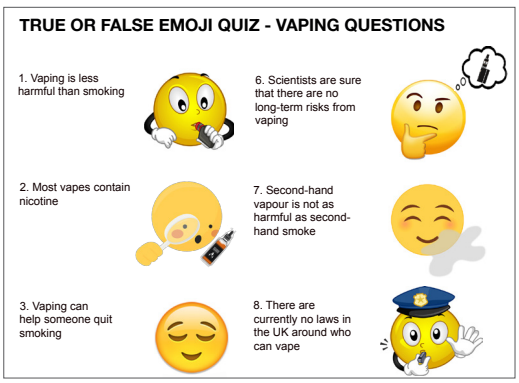
We facilitated a focus group with LGBTQ+ young people to gather insight into their experiences and needs around substance use. The young people noted that substance use was often described as a coping mechanism for bullying, lack of family support, and broader social stigma. Many referenced the lack of LGBTQ+ role models - particularly for trans and non-binary individuals - and described a sense of isolation.



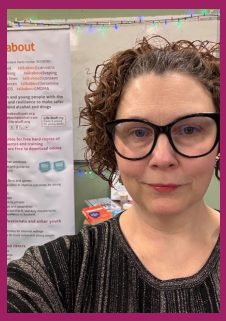
Alcohol, nicotine, and cannabis were commonly used for escapism, while drugs such as ketamine and LSD were seen as more accessible to wealthier young people. Trends such as Charli XCX's "Brat Summer" and celebrity endorsements like Troye Sivan for Smirnoff were cited as examples of how substance use is glamorised in queer spaces. Participants expressed concern about the lack of accessible mental health or substance-related support. They described barriers including oversubscribed CAMHS services, lack of continuity with GPs, and a fear of police involvement. The group strongly advocated for harm reduction education, practical first-aid knowledge, and crisis response guidance. They also called for more peer-led, LGBTQ+-specific support structures, such as mentoring schemes and community groups.







Ailsa Christie, Scotland Manager



This year marked a period of growth for The TALK ABOUT Trust in Scotland. Through positive relationships with schools, youth organisations, community teams and public health partners, the TALK ABOUT Trust in Scotland has empowered educators and support workers to engage in open, honest and practical conversations about alcohol, vaping, cannabis and emerging substance risks.

Driven by a commitment to prevention and harm reduction, the work across Scotland has combined training, resource development and direct delivery with young people.

THE TALK ABOUT TRUST IN SCOTLAND AT A GLANCE

- Training delivered across **16 Scottish local authority areas to over 100 schools and youth organisations**.
- **Over 347 professionals trained** across schools, youth work, employability teams, family support services and health.
- **Piloting of direct delivery with young people** through targeted group work and supported sessions.
- **Strengthening of our partnerships** with national organisations and local authorities.
- **Co-produced resources** with NHS Greater Glasgow and Clyde informed directly by young people's voices.
- **Growing regional demand** with repeat bookings demonstrating trust and long-term value.



Training Education and Health staff in East Dunbartonshire Council

BUILDING CAPACITY THROUGH OUR TALK ABOUT TRUST TRAINING SESSIONS

This year saw strong demand for The TALK ABOUT Trust's training across Scotland. Staff in schools, youth work, social care, employability projects and community support services took part in core sessions on:

EXPANDING REACH IN EDUCATION AND YOUTH SECTORS

In 2024 – 2025 we worked with over 100 schools, alternative learning settings and youth services. We supported:

- Secondary schools rewriting Personal & Social Education (PSE) curriculum content
- Community Learning & Development (CLD) teams and their modern apprentices to develop workshops for the young people of North Ayrshire
- 16+ employability groups supporting vulnerable young people into employment
- Campus police officers and school partnerships to better understand vaping and substance trends to support their direct work and ongoing dialogue with young people.



Action for Children Glasgow staff taking part in our 16- 25 yrs toolkit training



TALK ABOUT Trust training with Street League in Paisley, January 2025

DIRECT ENGAGEMENT WITH YOUNG PEOPLE

Alongside professional training for trusted adults, this year marked a meaningful expansion in direct work with **young people.**

Pilot projects included:

- **Action for Children** groups in Glasgow and Edinburgh
- Youth clubs in Scottish Borders Council
- **Focus Groups** in **Glasgow City Council** and **East Renfrewshire Council.**

These sessions helped young people explore real-world decisions around substances, wellbeing and peer influence in a safe and respectful space. Also serving as opportunity to ensure our work holds the voice of young people at the centre.



Youth Futures Team, Glasgow City Council at the King's Trust Building

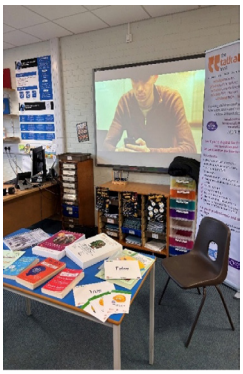
YOUTH VOICE SHAPING RESOURCES

Young people have been central to The TALK ABOUT Trust's development in Scotland. Two major co-production projects shaped new educational resources:

- **Greater Glasgow and Clyde Vaping and Tobacco Resources** – developed with young people and health specialists, now being piloted regionally.
- **Inverclyde Primary Vaping Project** – over 250 pupils contributed to new P5–P7 lessons through focus groups exploring risk, peer influence and online trends.

Young people described the sessions as "honest", "helpful" and "realistic", and reported feeling more confident supporting peers.





Rolling out training across Clackmannanshire Student Support Service Staff Team

STRONG PARTNERSHIP WORKING

Partnership has been central to our successes. Collaborative working has grown with:

- Schools, local authorities and PSE networks
- Youth work organisations and CLD teams
- Community health improvement teams
- Campus policing and Community Alcohol Partnerships
- Care and employability providers
- National third sector networks

These partnerships have enabled wider delivery access and built momentum towards improving substance education in Scotland.





Focus Groups across Greater Glasgow and Clyde, March 2025

SUMMARY OF OUR TRAINING EVALUATIONS

In Scotland last year we reached **347 participants** across a wide range of organisations. Feedback from participants was extremely positive, with an **overall training session rating of 9.44/10** and **resource quality rating of 9.24/10.**

Almost **all participants stated they would recommend the training to others**, highlighting both its relevance and practical value.

Importantly, the training demonstrated a **significant impact on learner knowledge and confidence**. Across before-and-after measures, participants reported:

- A **+2.6 point increase in knowledge** of the topic (6.1- 8.8)
- A **+2.5 point gain in feeling equipped to discuss and deliver related content** (5.8- 8.4)
- A **+2.4 point rise in confidence signposting young people to support** (6.- 8.6)

The training approach – combining current evidence with realistic case examples and adaptable classroom materials – was consistently praised as **engaging, accessible and immediately useful**. Common themes in feedback highlighted Ailsa's clarity of delivery, subject expertise and responsiveness to participant questions.

Feedback highlighted Ailsa's ability to **balance honesty about risks with a supportive, young person-led approach**. Many noted that this helped challenge stigma and myths while maintaining empathy and trust. Feedback from school staff shared that they plan to embed updated PSE content on vaping and alcohol following training. Participants highlighted using The TALK ABOUT Trust resources directly in lessons.



With the pastoral team at Lenzie Academy in East Dunbartonshire Council

TESTIMONIALS FROM PARTICIPANTS

"Great day, looking forward to developing our PSE course with this included."

"I just wanted to say a massive thank you for delivering your session for us yesterday! It was absolutely brilliant and you managed to keep all of the Modern Apprentice's engaged and captivated throughout. The range of topics was so diverse and I found I came away with lots of new knowledge, especially on pouches!"

"Great training and resources – practical, realistic and very usable with young people."

"Ailsa was brilliant – knowledgeable, non-judgemental and really easy to learn from."

"Alisa was great and very informative, engaging and helpful. She was great at leading activities and checking in"

"Really useful training that will help me deliver more confidently to young people."

"Very informative training – I came away with practical ideas and resources I can use straight away."

"Excellent training, delivered so well, really interesting topics, much needed for our service users."



Enable Works, Motherwell

OUR LEARNINGS

This year highlighted:

- Ongoing **demand for accessible, harm reduction education** across Scotland
- **Rising concern around vaping & other nicotine products**, particularly unregulated products
- The need for **delivery approaches** that are ASN aware, and trauma informed
- The importance of **partnership relationships**.

We are grateful to every school, youth organisation, guidance team, community worker, health partner and young person who made this work possible. Together, we have not only delivered training – we have built understanding and strengthened ways of working with young people that has real future impact.



North Ayrshire's Youth Work Modern Apprentices Team, August 2025

TREASURER'S REPORT AND FINANCIAL REVIEW

Julie Sutton - FINANCE, HR and Governance Manager

We welcomed our new CEO Steve Morton in September 2025 and our previous CEO, Helena Conibear, will remain with the charity and move into a new Founder role. We worked to expand our range of resources in 2025 to meet the evolving needs and challenges faced by young people around substance use. We completed the development of a new suite of drug, alcohol & nicotine resources (DANE) for secondary schools and are now providing these resources and teacher training across both Dorset and the UK. In response to the increasing use of vapes and other nicotine substances by young people, we developed vaping resources and training for primary schools in Dorset and for primary & secondary schools across Glasgow, Clyde & Inverclyde. We amended our charitable objective during the year to extend our age range down to 8 (from 11) to enable us to work with primary schools for the first time to provide this much needed vaping support.

We continue to provide our existing resources across England & Scotland:

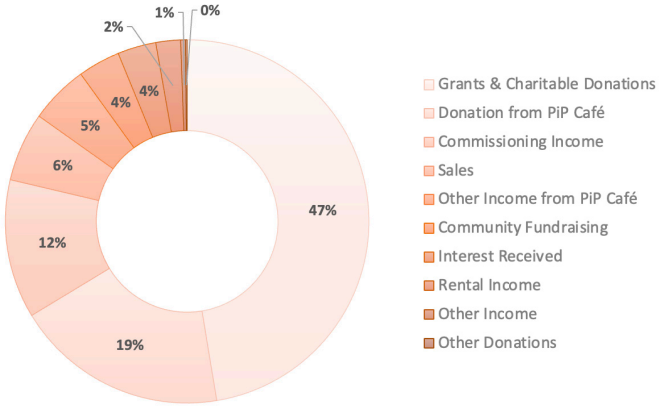
- Our core 'Talk About Alcohol' programme
- Our tailored activities and resources for children with SEN and ASN for informal settings such as youth and sports clubs
- Our 16+ work on alcohol, cannabis and spiking.

We aim to support teachers and youth professionals with training, developing the knowledge, skills and resilience of children and young people to enable them to make safer choices and supporting parents and carers through our network of highly experienced regionally based staff.

Locally, we run a variety of very successful community activities and diversionary activities for young people from the Pavilion in the Park in Poundbury.

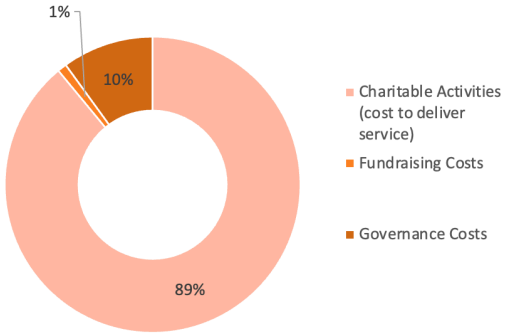
Income for the year amounted to £364,893 (up 7% on last year) and expenditure amounted to £314,882 (up 10% on last year).

INCOME 2024-25



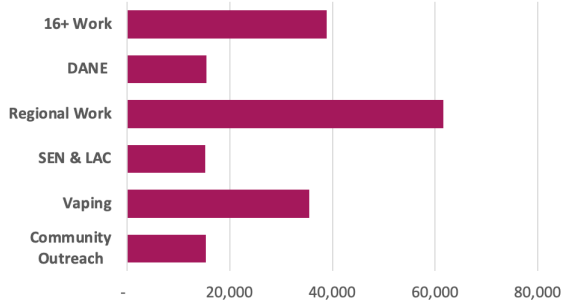
Incoming restricted funds during the year amounted to £188,695.

EXPENDITURE 2024-25



Expenditure from restricted funds during the year amounted to £181,989.

RESTRICTED EXPENDITURE 2024-25



This was principally expended on:

- Our 16+ work on alcohol, cannabis and spiking across England & Scotland including our annual spiking campaign during Freshers' week
- Our Drug & Nicotine Education project in Dorset to provide education to young people around drugs which is now available across the UK
- The continued delivery of training and resources by our regional co-ordinators for Scotland, the Midlands, South & West regions and London & South East region and funded areas in the North
- Our continued work with schools and organisations with a high degree of special education needs and looked-after children

- Our new work to develop vaping training & resources in Dorset & Scotland for both primary & secondary schools
- A wide selection of community events at the Pavilion, working with local organisations and schools with a range of activities.

Incoming general funds amounted to £176,198. This included an impressive £96k from PiP Café (up £12.5k) comprising a donation from their 2024 profits of £69,100, rental of £8,000 plus a contribution of £6,818 towards the shared costs of the Pavilion and £12,213 for shared staff costs.

TAT – SUMMARY OF ANNUAL ACCOUNTS		
INCOME	**2024–25**	**2023–24**
Grants & Charitable Donations	£172,930	£216,632
Other Donations	£525	£21,000
Donation from PiP Café	£69,100	£57,139
Community Fundraising	£13,696	£721
Commissioning Income	£45,103	£0
Sales	£22,435	£13,716
Rental Income	£8,000	£8,000
Other Income from PiP Café	£19,031	£18,500
Interest Received	£12,489	£4,155
Other Income	£1,584	£2,169
TOTAL INCOME	**£364,893**	**£342,032**
EXPENDITURE	**2024–25**	**2023–24**
Charitable Activities (Cost to Deliver Service)	£280,063	£243,985
Fundraising Costs	£4,191	£14,659
Governance Costs	£30,628	£27,768
TOTAL EXPENDITURE	**£314,882**	**£286,412**

Gross expenditure from general funds during the year amounted to £225,122 with the majority funding our central staff and school and regional co-ordinators (plus their associated travel costs) of £180,817, office expenses and associated ground rent for the Pavilion £17,880, printing and postage of resources of £3,878, IT & Software £2,556, accountancy & other professional fees £2,535, Community Fundraising expenses of £4,191, other costs £5,378 and depreciation of £7,887.

This was offset by the cost recovery of £31,244 for resources and £69,325 for staff costs, both relating to the delivery of fully funded training & resources as part of our project work.

We celebrated the **15th anniversary** of the charity with a 'Gardeners Delight' fundraising event in June 2025 which yielded a surplus of just over £12k (after associated costs) and a 2nd event took place in October 2025 with a celebratory 15th anniversary dinner at 'Minterne' yielding a further £19k towards our 2025-26 income.

We delivered two NHS Vaping projects during the year providing one-off commissioning income of £45k. Our bi-annual conference and the contribution to our resources & training by organisations (schools, youth and sports clubs are supported free of charge) generated £16,984 and we generated £3,970 from the hire of the community room and £586 commission on arts and crafts sold in the cafe for local artists and other donated items. We offered CPD accredited training and resources for the first time in 2025 generating a small income of £894 which we hope to build on in 2026. This brought our **total sales** figure to £22,435. Our partnership with Dorchester Town Council remains strong and their annual contribution towards the provision of public toilets at the Pavilion was £4.8k to include a share of the water rates and toilet repairs/maintenance.

Our SJP investment saw continued good growth in 2025, providing an unrealised gain of £11,223 for the year and the return on our savings accounts increased to £12.5k.

Our **reserves** at the 30th September 2025, comprised £51,660 in the CEO Succession Reserve - £8.3k was spent on the CEO Recruitment during the year and we expect the balance to be released over the next 2 years to cover the increased costs of the combined CEO/Founder roles. We also have £69,978 in our Pavilion Maintenance Fund for future repairs/replacement of the Pavilion Building. After placing these designated funds aside and adjusting for Stock, Fixed Assets & our investment in Pip Café, our balance of **'Free Reserves'** at the year-end was £310,598 providing 14 months cover for our gross budgeted operating costs of £264,947 which is in line with our reserves policy.

Our **budgeted costs** for next year are £376k, being an increase of 19% on 2024-25 costs. This is partly due to increased costs for our combined CEO & Founder roles and partly due to the fluctuation in our planned project work, which varies from year to year depending on availability of funding. Our focus for 2026 is to create a long term development and funding strategy, building on our successful delivery model to reach more children and young people. With the launch of the DANE and Primary Vaping programmes we expect to continue to reach more schools whilst developing new drug resources and training for primary schools. A digital communications review will ensure we continue to have a strong online connection with young people and the trusted adults who support them.

PIP CAFÉ

The charity runs PiP Café via a trading subsidiary called Pavilion in the Park (PiPs) Ltd. Café trading continued to exceed expectations this year with turnover for the year being £320k (up 16% on last year). Our gross profit was £235k and expenditure amounted to £148k resulting in an operating profit of £87k (an impressive 28% increase on last year).

For 2025-26, we have budgeted sales at £328k (up 2.5% versus 2024-25) and we expect a trading profit of £84k being slightly under the 2024-25 figure reflecting the additional increases expected in the minimum wage and national insurance. Our reliance on the weather continues to have a big impact on both turnover and staffing and the flexibility or our workforce is key as the café manager constantly reviews staffing levels to balance the variations in trade from day to day.

PiP Café continues to make a significant contribution to the charity. In addition to the taxable profits which are donated to the charity, there is also an annual rental of £8k and a contribution towards the shared Pavilion costs and shared staff costs.

'The total contribution received by TAT over the last few years has risen from £30k in 2021-22 to £81k then £84k then £96k in 2022-23, 2023-24 & 2024-25 respectively.

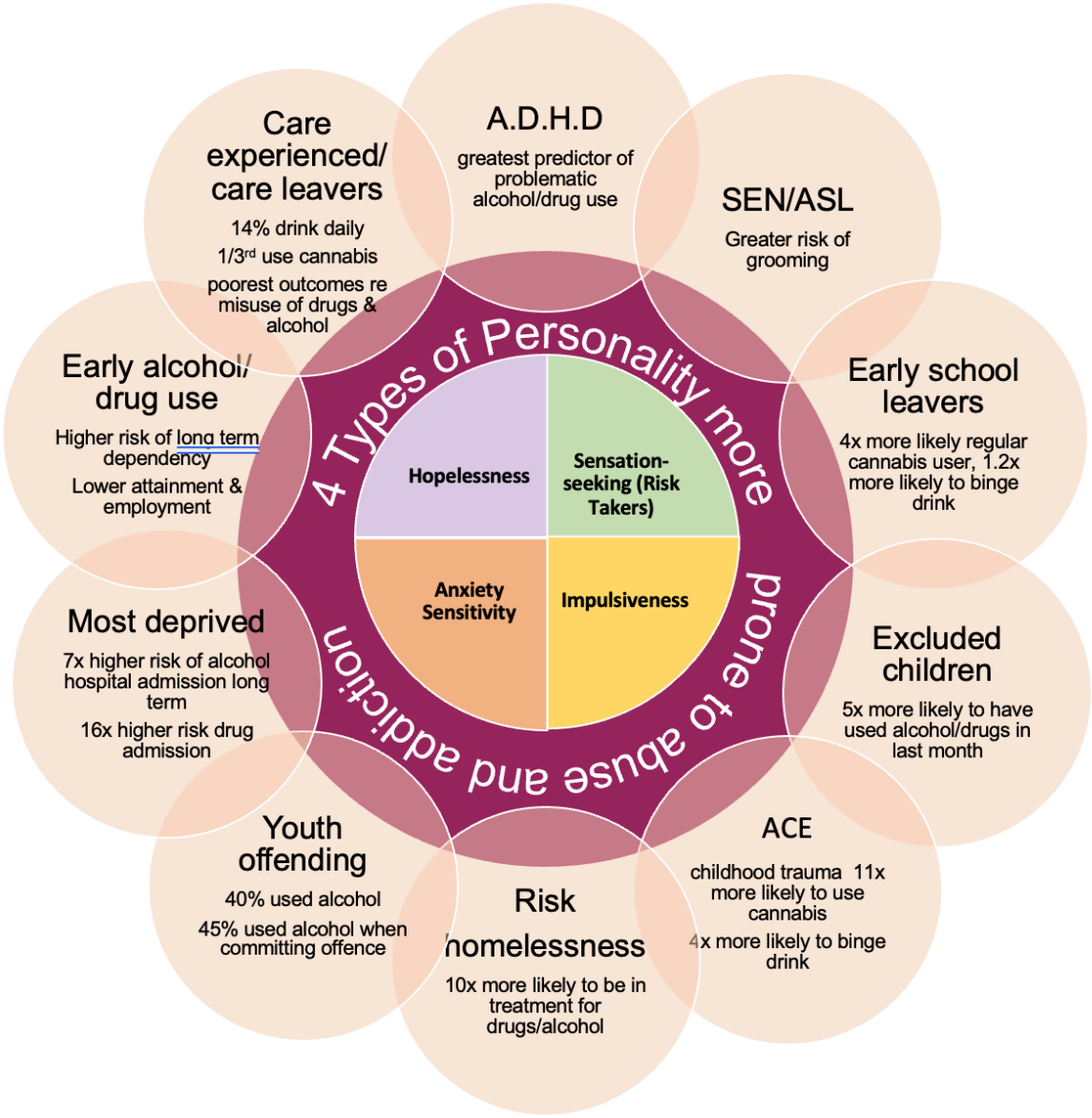
We expect the contribution to increase further to £113k in 2025-26.

PiP Café provides an invaluable income stream for our work with young people across the UK, contributing over 75% of our net core operating costs last year and it continues to provide an incredible return on the original investment.

PIP CAFÉ – SUMMARY OF ANNUAL ACCOUNTS		
INCOME	**2024–25**	**2023–24**
Sales	£319,892	£276,774
Less Purchases	£84,785	£75,762
GROSS PROFIT	**£235,107**	**£201,012**
EXPENDITURE	**2024–25**	**2022–23**
Staff Costs	£120,158	£105,395
Other Costs	£21,214	£20,517
Shared Costs from TAT	£6,818	£7,418
TOTAL EXPENDITURE	**£148,190**	**£133,330**
OPERATING PROFIT	**£86,917**	**£67,682**

YOUNG PEOPLE'S VULNERABILITES FOR ALCOHOL AND SUBSTANCE RELATED HARMS

The complexity of the task:



KEY TALK ABOUT TRUST INTERVENTION POINTS:

- Transition from Primary to Secondary school
- Tipping point Age 13
  - Average age of first whole drink
  - Look away from family to peers
- Transition to college/ university & leaving home

AWARDS AND RECOGNITION

BETTER SOCIETY AWARDS 2024

TEACH SECONDARY AWARDS 2024
Highly commended SEN resource

ERA
Best secondary resource for RSE

TEACH SECONDARY AWARDS 2024
Winner - best free resource

CHILDREN AND YOUNG PEOPLE NOW! 2022
Finalist for best early intervention awards

A JOINED UP APPROACH

REDUCING ALCOHOL AND OTHER SUBSTANCE RELATED HARMS

Ensuring young people learn to stay safe around alcohol and other substances

Support children And young people

- Online games and activities
- Story and picture-led activities for children with learning disabilities
- Films, role play and engaging information and resources
- Assemblies, workshops and peer to peer development.

Support schools and organisations

- Evidenced resources fully supported online
- Age and ability appropriate
- Training + CPD
- Regular updates
- Printed online guidance/ resources/ evaluation.

Empower parents And carers

- Face-to-face support sessions
- Confidential email advice
- Dedicated online advice and guidance and regular newsletter updates.

Quality assurance measures

- Third party evaluation to assess impact and regular reporting on outcomes
- Piloting with young people and professionals to assure fidelity and fit for purpose
- Baseline and long term follow-up
- Advisory panel of experts.

Focus areas

- Special educational needs and looked-after children
- Geographical areas where alcohol-related hospital admissions are highest for under 18s
- Vulnerable young adults up to age 25.

IMPACT AND OUTCOMES

INDEPENDENT EVALUATION OF OUR IMPACT, FIDELITY AND EFFECTIVENESS

- The Talk About Alcohol programme is evidenced to significantly raise the age of onset of drinking through the delivery of 4 lessons in Year 8 and 2 top up lessons in Year 9 (NFER 2013).
- This effect gets significantly stronger as teenagers get older (NFER 2015).
- It is equally effective for ethnic minorities (NFER 2013).
- It is effective in areas of multiple deprivation where alcohol-related harms for under 18s are highest in England (2016 UCL Institute of Education).

The Talk About Alcohol programme is selected as best practice by:

EARLY INTERVENTION FOUNDATION

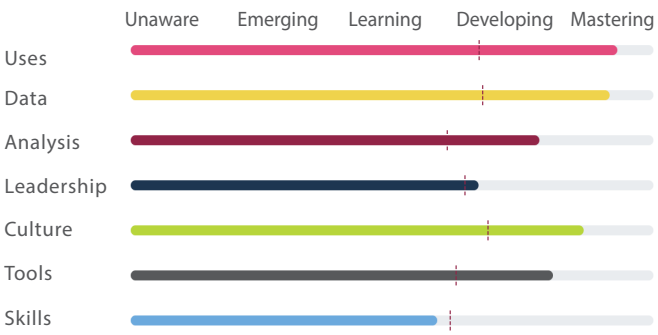
EUROPEAN PLATFORM FOR INVESTMENT IN CHILDREN PROMISING PRACTICE

NCVO CHARITY ETHICAL PRINCIPLES

The trustees carried out their annual review of the NCVO Charity Ethical Principles which provide a framework for the ethical execution of charitable purpose and help guide decision-making and development of policies and procedures. The trustees report that they are confident that the charity is upholding the Guiding Principles to put Beneficiaries First, act with Integrity and Openness & protect everybody's Right to be Safe.

DATA MATURITY

The TALK ABOUT Trust recently used the Data Orchard Self-Assessment tool to update the status of our Data Maturity. We were delighted that our average score across seven themes had increased over the last 3 years from 3.8 to 4.1. Our main focus for improvement will be developing more training for our staff and trustees.



The TALK ABOUT Trust strictly incorporates the principles of evidenced Health Education which are detailed in the International Standards on Drug Use Prevention (unodc.org).

The standards clearly define the Characteristics of programmes for prevention education based on social competence and influence deemed to be associated with efficacy and/or effectiveness based on expert consultation. Namely:

√ they use interactive methods;
√ they are delivered through a series of structured sessions (typically 10–15 sessions), taking place once a week, often providing booster sessions over multiple years;
√ they are delivered by a trained facilitator (also including trained peers);
√ they provide an opportunity to practise and learn a wide array of personal and social skills, in particular, coping, decision-making and resistance skills, especially in relation to substance use;
√ they change perceptions of the risks associated with substance use, emphasizing the immediate consequences;
√ they dispel misconceptions regarding the normative nature and the expectations linked to substance use.

Approaches are detailed which are associated with lack of efficacy and/or effectiveness or with adverse effects based on expert consultation which we emphatically avoid;

x they use non-interactive methods, such as lecturing, as a primary delivery strategy;
x they rely heavily on merely giving information, in particular to elicit fear;
x they are based on unstructured dialogue sessions; they focus only on the building of self-esteem and emotional education;
x they address only ethical and moral decision-making or values;
x they use former drug users to provide testimony of their personal experience.

The principles below from CEOP are also embraced.
icmec.org/wp-content/uploads/2017/03/Key-Principles-of-Effective-Prevention-Education-CEOP-UK.pdf



The annual report was approved by the trustees of the charity on the 23rd February 2026 and signed on its behalf by:
Jackie Sonner

_____

Date: 23/02/2026

SECTION 2

Accounts

Charity registration number: 1186202

THE TALK ABOUT TRUST

ANNUAL REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 SEPTEMBER 2025

Edwards & Keeping

Chartered Accountants

THE TALK ABOUT TRUST

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Reference and Administrative Details	1
Independent Examiner's Report	2
Statement of Financial Activities	3
Balance Sheet	4
Notes to the Financial Statements	5 to 16

THE TALK ABOUT TRUST

REFERENCE AND ADMINISTRATIVE DETAILS

Chairman	Jacqueline Sonner BAHons PGCE, Chair of Trustees
Trustees	Jacqueline Sonner BAHons PGCE, Chair of Trustees Victoria McDonaugh MA (Hons) PGCE David Cox Stephen Foster Andrew Morse BSc Hons Keith Newton ACA Dr Lara Jayne Wear MB BS BSc DCH (SA) MRCGP Alison Winsborough BMus PGCE Richard Mangnall JP FCILA FInst.D Patrick Myers MSc MA BSc PG Cert Health & Wellbeing Sophie Whitcombe PGCE CANTAB
Senior Management / Leadership Team	Steve Morton, Chief Executive Helena Conibear, Founder
Charity Registration Number	1186202
Principal Office	Pavilion in the Park St John Way Poundbury Dorchester Dorset DT1 2FG
Independent Examiner	S J Hough FCA Edwards and Keeping Limited Chartered Accountants Unity Chambers 34 High East Street Dorchester Dorset DT1 1HA
Bankers	The Co-operative Bank P O Box 250 Skelmerdale WN8 6WT

THE TALK ABOUT TRUST

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF THE TALK ABOUT TRUST

I report to the trustees on my examination of the accounts of The Talk About Trust for the year ended 30 September 2025.

Responsibilities and basis of report

As the charity trustees of The Talk About Trust you are responsible for the preparation of the accounts in accordance with the requirements of the Charities and Trustee Investment (Scotland) Act 2005 (the '2005 Act'), the Charities Accounts (Scotland) Regulations 2006 (as amended) and the Charities Act 2011 ('the 2011 Act'). You are satisfied that your charity is not required by charity law to be audited and have chosen instead to have an independent examination.

I report in respect of my examination of the The Talk About Trust's accounts carried out under section 44 (1)(c) of the 2005 Act and section 145 of the 2011 Act. In carrying out my examination I have followed the requirements of Regulation 11 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

Since The Talk About Trust has prepared its accounts on an accruals basis and is also registered in Scotland your examiner must be a member of a body listed in Regulation 11(2) of the Charities Accounts (Scotland) Regulations 2006 (as amended). I confirm that I am qualified to undertake the examination because I am a member of Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of The Talk About Trust as required by section 44 (1) (a) of the 2005 Act and Regulation 4 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and section 130 of the 2011 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements Regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

S J Hough FCA
Edwards and Keeping Limited
Chartered Accountants

Unity Chambers
34 High East Street
Dorchester
Dorset
DT1 1HA

25 February 2026

THE TALK ABOUT TRUST

STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 30 SEPTEMBER 2025

	Note	Unrestricted £	Restricted £	Total 2025 £	Total 2024 £
Income and Endowments from:					
Donations and legacies	2	99,623	142,932	242,555	294,771
Charitable activities	3	42,390	45,763	88,153	34,385
Other trading activities	4	21,696	-	21,696	8,721
Investment income	5	12,489	-	12,489	4,155
Total income		176,198	188,695	364,893	342,032
Expenditure on:					
Raising funds		(4,191)	-	(4,191)	(14,659)
Charitable activities	6	(128,702)	(181,989)	(310,691)	(271,753)
Total expenditure		(132,893)	(181,989)	(314,882)	(286,412)
Gain/(loss) on investment assets	12	11,223	-	11,223	11,184
Net income		54,528	6,706	61,234	66,804
Gross transfers between funds		(275)	275	-	-
Net movement in funds		54,253	6,981	61,234	66,804
Reconciliation of funds					
Total funds brought forward		674,045	181,644	855,689	788,885
Total funds carried forward	18	728,298	188,625	916,923	855,689

All of the charity's activities derive from continuing operations during the above two periods.

The funds breakdown for 2024 is shown in note 18.

THE TALK ABOUT TRUST

(CHARITY COMMISSION REGISTRATION NUMBER: 1186202)
(OSCR REGISTRATION NUMBER SC050360)
BALANCE SHEET AS AT 30 SEPTEMBER 2025

	Note	2025 £	2024 £
Fixed assets			
Tangible assets	11	262,311	270,199
Investments	12	129,576	118,353
		391,887	388,552
Current assets			
Stocks	13	8,750	12,673
Debtors	14	43,138	24,389
Cash at bank and in hand	15	523,659	453,643
		575,547	490,705
Creditors: Amounts falling due within one year	16	(50,511)	(23,568)
Net current assets		525,036	467,137
Net assets		916,923	855,689
Funds of the charity:			
Restricted income funds			
Restricted funds	18	188,625	181,644
Unrestricted income funds			
Unrestricted funds		728,298	674,045
Total funds	18	916,923	855,689

The financial statements on pages 3 to 16 were approved by the trustees, and authorised for issue on 23 February 2026 and signed on their behalf by:

Jacqueline Sonner BAHons PGCE
Chair of Trustees

1 Accounting policies

Statement of compliance
The financial statements have been prepared in accordance with the second edition of the Charities Statement of Recommended Practice issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011.

Basis of preparation
The Talk About Trust meets the definition of a public benefit entity under FRS 102. The accounts (financial statements) have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to these accounts.

Going concern
The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern.

Income and endowments
Voluntary income including donations, gifts, legacies and grants that provide core funding or are of a general nature is recognised when the charity has entitlement to the income, it is probable that the income will be received and the amount can be measured with sufficient reliability.

Donations and legacies

Donations and legacies are recognised on a receivable basis when receipt is probable and the amount can be reliably measured.

Grants receivable

Grants are recognised when the charity has an entitlement to the funds and any conditions linked to the grants have been met. Where performance conditions are attached to the grant and are yet to be met, the income is recognised as a liability and included on the balance sheet as deferred income to be released.

Deferred income

Deferred income represents amounts received for future periods and is released to incoming resources in the period for which, it has been received. Such income is only deferred when:

- The donor specifies that the grant or donation must only be used in future accounting periods; or
- The donor has imposed conditions which must be met before the charity has unconditional entitlement.

Investment income

Dividends are recognised once the dividend has been declared and notification has been received of the dividend due.

Expenditure
All expenditure is recognised once there is a legal or constructive obligation to that expenditure, it is probable settlement is required and the amount can be measured reliably. All costs are allocated to the applicable expenditure heading that aggregate similar costs to that category. Where costs cannot be directly attributed to particular headings they have been allocated on a basis consistent with the use of resources, with central staff costs allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset’s use. Other support costs are allocated based on the spread of staff costs.

Charitable activities

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Support costs
Support costs include central functions and have been allocated to activity cost categories on a basis consistent with the use of resources, for example, allocating property costs by floor areas, or per capita, staff costs by the time spent and other costs by their usage.

Government grants
Government grants are recognised based on the accrual model and are measured at the fair value of the asset received or receivable. Grants are classified as relating either to revenue or to assets. Grants relating to revenue are recognised in income over the period in which the related costs are recognised. Grants relating to assets are recognised over the expected useful life of the asset. Where part of a grant relating to an asset is deferred, it is recognised as deferred income.

Taxation
The charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

Tangible fixed assets
Individual fixed assets costing £1,000 or more are initially recorded at cost, less any subsequent accumulated depreciation and subsequent accumulated impairment losses. However, the Trustees may consider capitalising lower cost items where appropriate,

Depreciation and amortisation
Depreciation is provided on tangible fixed assets so as to write off the cost or valuation, less any estimated residual value, over their expected useful economic life as follows:

Asset class	Depreciation method and rate
Leasehold Buildings	Over the minimum period of the lease straight line
Fixtures and Fittings	20% reducing balance

Fixed asset investments
Fixed asset investments, other than programme related investments, are included at market value at the balance sheet date. Realised gains and losses on investments are calculated as the difference between sales proceeds and their market value at the start of the year, or their subsequent cost, and are charged or credited to the Statement of Financial Activities in the period of disposal.

Unrealised gains and losses represent the movement in market values during the year and are credited or charged to the Statement of Financial Activities based on the market value at the year end.

Unlisted investments, including the investment in the subsidiary are measured at cost less provision for impairment as the fair value cannot be measured reliably.

Stock
Stock is valued at the lower of cost and estimated selling price.

Trade debtors
Trade debtors are amounts due from customers for merchandise sold or services performed in the ordinary course of business.

Trade debtors are recognised initially at the transaction price. They are subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for the impairment of trade debtors is established when there is objective evidence that the charity will not be able to collect all amounts due according to the original terms of the receivables.

Cash and cash equivalents
Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

Trade creditors
Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

Trade creditors are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

Fund structure
Unrestricted income funds are general funds that are available for use at the trustees discretion in furtherance of the objectives of the charity.

Designated funds are unrestricted funds set aside for specific purposes at the discretion of the trustees.

Restricted income funds are those donated for use in a particular area or for specific purposes, the use of which is restricted to that area or purpose.

2 Income from donations and legacies

	Unrestricted			
	General £	Restricted £	Total 2025 £	Total 2024 £
Donations and grants;				
Grants and charitable donations	26,466	127,544	154,010	187,694
Donation from subsidary of 2023/24 profits	69,100	-	69,100	57,139
Other donations	525	-	525	21,000
Government grants	3,532	15,388	18,920	28,938
	99,623	142,932	242,555	294,771

Included in grants for 2024-25 is £15k from the Garfield Weston Foundation for core costs and £1,188 from the Dorset Council Holiday and Activities Food Program to support the provision of Holiday Kids Clubs.

3 Income from charitable activities

	Unrestricted General £	Restricted £	Total 2025 £	Total 2024 £
Miscellaneous sales and hire income	42,390	660	43,050	34,385
Commissioning income	-	45,103	45,103	-
	42,390	45,763	88,153	34,385

4 Income from other trading activities

	Unrestricted funds General £	Total 2025 £	Total 2024 £
Community fundraising	13,696	13,696	721
Property rental income (PIP Cafe)	8,000	8,000	8,000
	21,696	21,696	8,721

5 Investment income

	Unrestricted funds General £	Total funds £
Interest receivable and similar income;		
Interest receivable on bank deposits	12,489	12,489
Total for 2025	12,489	12,489
Total for 2024	4,155	4,155

6 Expenditure on charitable activities

	Note	Unrestricted General £	Designated £	Restricted £	Total 2025 £	Total 2024 £
Staff costs	8	174,152	-	54,420	228,572	197,854
Pavilion ground rent		4,284	-	-	4,284	4,440
Office expenses		13,596	-	15	13,611	14,964
Computer software and maintenance		2,556	-	498	3,054	2,582
Printing, postage and stationery		4,006	-	5,760	9,766	18,051
Travel and subsistence		6,665	-	11,402	18,067	12,194
Advertising		447	-	165	612	1,264
Legal and professional fees		525	-	3,833	4,358	4,449
Sundry expenses		4,553	-	575	5,128	1,961
Resource allocation		(100,569)	-	100,569	-	-
Pavilion Event cost		-	-	4,752	4,752	4,046
Bad debts written off		250	-	-	250	-
Recruitment fees		-	8,340	-	8,340	-
Independent Examiner's remuneration	9	2,010	-	-	2,010	1,920
Depreciation		7,887	-	-	7,887	8,028
		120,362	8,340	181,989	310,691	271,753

The Resource allocation total of £100,569 consists £69,326 staff costs and £31,244 other costs. Included in expenditure on charitable activities are governance costs of £30,628 (2024 £27,768).

7 Trustees remuneration and expenses

During the year the charity made the following transactions with trustees:

David Cox
£754 (2024: £429) of expenses were reimbursed to David Cox during the year.

The expenses were reimbursement of travel expenses incurred.

No trustees, nor any persons connected with them, have received any remuneration from the charity during the year.

No trustees have received any other benefits from the charity during the year.

8 Staff costs

The aggregate costs were as follows:

	2025 £	2024 £
Staff costs during the year were:		
Wages and salaries	154,098	165,132
Social security costs	7,110	7,450
Pension costs	3,544	3,339
	164,752	175,921
Self-employed contractors	63,820	36,592
	228,572	212,513

The monthly average number of persons (including senior management / leadership team) employed by the charity during the year (head count) was as follows:

	2025 No	2024 No
All persons employed	6	8

No employee received emoluments of more than £60,000 during the year

9 Independent examiner's remuneration

	2025 £	2024 £
Other fees to examiners		
Examination-related assurance services	1,244	1,188
All other services	766	732
	2,010	1,920

10 Taxation

The charity is a registered charity and is therefore exempt from taxation.

11 Tangible fixed assets

	Land and buildings £	Furniture and equipment £	Total £
Cost			
At 1 October 2024	293,031	6,302	299,333
At 30 September 2025	293,031	6,302	299,333
Depreciation			
At 1 October 2024	25,640	3,494	29,134
Charge for the year	7,326	562	7,888
At 30 September 2025	32,966	4,056	37,022
Net book value			
At 30 September 2025	260,065	2,246	262,311
At 30 September 2024	267,391	2,808	270,199

Included within the net book value of land and buildings above is £Nil (2024 - £Nil) in respect of freehold land and buildings and £260,065 (2024 - £267,391) in respect of leaseholds.

12 Fixed asset investments

	2025 £	2024 £
Shares in group undertakings and participating interests	25,000	25,000
Other investments	104,576	93,353
	129,576	118,353

Shares in group undertakings and participating interests

	Subsidiary undertakings £	Total £
Cost		
At 1 October 2024	25,000	25,000
At 30 September 2025	25,000	25,000
Net book value		
At 30 September 2025	25,000	25,000
At 30 September 2024	25,000	25,000

Other investments

	Unit Trust investment £	Total £
Cost or Valuation		
At 1 October 2024	93,353	93,353
Revaluation	11,223	11,223
At 30 September 2025	104,576	104,576
Net book value		
At 30 September 2025	104,576	104,576
At 30 September 2024	93,353	93,353

Details of undertakings

Details of the investments in which the charity holds 20% or more of the nominal value of any class of share capital are as follows:

Undertaking	Country of incorporation	Holding	Proportion of voting rights and shares held		Principal activity
			2025	2024	
Subsidiary undertakings					
The Pavilion in the Park (PIPS) Ltd St John Way, Poundbury, Dorchester, DT1 2FG	England & Wales	Ordinary	100%	100%	Running the cafe at Pavilion in the Park

Subsidiaries

The profit for the financial period of The Pavilion in the Park (PIPS) Ltd was £86,917 (2024 - £67,682) and the aggregate amount of capital and reserves at the end of the period was £120,257 (2024 - £102,440).

13 Stock

	2025	2024
	£	£
Stocks	8,750	12,673

14 Debtors

	2025	2024
	£	£
Trade debtors	13,360	646
Due from group undertakings	20,366	20,463
Prepayments	3,125	-
Accrued income	5,007	3,280
Other debtors	1,280	-
	43,138	24,389

15 Cash and cash equivalents

	2025	2024
	£	£
Cash on hand	4,610	1,065
Cash at bank	519,049	452,578
	523,659	453,643

16 Creditors: amounts falling due within one year

	2025	2024
	£	£
Trade creditors	11,007	9,262
Other taxation and social security	2,152	-
Accruals	2,152	6,806
Deferred income	35,200	7,500
	50,511	23,568

	2025
	£
Deferred income at 1 October 2024	7,500
Resources deferred in the period	35,200
Amounts released from previous periods	(7,500)
Deferred income at 30 September 2025	35,200

17 Commitments

Lease commitments
The Talk About Trust leases land from His Royal Highness The Prince of Wales for a 60 year period from 1 April 2021 with a rent starting from 1 April 2022 at £3,000pa, index linked each year.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 SEPTEMBER 2025 (CONTINUED)

18 Funds

	Balance at 1 October 2024 £	Incoming resources £	Resources expended £	Transfers £	Other recognised gains/(losses) £	Balance at 30 September 2025 £
Unrestricted						
General						
General funds	551,393	176,198	(124,553)	(7,601)	11,223	606,660
Designated						
CEO Succession Reserve	60,000	-	(8,340)	-	-	51,660
Pavilion Maintenance Fund	62,652	-	-	7,326	-	69,978
	122,652	-	(8,340)	7,326	-	121,638
Total unrestricted	674,045	176,198	(132,893)	(275)	11,223	728,298
Restricted						
Dorset	7,173	5,000	(9,122)	-	-	3,051
16+	25,194	22,000	(13,453)	(6,808)	-	26,933
Scotland	15,994	14,550	(16,980)	-	-	13,564
SEN/LAC	22,640	10,000	(15,199)	-	-	17,441
PiPs space	24,911	13,181	(15,298)	-	-	22,794
16+ Scotland	18,987	-	(6,000)	-	-	12,987
L&SE	23,375	23,110	(21,598)	-	-	24,887
16+ NYORKS	1,276	-	(1,276)	-	-	-
DANE	17,948	4,500	(15,503)	-	-	6,945
16+ Scotland YAF	10,064	23,351	(11,354)	-	-	22,061
LAG East	1,500	-	-	-	-	1,500
LAG North	580	-	-	-	-	580
LAG West	750	-	-	-	-	750
MS & W New	11,252	1,000	(12,527)	275	-	-
16+ Spiking	-	-	(6,808)	6,808	-	-
Cheshire	-	4,000	(1,359)	-	-	2,641
Hampshire	-	5,000	-	-	-	5,000
Inverclyde Vaping	-	6,000	(4,295)	-	-	1,705
G&C Vaping	-	39,103	(19,965)	-	-	19,138
PS Vaping	-	17,900	(11,252)	-	-	6,648
Total restricted	181,644	188,695	(181,989)	275	-	188,625
Total funds	855,689	364,893	(314,882)	-	11,223	916,923

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 SEPTEMBER 2025 (CONTINUED)

	Balance at 1 October 2023 £	Incoming resources £	Resources expended £	Transfers £	Other recognised gains/(losses) £	Balance at 30 September 2024 £
Unrestricted funds						
General						
General funds	508,468	170,827	(131,744)	(7,342)	11,184	551,393
Designated						
CEO Succession Reserve	60,000	-	-	-	-	60,000
Pavilion Maintenance Fund	55,326	-	-	7,326	-	62,652
	115,326	-	-	7,326	-	122,652
Total unrestricted funds	623,794	170,827	(131,744)	(16)	11,184	674,045
Restricted						
Dorset	9,561	7,800	(10,188)	-	-	7,173
16+	39,467	3,252	(17,525)	-	-	25,194
Midland & South West	5,712	-	(5,746)	34	-	-
Scotland	27,266	-	(11,272)	-	-	15,994
SEN/LAC	7,887	24,250	(9,497)	-	-	22,640
PiPs space	19,174	19,776	(14,039)	-	-	24,911
16+ Scotland	25,173	12,085	(18,271)	-	-	18,987
Humber	2,938	-	(2,920)	(18)	-	-
L&SE	5,658	41,850	(24,133)	-	-	23,375
16+ NYORKS	10,408	-	(9,132)	-	-	1,276
DANE	11,847	18,825	(12,724)	-	-	17,948
16+ Scotland YAF	-	20,617	(10,553)	-	-	10,064
LAG East	-	1,500	-	-	-	1,500
LAG North	-	1,100	(520)	-	-	580
LAG West	-	750	-	-	-	750
MS & W New	-	19,400	(8,148)	-	-	11,252
Total restricted funds	165,091	171,205	(154,668)	16	-	181,644
Total funds	788,885	342,032	(286,412)	-	11,184	855,689

The specific purposes for which the funds are to be applied are as follows:

Designated funds:

The CEO Succession Fund currently stands at £51,660. Our new CEO was appointed in September 2025 and the existing CEO has moved to a part-time founder role. The Trustees will review the fund at the end of the probationary period for the new CEO and will then make a decision on the release of funds.

Pavilion Maintenance Fund - £69,978 is held in a designated fund for future Pavilion maintenance costs.

19 Analysis of net assets between funds

	Unrestricted funds		Restricted funds	Total funds at 30 September 2025
	General	Designated		
	£	£	£	£
Tangible fixed assets	262,311	-	-	262,311
Fixed asset investments	129,576	-	-	129,576
Current assets	236,940	121,638	216,969	575,547
Current liabilities	(22,167)	-	(28,344)	(50,511)
Total net assets	606,660	121,638	188,625	916,923

	Unrestricted funds		Restricted funds	Total funds at 30 September 2024
	General	Designated		
	£	£	£	£
Tangible fixed assets	270,199	-	-	270,199
Fixed asset investments	118,353	-	-	118,353
Current assets	174,623	122,652	193,430	490,705
Current liabilities	(11,782)	-	(11,786)	(23,568)
Total net assets	551,393	122,652	181,644	855,689

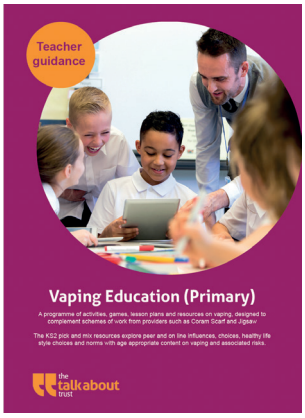
20 Related party transactions

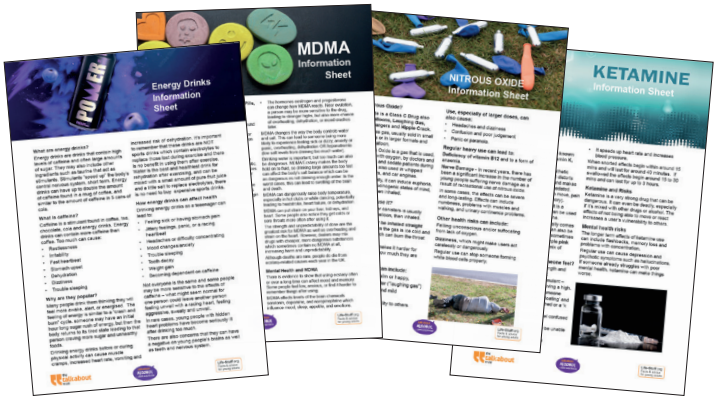
During the year the charity made the following related party transactions:

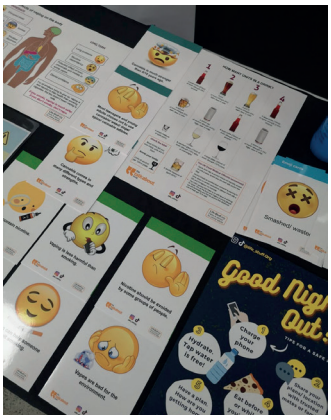
Pavilion in the Park (PIPS) Ltd
(Pavilion in the Park (PIPS) Ltd is a wholly owned trading subsidiary of The Talk About Trust)
During the year, expenses relating to the Pavilion in the Park are shared between The Talk About Trust and Pavilion in the Park (PIPS) Ltd. At the balance sheet date the amount due from Pavilion in the Park (PIPS) Ltd was £20,366 (2024 - £20,463).



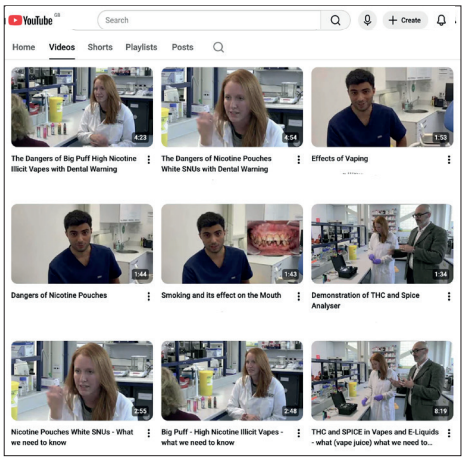



Teacher guidance
Vaping Education (Primary)
A programme of activities, games, lesson plans and resources on vaping, designed to complement schemes of work from providers such as Coram Scarf and Jigsaw
The KS2 pick and mix resources explore peer and on line influences, choices, healthy life style choices and norms with age appropriate content on vaping and associated risks.
the talkabout trust


Energy Drinks Information Sheet
MDMA Information Sheet
NITROUS OXIDE Information Sheet
KETAMINE Information Sheet






YouTube
Search
Create
Home
Videos
Shorts
Playlists
Posts
The Dangers of Big Puff High Nicotine Illicit Vapes with Dental Warning
The Dangers of Nicotine Pouches White SNUs with Dental Warning
Effects of Vaping
Dangers of Nicotine Pouches
Smoking and its effect on the Mouth
Demonstration of THC and Spice Analyser
Nicotine Pouches White SNUs - What we need to know
Big Puff - High Nicotine Illicit Vapes - what we need to know
THC and SPICE in Vapes and E-Liquids - what (vape juice) what we need to...




the talkabout trust
Quizzes for 11-16 year olds
Choose a quiz topic
Alcohol
Vaping
Cannabis
Energy drinks


KING'S College LONDON


Accepting secret gifts...
An older child hands a gift to you. The older student whispers 'Don't tell anyone.'
Is this post an advertisement?
Is this post an ad?
What are they trying to make the product look like?
Does this ad highlight the risks of vaping? Why/why not?
Group chat mystery...
You receive a message saying, 'Join this group! The older kids are funny!' The name of the group chat is "Cool Crew."

The Talk About Trust

England & Wales - Charity number 1186202

Accounts

the talk about trust

TRUSTEES ANNUAL REPORT & ACCOUNTS FOR THE YEAR ENDED 30TH SEPTEMBER 2024











The Talk About Trust, Pavilion in the Park, St John Way, Poundbury, Dorchester DT1 2FG
England and Wales charity number: 1186202 Scotland charity number: SCO50360

SECTION 1

Trustees Annual Report

THE TALK ABOUT TRUST (Changed from the Alcohol Education Trust In January 2024)

REFERENCE AND ADMINSTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS

TRUSTEES

Victoria McDonaugh MA (Hons) PGCE (Chair)
David Cox
Stephen Foster
Richard Mangnall JP FCILA FInst.D
Andrew Morse BSc Hons
Keith Newton ACA
Jackie Sonner BA (Hons) PGCE
Dr Lara Jayne Wear MB BS BSc DCH (SA) MRCGP
Alison Winsborough BMus PGCE

CHIEF EXECUTIVE

Helena Conibear

CHARITY REGISTERED NUMBER

1186202 England & Wales
SC050360 Scotland

REGISTERED OFFICE

Pavilion in the Park
St John Way
Poundbury
Dorchester
Dorset
DT1 2FG

BANKERS

The Co-Operative Bank
Business Direct
PO Box 250
Skelmersdale
WN8 6WT

INDEPENDENT EXAMINER

S J Hough FCA
Edwards and Keeping Limited
Chartered Accountants
Unity Chambers
34 High East Street
Dorchester
Dorset
DT1 1HA

THE TALK ABOUT TRUST (Changed from the Alcohol Education Trust In January 2024)

TRUSTEES' REPORT FOR THE YEAR ENDED 30 SEPTEMBER 2024

The trustees submit their annual report and financial statements of the Talk About Trust for the year ended 30 September 2024.

The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" in preparing the annual report and financial statements of the charity.

PUBLIC BENEFIT

The trustees confirm that to the best of their ability they have consistently complied with their duty to have due regard to the guidance on the public benefit published by the Commission in exercising their powers or duties.

STRUCTURE, GOVERNANCE AND MANAGEMENT

GOVERNING DOCUMENT

The Alcohol Education Trust was originally a 'Trust' governed by a Constitution drawn up on 18 October 2010 and registered with the Charity Commission for England & Wales on 2 November 2010 (Reg. No. 1138775) and the Scottish Charity Regulator on 21 June 2018 (Reg No. SC048482). With effect from 1st April 2020, the Alcohol Education Trust changed its legal status from a 'Trust' to a 'Charitable Incorporated Organisation' (CIO) and it became governed by a constitution dated 6th November 2019 and registered with the Charity Commission for England & Wales on the same date (Reg. No. 1186202) and the Scottish Charity Regulator on 31 July 2020 (SC050360). In January 2024, the charity changed its name to the Talk About Trust and is now governed by a new constitution dated 5th February 2024.

Historical Annual Reports and Accounts have been removed by the Charities Commission from their website but remain available to view at talkabouttrust.org/about/policies-trustee-reports-funding/

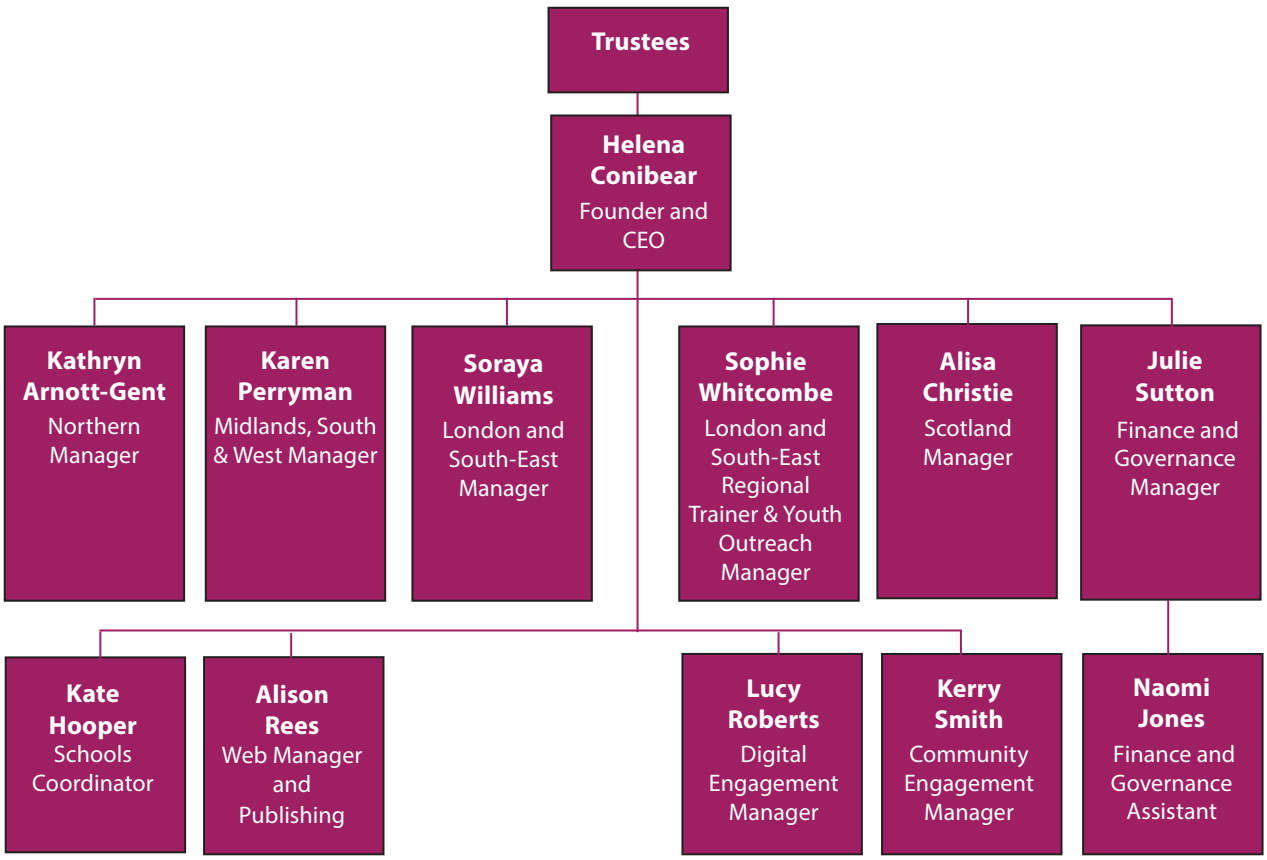
TRUSTEE APPOINTMENT

Trustees are appointed by the management committee and serve a period of three years at which time they resign by rotation and can offer themselves for re-election.

THE MANAGEMENT TEAM & TRUSTEES

The board of trustees meets 4-5 times a year. The Chief Executive runs the charity with support from one full time employee and five part-time employees (Northern Manager, the London & South East Manager and sessional support, the Schools Coordinator and the Finance & Governance Manager and Assistant), and five other part-time self-employed staff. Five people are based regionally in different parts of the UK ensuring schools have local support for training and parent sessions.

THE TALK ABOUT TRUST TEAM



TRUSTEES

VICTORIA MCDONAUGH, CHAIR OF TRUSTEES

Victoria was Head of History and Head of Year with a responsibility for PSHE in a large comprehensive in Cricklewood, London. She was a governor of Bryanston School and was High Sheriff of Dorset in 2009/10.

DAVID COX, FUNDRAISING & MARKETING

David retired as the Chief Executive of The Benevolent charity (now named The Drinks Trust) at the end of 2018, a role he took up in April 2013. The Drinks Trust supports current and past employees of the UK drinks trade with practical, emotional and financial help when faced with a variety of difficult circumstances, including serious illness, disability, issues with stress or depression, with debt or any family crisis such as a seriously ill partner or child. David has built a deep understanding of issues concerning alcohol and the importance of early intervention and alcohol education. David is a Liveryman of three City Livery Companies and brings a wealth of skills to The TALK ABOUT Trust in governance, fund raising and management.

JACKIE SONNER, SAFEGUARDING & POLICY

Jackie recently retired as Deputy Head teacher at a large Primary Federation in Weymouth. Her responsibilities included staff recruitment and training, curriculum design and implementation and safeguarding. As the Designated Safeguarding lead Jackie witnessed the devastating impact on children and their families where there is misuse of alcohol and other substances, and worked with a range of professionals from Health, Social Care and other agencies to provide considered and effective early intervention. In previous roles in 2 other Dorset schools Jackie gained additional expertise in PSHE and Early Years education. As such, she observed the effects of adult role models and peer pressure on even the youngest children in school and understands the need for high quality education in all aspects of PSHE from the start. Since retiring, Jackie has sought to maintain links with education and become involved in her local community volunteering at a local Dorchester school and at the PIPs holiday club for local children and is a school governor with link responsibilities for safeguarding.

KEITH NEWTON, FINANCE AND PIP DIRECTOR

Keith is a member of the Australian Institute of Chartered Accountants. In a career of 33 years at Accenture he worked as a global management consultant specialising in strategic and technology consulting for large scale private and public sector organisations working in Sydney, Chicago, Seoul and Hong Kong. He is a company director, an investor, and advisor to a number of UK and international businesses and charities. He is currently Chairman of the West Country Branch of the Britain-Australia Society (BAS); a Director of the National Britain-Australia Society; a trustee of the BAS Education Trust – BASET; and an advisor to the board of an English public school having previously served as a Member of the Board and Chairmen of the Finance and General Purpose committee. He serves as a charity trustee with a specialty in finance.

ALISON WINSBOROUGH, RESOURCES, FRAMEWORK AND IMPLEMENTATION

Alison has strong experience of delivering PSE, previously as Head of PSE and Citizenship at the Sir John Colfox School and currently as Head of Citizenship and Head of Sixth Form at the Isle of Portland Aldridge Community Academy.

Alison has worked with an abundance of outside agencies such as AA, SSCT, Safer partnerships, healthcare professionals, Ansbury and other local stakeholders. She is currently Designated Safeguarding Lead for the 6th form and part of the Academy's Safeguarding Team. She has 3 young children.

DR LARA JAYNE WEAR, MEDICAL CONTENT AND SAFEGUARDING

Trained at Imperial College London including a BSc in Physiology, qualifying in 2007. Lara moved on to hospital rotations at Frimley Park, Surrey and Brighton, Sussex. She lectured in Anatomy at Brighton Medical School before moving to Cape Town where she specialised in Paediatrics and gained the Diploma in Child Health in 2011. Lara decided to pursue her career in General Practice from this point and enrolled in the Wessex GP training programme which brought her to Dorchester, Dorset in 2012. She completed her GP specialist training in 2015 and has been working as a GP in Dorset since this time, becoming a GP Partner at The Prince of Wales Surgery, Poundbury in 2019.

RICHARD MANGNALL

Richard lives in Dorset but spent most of his professional life in London where he is a Freeman of the City. He practised for over 40 years as a Chartered Loss Adjuster, dealing with a variety of insurance losses including fine art, movie production, advertising and contingency. He is a Fellow and Past President of the Chartered Institute of Loss Adjusters.

In parallel with this, he sat on the Westminster Bench (then located at Bow Street & Horseferry Road) latterly becoming Bench Chair for 4 years. He is a past Trustee of the Inner London Magistrates' Courts Poor Box Charity which assists offenders with rehabilitation. On leaving London, he sat on the Guildford Bench and then, upon moving to Shropshire, on the Telford Bench.

He is currently a member of the Dorset PCC's Panel monitoring out of court disposals by Dorset Police. In this latter capacity and during his time on the Bench he has been all too well aware of the part played by alcohol in offending, particularly among young people, and the need for rehabilitating outcomes.

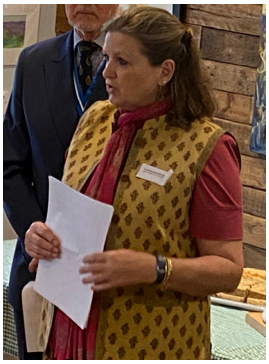
STEPHEN FOSTER, LEGAL

Stephen is Head of the Divorce and Family partner team at Stewarts Law. In the Legal 500 2016, Stephen is recommended for his "pragmatism and gravitas" and his reputation as "a strong leader who can manage any situation or individual and steer things to a successful outcome". Chambers describes him as "a great lateral thinker" and Stephen is named as one of the top 10 high asset family lawyers in Spear's Family Law Index.

ANDREW MORSE, PROJECT MANAGEMENT AND PIPS DIRECTOR

Andrew recently retired from the Royal Navy after 35 years as an officer in the Fleet Air Arm flying and instructing on the Lynx helicopter and simulators before transferring into Programme/Project/Requirements Management in 2004. He brings a range of skills to the TALK ABOUT Trust including project development and management, an understanding of evaluation, training, support and infrastructure, plus time, budget and cost management skills. Andy continues to work part-time as a Reservist in the field of procurement and programme management for the Wildcat helicopter. Having served in the RN and as a father of two, he has an excellent understanding of the need for life skills education to ensure young people are able to make more informed responsible choices about alcohol.

Vicky McDonaugh, Chair of Trustees



In September 2010 the AET, as it was then called, celebrated becoming a charity. In 2025 we celebrate the TALK ABOUT Trust's 15th birthday. I have been lucky enough to watch the charity grow since its inception. It has been a privilege to work with our founder and CEO, Helena, whose vision and energy, with her amazing team has brought such success to our work in improving young peoples' knowledge, skills and resilience to drug and alcohol related harm.

By her vision, I mean in particular the building of PIPS. Not just as an office and income stream for the charity but as a much loved community hub for residents of Poundbury. We moved in January 2021 and PiP Café and community hub now produces some 20% of the funds we need to support children and young people to make safer choices day to day across the country.

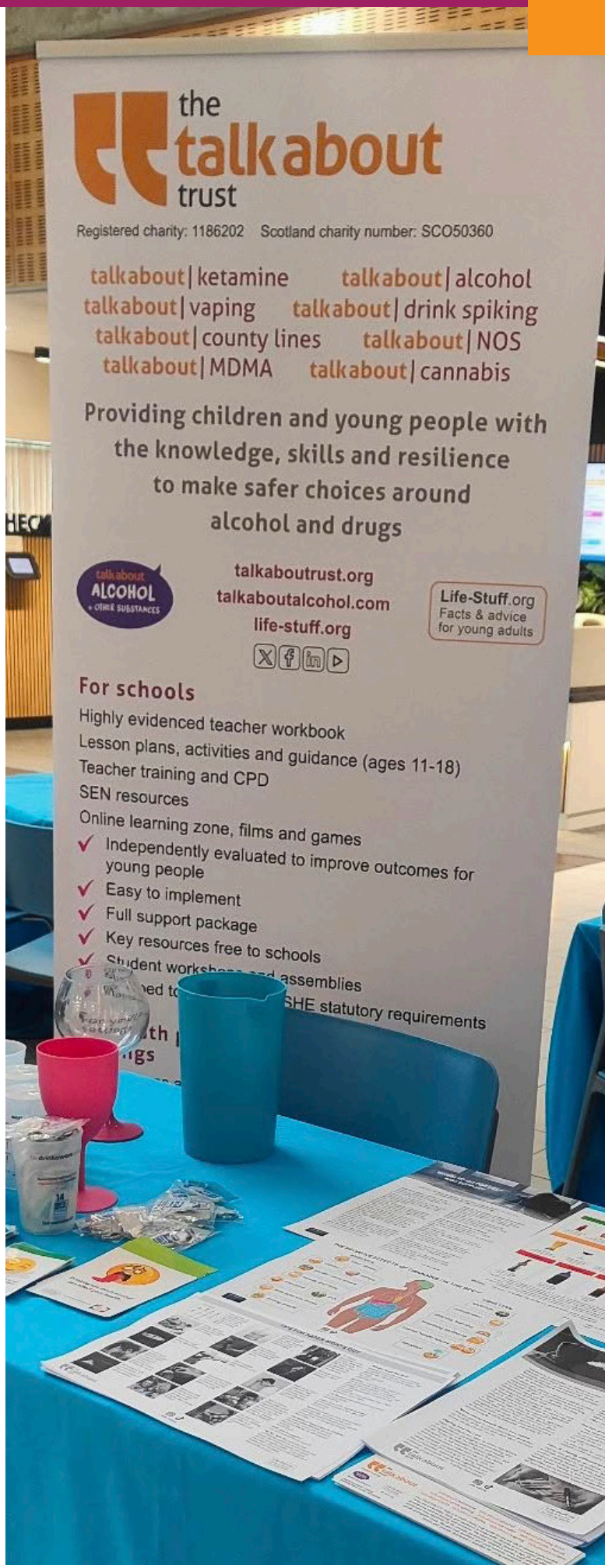
As young people's use of substances changed to less alcohol and more problematic cannabis use and the advent of vaping, we saw that the charity needed to expand its work beyond alcohol to reflect the challenges that children are facing. The change in name reflects the fact that we now include cannabis, vaping, ketamine, NOS, MDMA, county lines, drink spiking, consent and vulnerability as well as safety round alcohol in our remit. Our new TALK ABOUT Trust website went live in February 2024 and has had 80,000 users.

In June 2025, The TALK ABOUT Trust will host the 5th Alcohol and Drugs Education Conference at Bournemouth University with an array of eminent specialist speakers. These events as well as our day to day training have been hugely successful as seen by the high levels of audience satisfaction on evaluation showing professional rating levels of 9/10 for our training and resources.

Over the last 15 years we have expanded our work to cover all regions of England and Scotland thanks to our dedicated and highly experienced regionally based trainers, you can explore some of their outreach over the year which is key to the successful delivery of our programmes.

2024 saw two wonderful endorsements of The TALK ABOUT Trust's work. We won the TEACH SECONDARY AWARD for best free secondary school resource and Helena was awarded a much deserved honorary Doctorate from Bournemouth University for 15 years of dedication to producing evidenced outcomes for early intervention and prevention work in alcohol and drugs education.

Victoria McDonaugh MA PGCE
Chair



THE TALK ABOUT TRUST THEORY OF CHANGE

SERVICE USERS

Children 8 - 15

(focus on prevention and early intervention)

Young people 16 – 25

(focus on harm minimisation and resilience/ coping strategies)

Teachers, PSHE leads, health promoters

Parents, carers

Youth groups, community leaders

Life coaches, community police officers, social workers and youth justice

Local authorities/ public health

ACTIVITIES

Resources & support

Online & print resources by age/ ability

Games and online guidance and support

Bi termly updates/ Email and phone support

Interactive online learning zone and digital engagement

Face to face engagement

Teacher/ community lead training in proven behaviour change methods

Young people input & engagement

Harm minimisation workshops

Peer to peer mentor development

Facilitation of diversionary activities

Partnerships

Teachers & schools

Signposting to specialist services

Youth focused charities and organisations

Parent-focused collaborations

Organisations addressing young people not in employment education or training

SHORT TERM OUTCOMES

Teachers/ leaders, young people and parents/ carers gain knowledge, skills and confidence

Delay in young people taking up drinking, self control development and reduction in risk taking

Change in young people peer dynamic through self-esteem improvement, resisting peer pressure and peer norm correction

Development of support network between parents, schools and children - improved relationships and communication

Parent/ carers develop greater understanding of gatekeeping to alcohol supply/ access and as role models and boundary setters

LONG TERM OUTCOMES

Life chances of those most vulnerable to alcohol and substance harm and abuse are improved

Age of first drink is raised from 13 to at least 15 years old

Prevalence and social acceptability of excess drinking and substance misuse is reduced

Experimentation with vaping, cannabis and other substances reduced

Accidents, violence, assault and harm caused by alcohol and other substances are reduced

MISSION

To support parents, carers, teachers & community leaders to keep young people safer around drugs, alcohol, nicotine and other substances and to reduce negative risk taking.

CHARITABLE OBJECTIVES

To advance education for the benefit of the public concerning the issues of alcohol and substance use of young people (age 11 and upwards) in the UK and their safety around alcohol and other substances, in such ways as the trustees decide, and including through the development and delivery of holistic, life skill and evidence-based approaches and diversionary resources and activities that build resilience, reduce underage drinking and substance use and alcohol and drug related harms amongst such young people (age 11 and upwards).

OUR IMPACT & REACH 2023/24

6,000+

teachers and youth professionals were trained and supported via 346 workshops, conferences and familiarisation sessions. In 2023/24 10,311 teachers and professionals received our bi -termly updates & advice.

500,000 +

Allowing one year group per school, we estimate that over 500,000 children in over 2,100 settings used Talk About Alcohol games, films, activities and lesson plans this year.

20,800 +

Young adults (16 – 25 year olds) in 416 settings such as Foyers, YMCA, and Princes Trust have been provided with workshops and resources on alcohol and cannabis, higher harms, county lines, consent.



Scotland

As well as supporting children in schools, youth clubs and sports clubs across Scotland, we have trained 162 staff from 5 partnership charities and an additional 623 professionals from 28 organisations that provide training, support and education for young adults across the country.

18,000 +

vulnerable children and children with additional learning needs were supported in 170 new and via existing settings such as special schools, children's homes and pupil referral units through activity packs tailored for young people at higher risk of alcohol-related harms.

110,000 +

active users on our youth facing websites talkaboutalcohol.com and life-stuff.org, and our resource site for teachers and youth professionals, talkabouttrust.org.

There were 27,000 users of talk about alcohol and 13,000 visits to safer nights out and drink spiking on life-stuff.org

960 +

schools, youth clubs, sports clubs special schools, children's homes and charities received Talk About Trust resources during the 2023/24 year.

DELIVERING AN EVIDENCED-BASED PROGRAMME THAT REDUCES ALCOHOL-RELATED HARM NATIONWIDE FOR LESS THAN £1 A CHILD

OUR VISION

WHO WE ARE

The TALK ABOUT Trust work is built around three pillars: supporting young people, their parents and carers and the professionals who work with them:

Early intervention and prevention approaches for children and young people
Ensuring we equip young people with the knowledge and life skills to make safer choices before any potential problems begin. This primary goal has been enhanced with targeted work for children most vulnerable to alcohol and drug misuse, plus harm reduction approaches for older teenagers and young adults including support on cannabis and vaping.

Supporting teachers and youth professionals with everything they need to deliver effective and engaging alcohol and other substance education (training and resources)

Evidence shows that trusted adults who know the children well are best equipped to deliver health education. The TALK ABOUT Trust therefore provides workshops, training, online and face-to-face support and resources for teachers, youth workers, health professionals and those working day-to-day with 8 - 25 year-olds of all abilities and backgrounds. This is both an affordable and sustainable model as those trained are then confident and equipped to use positive life skill approaches and can cascade their learning to others.

Empower parents and carers

Parents and carers are the key suppliers of alcohol to young people (70%) and play an essential part in setting boundaries and being good role models. These 'tough love' skills delay the age that young people drink or use other substances and the amount that they drink or experiment. The TALK ABOUT Trust therefore facilitates workshops and seminars and has a dedicated web area for parents and carers, with advice varying from the law, the physical and mental effects of early alcohol use to hosting parties.

WHAT WE DO

Intervene early
We aim to reach children before they begin drinking or experimenting with vaping or drugs and help them work out why it makes sense to wait until they are older (if they choose to drink) and how early and heavy drinking or substance use increases their risk of injury, accidents, health harms, grooming, exploitation and assault and makes them more vulnerable to others. We use evidenced approaches to build young people's knowledge, resilience and life skills, helping them make more responsible, informed choices as they encounter alcohol and other substances. A new key focus is working with younger children to raise awareness of vaping.

Harm reduction

As young adults begin to navigate the world of parties, pubs, clubs, festivals and independence, we equip them with the knowledge, awareness and strategies needed to stay safer around alcohol and other substances such as cannabis and vaping. We have specific programmes addressing drink spiking and safer nights out as well as how alcohol and substance use affects consent and increases other vulnerabilities.

Train the workforce

We train teachers and professionals to deliver evidence-based, interactive and enjoyable alcohol and drug awareness to children and young people of different abilities and backgrounds in a variety of settings. This includes schools, special schools, pupil referral units, alternative education, sports and youth clubs, school nurses, the police and youth justice teams.

Improve learning and life chances

Our interactive activity-based and award-winning Talk About Alcohol programme for schools with additional elements for SEN settings is proven to improve knowledge and significantly delay the age that teenagers choose to drink whole drinks, so reducing harms and improving health outcomes. We have also applied our knowledge and resilience approaches to vaping, cannabis, ketamine and other substance education for all abilities and youth settings. We focus our support in regions where alcohol and drug related harms are highest and have targeted approaches for those most vulnerable to alcohol and drug misuse, such as care experienced children and victims of childhood trauma.

Sustainable, affordable legacy

The teachers and youth professionals that we equip with the knowledge, skills and resources to support young people ongoing around alcohol, cannabis and vaping become our ambassadors and cascade their learning to others. This means our programmes cost under £1 per young person. We continue to mentor those we train with new and updated resources, provide professional development and ongoing phone/email support via our highly experienced and regionally based staff.

Strengthen role models and boundary setting

We build parental confidence, knowledge and skills to talk and support their children around alcohol, vaping, cannabis and other illicit substances. We encourage parents and carers to be good role models, to set and stick to boundaries, to monitor their children and to understand the risks associated with underage drinking and experimentation, particularly in unsupervised settings.

Provide diversionary activities

We encourage and facilitate diversionary activities for young people that build community cohesion and so help reduce anti-social behaviour, crime and the onset of drinking and substance use.

Provide engaging evidenced based information, workshops and online resources for young people

Lecturing, scare mongering and 'just say no ' messages are proven to be ineffective in changing young peoples' attitudes and behaviours to alcohol and drug use.

The TALK ABOUT Trust uses highly evaluated discussion-based activities, rehearsal strategies and interactive approaches with young people in a variety of settings both face to face and online that build young people's decision-making skills, resilience and ability to resist peer pressure and so make informed, safer choices. young people's decision-making skills, resilience and ability to resist peer pressure and so make informed, safer choices.

MISSION

To keep young people safe around alcohol and drugs, improve life chances and reduce negative risk taking. We support teachers, parents, carers, community leaders and those under 25.

OUR GOALS

- Raise the age of onset of drinking whole drinks from the current age of 13 to at least the UK Chief Medical Officers' Guidance of age 15 with a long-term goal of the legal purchase age of 18.
- Reduce the prevalence of vaping, cannabis and other substance use through early intervention and prevention.
- Reduce the prevalence and social acceptability of binge drinking and drunkenness, vaping, cannabis and other substance use among young people to the age of 25.
- Raise awareness of the lifetime risk of early alcohol and other substance use.
- Ensure the life chances of young people most vulnerable to alcohol and drug harm and abuse are improved.
- Reduce the accidents, violence, assault and harm caused to young people and the community by alcohol and drug use.
- Encourage diversionary activities for young people that reduce anti-social behaviour crime and onset of drinking and drug use.
- Support young adults to the age of 25 in University and other settings and reduce the prevalence of spiking under 25.

CORE OBJECTIVES



SUPPORT CHILDREN AND YOUNG PEOPLE

- Ensure that young people of all abilities (aged 8 -18) are provided with the information, skills and resilience to make safer choices around alcohol and other substances by providing free access to evidenced alcohol and drug education via websites, games, lessons, films and activities in all youth settings across the UK.
- Support vulnerable young people at higher risk of alcohol and drug related harms with targeted approaches.
- Support young adults up the age of 25, specifically those more vulnerable to alcohol and drug related harms and student populations.
- Ensure harm minimisation resources on alcohol and other substances for young people to age 25 are freely available. Provide online support, workshops, peer to peer training and opportunities for young adults.



SUPPORT SCHOOLS AND ORGANISATIONS

- Train teachers, health educators (RSHE), youth professionals and community leaders new to the TALK ABOUT Trust programmes face to face and online on all issues regarding alcohol, cannabis, vaping and other substances.
- Support the provision of the Talk About Alcohol programme and other substance resources, websites, films, games, lesson plans and worksheets and SEN specific activities free of charge to schools and youth supporting organisations.
- Provide ongoing guidance, training, updates, signposting and new resources to settings currently provided with TALK ABOUT Trust programmes through our regionally based specialist staff throughout England and Scotland.

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EMPOWER PARENTS AND CARERS

- Equip parents and carers, face-to-face and online, with the necessary skills to keep their children safe around alcohol and other substances.



ENHANCE COMMUNITY COHESION

- Enhance local community cohesion in Dorset through our community hub Pavilion in The Park, to include partnership delivery of diversionary activities and opportunities for training and skills for young people, that in turn reduce anti-social behaviour, crime and onset of drinking and drug use.

WHY ARE WE NEEDED?

CHILDREN AND YOUNG PEOPLE

The problems

- Children who drink regularly and heavily before the age of 15 are significantly more likely to try drugs, smoke, engage in unprotected or risky sex, be injured or assaulted. GCSE predictions fall by 20 points, the difference between a grade 9 and a grade 5. Early drinking is also a significant predictor of problematic use in later life.
- Young people who use drugs when 14 or younger have the greatest risk for drug dependence (34% prevalence rate of lifetime drug use disorders). It is also a significant predictor of lifetime alcohol dependence. The most common substances used by teenagers are alcohol, cannabis, nicotine and NOS.
- Low well-being was much more likely amongst pupils who recently smoked, drank and/or have taken drugs as low levels of life satisfaction were at 57% compared to 18% for those who have not smoked, drunk or tried drugs.
- 1 in 4 pupils (24%) have ever and 16.5% young adults aged 16 to 24 years reported last year drug use (end March 2023) – 5% of those class A.
- 15% of 11-year-olds have had a whole alcoholic drink rising to 62% of 15-year-olds.
- According to ASH vaping prevalence has increased by 50% in one year from one in 13 to one in 9 teenagers with 4 in 5 saying they have seen vapes promoted and advertised.
- Of the 14,352 under 18's in treatment, 87% are there predominantly for cannabis and its derivatives, followed by alcohol (39%) – 61% were young males.
- An estimated 1 in 10 under the age of 25 have experienced having their drink spiked or needle spiking and in 2022/23 there were 6,700 cases of spiking recorded by the police according to the NPCC.
- Peers may influence other young people to engage in or refrain from substance use directly or indirectly, there is a dramatic rise in levels of use among young people who believe most, or all of their friends, drink or take drugs.
- Young people who experience childhood adversity and trauma such as emotional or physical abuse, family breakdown or neglect are particularly at risk. A young person experiencing four traumas is 11 times more likely to smoke cannabis and 4 times more likely to binge drink.
- It is estimated that 14% of care leavers drink alcohol every day, a third use cannabis and a third use alcohol as ways to cope, deal with anxiety or to help forget trauma.
- Children with attention deficit hyperactivity disorder (ADHD) are three times more likely to face addiction when older. A diagnosis of ADHD or associated behavioural disorder is the greatest predictor of problematic alcohol or drug use.
- Children with learning difficulties are three times more likely to be abused, with alcohol a factor in grooming and violence.
- Young people who drop out of school, are 4 times more likely to be regular cannabis users and 1.2 times more likely to binge drink.
- Excluded children are five times more likely to have used alcohol or drugs on the last month. In 2022/23, 24,073 children were excluded for a fixed period and 590 were excluded permanently from state schools in England due to alcohol or drugs. In 2019, the National Crime Agency found that 100% of children involved in County Lines had been excluded from school, and they also found that being excluded from school is a contributing factor leading to a young person's risk of criminal exploitation
- Alcohol and Drugs can be both a cause and consequence of homelessness and the homeless population is 10 times more likely to be in treatment for alcohol or drugs. 35% of deaths of homeless people were related to drug poisoning in 2021 and 10% were alcohol-specific deaths.
- Prison surveys suggest that 40% of inmates were under the influence of alcohol and 45% were under the influence of drugs at the time of committing an offence.
- Lack of stable employment and lack of stable housing are significant contributors to poor mental health and turning to drink or drugs to cope with deprivation. The most deprived are 7 times more likely to have an alcohol-related hospital admission and 16 times more likely to have a drugs-related hospital admission.
- The total number of children living with people starting treatment was 50,053 in 2023. Young people living with alcohol or drug dependent parents/carers report living highly disrupted, insecure and chaotic lives. They also experience shame, stigma, and discrimination due to their association with a parent/carer who uses substances.
- Between 2020/21-2022/23 there were 9,226 alcohol specific hospital admissions for under 18s in England - that's 25 per day.



Our solutions

- A whole school approach for every child is crucial, so that we can equip all young people with the skills, knowledge and tools to make safer choices about alcohol and drugs before experimentation begins. The likelihood of lifetime substance misuse drops 4-5% for each year use is delayed, hence independent evaluation showing that our Talk About Alcohol programme significantly raises the age teenagers choose to drink is paramount to improving young people's life chances. We are thrilled, post successful pilot, to be rolling out similar early intervention and prevention programmes for drugs and vaping in secondary schools and piloting vaping resources in primary schools.
- We engage young people with an interactive online platform talkaboutalcohol.com that encourages them to build knowledge and find out in a fun way, through games and quizzes, about the effects of alcohol and other substances on their physical and mental wellbeing. Life-stuff.org also provides tips, information and support to help ages 16+ with health, wellbeing and social issues.
- Our activities, rehearsal strategies and role play allow young people to work out for themselves the effect of impulsive behaviour, enabling them to make more responsible, informed choices.
- We have developed a complex suite of resources and training using proven communication methods for young people with learning difficulties using colours, stories, scenarios, pictures, emojis, cartoons and techniques such as distancing and using characters.
- We include cannabis and vaping in our early intervention and harm reduction approaches and support young people, schools, youth and sports clubs as well as parents around both cannabis and vaping.
- We focus our training and support workers in areas of high deprivation where alcohol and substance related harms are highest.
- We have targeted streams of work supporting care experienced children and those who face a greater risk of substance dependency and misuse.
- We reduce the potential harms from alcohol, cannabis and vaping to 16 – 25 year-olds by equipping them with the knowledge, awareness and life skills to make safer choices and where to go for help and support.
- We correct social norms – namely the fact that most young people do not use drugs or get drunk.
- We work closely with partners who ensure disadvantaged young people are given the best chances through building their self esteem, life skills, training and employability. We support staff with training, resources and the skills to support young adults around alcohol and cannabis misuse and vaping.
- We support young people in alternative education and provide training and resources to those working with them.
- We work closely with virtual school and foster agencies who support care experienced children and care leavers. We have a bespoke alcohol, cannabis and vaping programme for 16 – 25 year olds leaving care or at risk of homelessness living in assisted accommodation. Training and resources enable life coaches to have one to one conversations around higher harms, levels of use, consequences, grooming, consent and other relevant issues.
- We work very closely with the Youth Offending Teams as well as training staff in pupil referral units being careful not to trigger trauma or stigma at all times.
- Our staff training and materials at all times avoid stigma and triggering trauma and highlight the importance of being supportive, empathetic, non-judgemental and how to offer targeted support and referral to specialist family charities working in this area specifically.



SCHOOLS AND YOUTH PROFESSIONALS

The problems

- Health Education became a statutory requirement for schools to deliver in September 2020, including alcohol and drug education. Teachers and youth workers cite not having enough time and not being subject experts as barriers to delivering effective health education.
- According to the most recent Smoking, Drinking and Drug Use Survey, only half of pupils said they received lessons on alcohol (56%), smoking (56%) or drugs (60%).
- Lessons peaked in year 9, and only half of those pupils thought their school gave them enough information about smoking (52%), drinking alcohol (51%) or drug use (48%) meaning half of children are not sufficiently prepared for the challenges and choices they will face around alcohol and drugs.
- In 2022/23, there were 590 permanent exclusions from schools in England due to alcohol or drugs.
- Schools generally have little budget, training or guidance for RSHE.
- Charities and commissioned services supporting vulnerable children and young adults lack the expertise, resources and training to support them around alcohol and drugs.

Our solutions

- We provide an easy one stop shop for busy, time poor teachers where they can download lesson plans, implementation and evaluation guidance by topic or by ability for each year group.
- We make our evidenced Talk About Alcohol programme and resources on cannabis and vaping available free of charge to all secondary schools across Britain.
- We train teachers and youth professionals and provide ongoing guidance so they feel confident and knowledgeable in teaching about alcohol and other substances.
- We provide games, one to one and small group activities suitable for use with young people in alternative settings, sports and youth clubs together with free training.
- We provide workshops, training and resources to life coaches and mentors of young adults in settings such as Foyers, Housing Associations and for organisations such as The Prince's Trust.

COMMUNITIES AND FAMILIES

The problems

- Children living in households where parents drink to excess are more likely to drink early and problematically.
- Young people who use alcohol or drugs have significantly lower parental supervision than those who don't use substances.
- Parenting that increases alcohol and drug use includes: a lack of parental monitoring, high levels of parent/child conflict and a child's lack of willingness to disclose information to their parents.
- The greater the number of unsupervised evenings with friends, the greater the likelihood that young people will report having consumed alcohol in the last week and having used drugs in the last month.
- Our research shows that 93% of parents and carers overestimate the number of teenagers who drink and get drunk and so supply their children with alcohol, thinking they'll get it elsewhere, otherwise.
- Parents and carers are the prime suppliers of alcohol to under 18s.

Our solutions

- We help parents and carers to understand why drinking at too young an age and drinking too much can harm their child's short and long term health and also how drinking outside of the home raises the likelihood of other risk taking such as smoking or taking drugs.
- We correct perceived social norms with positive messages on how teenagers are drinking and using substances than they were 10 years ago.
- We give positive parenting tips that reduce all risk taking such as how to set boundaries, be a good role model and know where their children are.
- We empower parents to resist teen pressure and manipulation.
- We explain teen brain development and how early use of alcohol and other substances significantly increases the likelihood of problematic use and dependency and can permanently change developmental pathways.

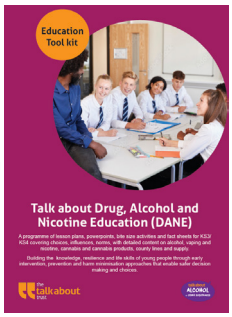
REFLECTIONS ON THE YEAR

Helena Conibear, Founder and CEO



2023/2024 has been a momentous year for our charity, first of all with our change of name from The Alcohol Education Trust to The TALK ABOUT Trust in February. Our landmark programme and young people facing learning hub has always been 'Talk About Alcohol', so this was a natural step for us as we talk to children, parents, teachers and other professionals about vaping, cannabis, spiking, county lines, NOS, risk of addiction and other topics day to day. The name 'Talk About' gives us the flexibility to respond to the ever changing priorities of the young people we work to protect across the UK, more recently around SNUS and nicotine pouches, understanding nitazines, illicit vapes and vape spiking, for example.

TALK ABOUT DRUGS, ALCOHOL AND NICOTINE EDUCATION (DANE) – encouraging indications that our new programme discourages experimentation and use among young people

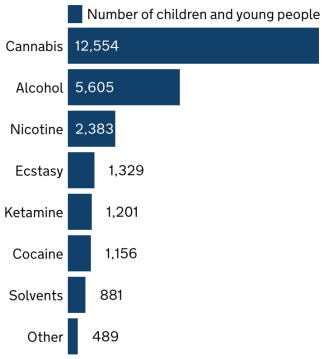


Since June 2023 we have been piloting and trailing 'talk about drugs alcohol and nicotine Education' across Dorset, informed by focus groups of Year 9 and Year 11 students and their teachers. This suite of resources covers five chapters on influences and choices, which explores classes of different drugs, their effects, the law and who influences our choices, followed by three specific chapters on alcohol, vaping and other nicotine products, cannabis with a closing chapter on 'where's the harm?, ' looking at the effect of individual drug use on county lines, modern day slavery, crime, intimidation, sexual exploitation, community, self and others.

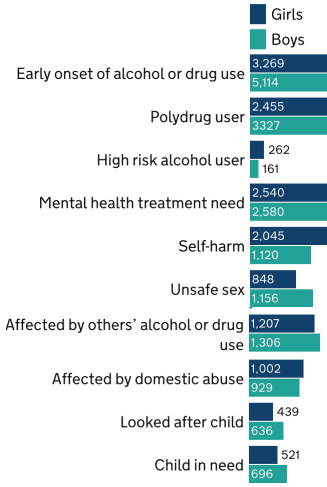
The content is informed by the substances of experimentation used by young people (vaping, tobacco, alcohol, cannabis, cannabis edibles, NOS and to much lesser degrees MDMA and Ketamine). The substances for which some 14,300 under 18s needed treatment (23/24) are overwhelmingly cannabis (87%), followed by alcohol (39%) and then nicotine. By far the biggest risk for needing treatment is early onset of use, followed by using more than one substance together – so of course, as a charity, this is what we prioritise.

We are very grateful to The Dorset Police and Crime Commissioner David Sidwick, who is joint national lead for Drugs and Alcohol at the Association of Police and Crime Commissioners who has made this work possible and to the academics and MSc students from Bournemouth University and UCL Institute of Behaviour change who have evaluated the pilot and informed the subsequent revisions so expertly.

PROBLEM SUBSTANCES REPORTED BY CHILDREN AND YOUNG PEOPLE



VULNERABILITIES AMONG CHILDREN AND YOUNG PEOPLE STARTING TREATMENT

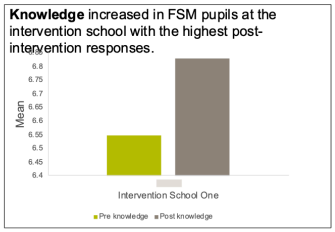


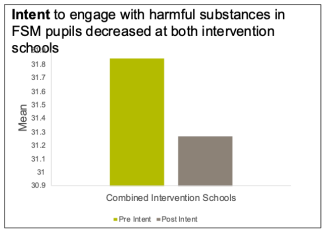
Source: Children and young people's substance misuse treatment statistics 2023 to 2024



Celebration of TALK ABOUT Trust launch February 2024 at our community hub and café, Pavilion in the Park, with keynotes given by Colin Weston JP, then High Sheriff of Dorset, Vicky McDonaugh DL, Chair of Trustees, and Helena Conibear, CEO and Founder

Bournemouth University





Quantative results - all pupils



Dr Chloe Casey, Bournemouth University; Tasha Board, Head of School, Chesil Cove; Alison Winsborough, Head of School, Church Ope; David Sidwick, Dorset Police & Crime Commissioner; Helena Conibear & Karen Perryman TALK ABOUT Trust; & pupils from Talk About DANE pilot school, The Atlantic Academy

A MOVE INTO PRIMARY SCHOOLS FOR THE FIRST TIME

Those of you who have followed our charity since our founding in 2010 will know that we started supporting pupils aged 11- 16 in school settings to make safer more informed choices around alcohol, using engaging games, discussion based learning, films and activities. We then understood how children with additional learning needs or young people not in education or in alternative education were at higher risk of alcohol related harms and so introduced our programmes for SEN and a targeted programme covering cannabis and alcohol for more vulnerable 16 – 25 year olds.

We have now, tragically been asked to meet the need of children at Primary level using vapes, many of which are illicit often containing highly dangerous ingredients - one in six vapes confiscated in schools has been found to contain spice – a highly addictive form of synthetic cannabis. Dealers use colourful and fruit flavoured vapes to lure children as young as 8 into county lines too. We have hosted two round table with Primary Head Teachers in 2024 to map their needs and thanks to funding from the Local Alliance Groups and Dorset Heath Trust will have a suite of games and activities that will raise awareness of risks and build resilience in an engaging and interactive way for Years 4 and Year 6 in 2025.

SPIKING REMAINS A KEY ISSUE - WORKING CLOSELY WITH UNIVERSITIES AND FE COLLEGES TO KEEP THEIR STUDENTS SAFER

With over 6,500 cases of reported drink spiking in 2022/2023 (NPCC), up from 5,000 in the previous year, for the third year, we have supported students with 'report and support' advice cards, posters, stands at fresher fairs, talks and online advice via life-stuff.org and on TikTok in over 90 Universities and Colleges during 2024.



Training all society and club welfare officers and key staff at Gloucester University over 2 days

Our drink spiking campaign has included in depth work across North Yorkshire with the support of The North Yorks. Police and Crime Commissioner and very importantly with University nursing staff, welfare officers and sexual health nurses. Emergency department and Minor Injury Unit nurses and staff are often the first point of contact for the victims of drink, vape and needle spiking. We have developed an SMS messaging service for them to use signposting to advice and information for victims or witnesses on how to report the crime and receive support. It is very pleasing to see that campaigning is leading to a standalone law on spiking and investment in better drink testing and blood/ urine testing technology by the Home Office who hosted a very productive round table of all stakeholders this year. The Police have also run targeted campaigns at key times such as over Christmas and New Year and during Freshers.

CPD QUALITY ASSURANCE

Another big step for us this year was joining The CPD Standards Office. This enables professionals attending our training to obtain formal certification and CPD credits – one awarded for each hour of training. The first course to be accredited is our 16+ training on alcohol, vaping and cannabis for professionals with 3 points.

This will be followed by our KS3 Drug, alcohol and nicotine education for teachers again with 3 points awarded. To find out more, please email kathyrn@talkabouttrust.org

THE DRUG EDUCATION FORUM

A small group of drug and alcohol specialists including ourselves founded the Drug Education Forum in 2024. A simple online format provides guest expert speakers and knowledge share on emerging research, specific substances, trends and promising education programmes every quarter, we have welcomed Professor Fiona Measham, Professor Adam Winstock and Professor Harry Sumnall as keynotes to date. With between 150 – 200 attendees per 2 hour session, this gives practitioners the opportunity to upskill and meet each other in a cost effective way. You can learn more by visiting drugeducationforum.org.uk/

THE CONTRIBUTION OF OUR OFFICE, COMMUNITY HUB AND CAFE

Our café and community hub is approaching its fourth Birthday in March 2025, we can't quite believe that! Not only does Pavilion in the Park provide holiday clubs, team hang out days, after school art, family fun days, a book swap, Summer music in the park, digital help, senior social coffee mornings and creative clay workshops free of charge for the local community, our wonderful building also hosts a weekly chess club, a deaf group, a home schooling group, a rock choir, the Park Run, The Junior Park run and so much more! A huge added benefit is how Debbie, Laura, Jess, Jenna and the team provide a substantial contribution to the core needs of The TALK ABOUT Trust Each Year, we are so glad we moved from a garden garage after 10 years!

NEW TRUSTEES, AMBASSADORS AND ADVISORS

We are so lucky to have such committed and talented Trustees at The TALK ABOUT Trust. Vicky McDonaugh, our Chair has been a Trustee since we were established as a charity in 2010 and we have the expertise of a Medic, experienced Primary and Secondary school teachers (acting and retired), a lawyer, an accountant, former charity CEO's, procurement and insurance. Their skills inform and help direct our work and ensure that we reflect our mission and are financially secure. You can read about our Trustees and staff here.

Another way that we ensure our work is current and informed is through our network of advisors and ambassadors. It has been a great pleasure to appoint Naomi Howell – Steven as our ambassador with a lead of LGBTQ+, Teighler on cannabis and psychology, Rhiannon Eaves on spiking and an anonymous ambassador on problematic alcohol use in young adults. Not forgetting the wonderful young people who take part in our focus groups and trial our resources of course!

OUR PROFESSIONAL COMMITTED STAFF

As CEO and founder, I can truly say that the incredible outreach that we manage, supporting children, teachers, professionals in some 1,100 settings across England and Scotland this year, would not be possible without our wonderful team. Kathryn Arnott-Gent has brought her enthusiasm and knowledge to children and professionals across the North for the last decade, Karen Perryman, now approaching her 60th Birthday works tirelessly to inform, inspire and encourage good practice across the Midlands and South West, I seriously don't know where we could be without Julie Sutton's financial, governance and HR wizardry or Alison Rees's amazing web and design skills or Kate Hooper's managing everyone's requests, monitoring our impact and so much more!

It's been wonderful to welcome two more to our dream team this year, Ailsa Christie, who has a wealth of knowledge regarding children with additional learning needs (ASN) although trained as a secondary teacher has joined us to look after Scotland, and Sophie Whitcombe, the youngest member of our team, bringing a fresh outlook and ideas as a secondary school teacher. Sophie is working alongside the fantastic and experienced Soraya Williams across London and the South East. It never fails to astound me as we reach the end of each year how many children, young people and professionals we have helped, upskilled, supported and provided the life skills needed to make safer more informed choices to – it is so rewarding for us all.

RECOGNITION FOR OUR WORK

We always ensure that our programmes are piloted, trialled and evaluated so that we can understand if they are increasing the knowledge and reducing the inclination to experiment or use illicit substances among young people. It is always heartening to receive recognition for this work however, so we were thrilled to win the Teach Secondary award for best free resource in 2024 as well as highly commended for our SEN resources.

The most wonderful recognition of all of our hard work in preventative and harm reduction education, was the truly humbling accolade of being awarded an Honorary Doctorate



of Education from Bournemouth University in November. It has always been a huge privilege to share our passion, lessons learnt and best practice with students and academics, and this also formalises my guest lecture status at Bournemouth University and at UCL.

LOOKING AHEAD

2025 is our 15th Birthday year and we plan to celebrate in style!

5th Alcohol, Drug and Addictions Education conference 2025

First of all, we are holding our 5th Alcohol, Drug and Addictions Education conference at Bournemouth University on the 18th June. We have some wonderful speakers including Professor John Macaulney (on gaming and gambling harms), Escape Line on County Lines, Face2 Face on substance misuse risks among the neuro diverse, ourselves on vaping and ensuring drug, alcohol and nicotine education programmes are trauma informed, and appropriate for a diversity needs and backgrounds. There will be workshops in the afternoon as well as the opportunity to receive CPD accreditation for TALK ABOUT trust programmes.

We are also hosting two large fundraising events in 2025, something we only do every five years so that we don't ask for promises or support from the wonderful businesses, patrons and friends who so kindly support us and attend our events to often!

Gardeners Delight – question time lunch and auction of promises 28th June 2025

There will be an opportunity to sit down with an array of gardening experts, including former Head Gardener at Highgrove on the 28th June.

Black Tie Dinner, Minterne House October 2025

We will hold a dinner and auction of promises. For more information or to be involved in any way, please email helena@talkabouttrust.org

A HUGE THANK YOU TO OUR PATRONS, FUNDERS AND THOSE WHO COMMISSION OUR WORK

After 15 years of providing evidenced engaging and evaluated alcohol and drug education across England and Scotland thanks to the support of individuals, other charities, organisations and grant making organisations, we are so grateful to those who continue to make our work possible. Our work evolves each year to meet the new challenges that children and young people face – from the rise of use of vapes and pouches to the move of drug sales and marketing to social media platforms.

Thank you for enabling us to build the knowledge, skills and resilience of children and young people in schools, youth clubs, children's homes, alternative education and other settings - empowering them to make safer choices and so improving their health and life chances.















TALK ABOUT Trust outreach from our community hub, Pavilion in The Park

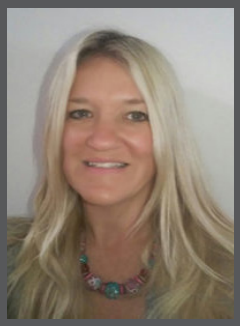
The use of our Pavilion as a community hub is fulfilling its remit so well, providing a regular space for Chess Club, NHS Midwives, social prescribing, the deaf community group, walkers, The Park Run and Junior Park Run and The Teaching Alliance for Dorset Special Schools, for example.

We have expanded our clubs and social events, ensuring they include opportunities for all ages and abilities. From Holiday Clubs, teen hang out days, after school art club, creative clay, senior social, digital help classes, supper clubs, a book swap and more.

We have also hosted Summer music at The Pavilion and special events for Halloween, Easter and Christmas. You can read our community outreach report here.

RESOURCE DISTRIBUTION & REACH

Kate Hooper, schools and youth organisation coordinator



What a busy year it's been with our name change, new regional staff, the development of our new drugs lessons and expansion of topics we cover! We have supported nearly 1,100 settings UK-wide, many new and others returning users with hard copies or downloads of our resources. It's always interesting to see the huge range of settings supported which this year included Public Health, youth clubs, Barnardo's, libraries, councils, children's homes as well as a wide variety of schools including independent schools, special schools and pupil referral units.

Due to the cost of production and distribution, we are moving away from hard copies towards online versions for some of our resources such as the guides for parents and carers and for young people we support. We will always continue to make our activity boxes and teacher workbooks available in hard copy form , however, as teachers and youth professionals tell us that they use them year on year. Across England and Scotland our dedicated small regional team delivered an incredible 222 training workshops to professionals in 1,149 schools, youth clubs, sports clubs, youth charities, special schools, pupil referral units and alternative education settings this year. Those trained include cadet leaders, police education teams, school nurses as well as teachers and youth professionals. 96% of those trained say they will use the interactive skills learnt from the training and 95% will use social norms to highlight how few young people use alcohol or other substances harmfully.

In addition this year, we have doubled our direct outreach to young people with delivery of lessons, assemblies and drop down days and have been involved in 124 other events such as conferences and regional PSHE meetings.

Following our training, we ask attendees for feedback. Respondents rated our training and resources as 9/10 overall, which was great to hear. Other findings showed:

- Confidence and knowledge around alcohol rose from 6/10 before the session to 9/10 afterwards.
- Confidence in delivering vaping education rose from 4/10 before the session to 8/10 afterwards.
- 100% felt fully or somewhat confident in supporting young people around where to go for help around cannabis following the session.

Examples of comments from those attending training:

"The session was delivered with knowledge, passion and humour. Very good."

"The training was so informative. The trainer was great and made the session interactive and showed some very useful resources too."

"Thank you we don't have any vape training regarding children and young people so this has been invaluable."

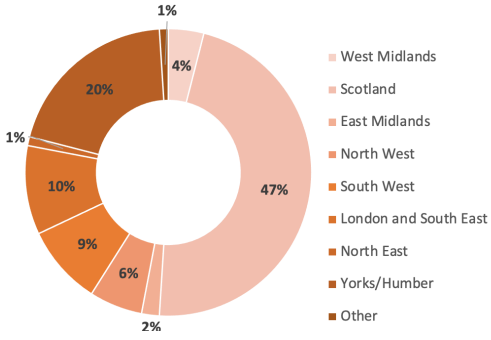
"Thank you for the training. It was really engaging and useful in terms of resources available and interactive online games."

"What I really liked was the practical and visual experiments with what alcohol measures look like. I think this is huge when teaching people about alcohol consumption so we will use these going forward."

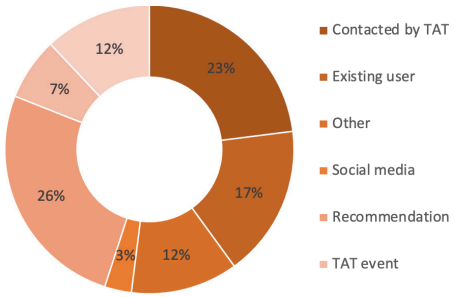
When downloading our resources, we ask people to tell us how they heard about us. A quarter of respondents heard about us via a recommendation, which is wonderful, and 74% of respondents from schools said they have timetabled PSHE lessons. 32% of those downloading our resources asked for further help such as personalised advice, further resources and training sessions.

We have continued our important work around spiking this year and this has included providing colleges and universities with our anti-spiking posters and awareness cards, training and support. We know that these are hugely appreciated by the settings receiving them, especially around Freshers' Week. I am look forward to another exciting year in 2025 for our 15th anniversary!

HARD COPY RESOURCE DISTRIBUTION BY REGION



HOW PEOPLE HEARD ABOUT US









REPORTS FROM OUR SPECIALIST TRAINERS

Our regionally based staff work to support our three key pillars of:



Supporting and engaging children and young adults



Supporting and training teachers and health professionals



Empowering parents and carers and to protect young people

This helps fulfil our goals to

- Raise the age of onset of drinking whole drinks from the current age of 13 to at least the UK Chief Medical Officers' Guidance of age 15 with a long term goal of the legal purchase age of 18.
- Reduce the prevalence and social acceptability of binge drinking and drunkenness, vaping, cannabis and other substance use among young people.
- Raise awareness of the lifetime risk of early alcohol and other substance use.
- Reduce the accidents, violence, assault and harm caused to young people and the community by alcohol and drug use.
- Encourage diversionary activities for young people that reduce anti-social behaviour crime and onset of drinking and drug use.
- Ensure the life chances of young people most vulnerable to alcohol and drug harm and abuse are improved.

Our small band of regionally based staff, Kathryn (The North), Karen (Midlands and The South), Soraya and Sophie (London and the South-East) and Ailsa (Scotland), who both joined us this year, provide Drug, Alcohol and Nicotine Education (DANE) for young people, training for teachers and youth professionals and workshops for parents and carers nationally. This year we trained over 1,100 teachers and professionals working with young people of all abilities and backgrounds. Teachers and health professionals are given an insight into activities and approaches that inspire young people to learn through enjoyment – by providing evidenced but fun activities, 'bottom up' materials that build resilience, self-esteem, encourage working in groups, role play and 'rehearsal strategies'. The Talk About Trust takes a positive engaging approach that does not attempt to induce shock or stigma, but focuses on what young people can do to be healthy, stay safe, enjoy, make a positive contribution and achieve physical and mental wellbeing.

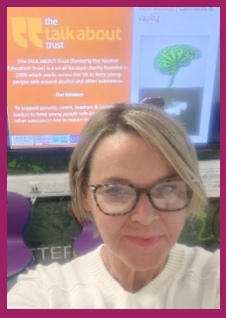
By engaging younger people BEFORE they begin drinking, vaping. smoking or experimenting with substances in an unsupervised environment, we ensure that children and young people think about the consequences of short-term decisions. Our programmes develop the skills and knowledge needed to make informed choices about when, if and how much to drink as they reach the legal drinking age and the short and long term consequences of substance use, Following training, those trained are fully supported online via talkabouttrust.org with a fun learning zone for teenagers talkaboutalcohol.com, with regular updates and newsletters. 6th formers and students are supported with a comprehensive wellbeing hub lifestuff.org

Having regionally based staff also ensures that the Talk About Trust reaches more young people in different settings and can effectively target the geographical areas where substance-related harms for under 25s are highest. Our regional staff help train young health champions, students studying health and social care as part of their outreaches to ensure peer mentors are engaging and knowledgeable.

Using data from the indices of deprivation as well as substance treatment statistics for Under 18's and hospital admissions for U18s in England and Scotland, we focus our resource on young people in areas that need our support most including East Tyneside, Birmingham, Lancashire, Leeds Liverpool and Manchester, Cornwall, The Isle of Wight, Kent and Dorset, as well as all areas of Scotland where alcohol and drug related deaths are nearly twice those in England.

Parents and carers are also supported locally by our specialist coordinators around 'tough love' parenting skills, setting boundaries, the law and how to keep their children safe around alcohol. Research shows that unless parents/ carers are good role models, set boundaries and know where their children are and who they are with, any efforts by schools/other organisations to reduce risk taking, including underage drinking and substance use are limited. Parents/ carers are also the key suppliers of alcohol to those under the age of 18. The Talk About Trust specialists engage parents and carers via school and the community. We also have a dedicated web area for parents.

Kathryn Arnott-Gent, Northern Manager



This year has been unbelievably busy with our 16+ support and the new vaping training sessions and lesson plans have been particularly popular. Around 120 sessions have been delivered across the North, both to staff supporting young people up to the age of 25 as well as a number of direct sessions to students. It has been great to support students in Yorkshire attending York College, Craven College and Ripon Grammar school who have all received sessions around alcohol, vaping and cannabis. There's been fantastic engagement with young people and important face to face discussions around spiking including vape spiking and I look forward to continuing this stream of work across more Colleges and Universities in the North of England.

In addition to teachers, police, lecturers, youth workers, Youth Justice workers, residential staff and community safety teams, student welfare officers have attended our train the trainer events both virtually as well as face to face.

Particular highlights have been the connections made with Colleges and Universities, particularly across North Yorkshire, and with thanks to funding received from York & North Yorkshire Office for Policing, Fire, Crime and Commissioner, we have been able to engage with thousands of young people and the staff who support these young people. It's also very exciting to carrying out similar work across Cheshire thanks to the wonderful Crimebeat charity.

STAFF SESSIONS

With thanks to The National Lottery Community Fund, we were able to complete our project with training sessions for teachers from Orchard school and 4 further sessions, including multi agency sessions for the Children's Safeguarding Team, Children & Families Team, The Girls'



Brigade and a fabulous virtual session for a number of secondary schools across Humber.



"Such a great session for our staff that will 100% support our offer to learners.

"We appreciate the way it was delivered very interactive and involved for all participants. Thanks." Orchard School, Grimsby

"From my own perspective, this training was excellent and I definitely feel that school staff will find it hugely beneficial". Susie Talbut, Effective Practice Consultant

"I loved your positivity surrounding young people and how many are actually taking part in the activities. It isn't often thought and presented that way around it was refreshing ……. Both the girls and leaders learned lots. It was great learning about unit measurements and drink spiking, especially surrounding the needles". East Riding Girls' Brigade.

Our North Yorkshire Funding has allowed us to deliver numerous 16+ staff sessions as well as the student sessions detailed below. Staff from the Police, Colleges, the Youth Service, Youth Offending Service, Inspire Youth and Community Safety Hub have all received our resource pack and staff training sessions.

It was also an honour to attend Inspire Youth's opening in their brand new premises – back soon to deliver our vape training.





"Thanks for Friday, it went really well and I heard some great comments afterwards!". Cheryl Parker, Substance Use Officer, NYC Youth Justice Service staff





It was a pleasure to deliver a session for around 200 staff From Craven College. I delivered 2 sessions, a cannabis session and a vaping session. Fantastic interaction online – so many questions and really great to hear that staff now feel more confident to engage students in constructive conversations. Looking forward to returning to deliver a face to face alcohol session.

"Kathryn's support through staff training around the current risks and support on drugs, alcohol and vaping has been paramount to us as safeguarding team and as a college to have this up to date knowledge so that we can support our students. She is so kind, friendly, knowledgeable and very flexible within supporting us. With our staff training it has made staff feel more confident, knowledgeable and able to help student on an earlier basis". R.Simpson, Craven College

I spent a fabulous full day with staff from RossCon Training LTD in Blackpool. We looked at all of our resources, including our Talk About Alcohol Resources for the younger age group, plus our 16+ cannabis and vaping. Some great discussions around alcohol, cannabis and vaping. Great fun pouring unit's and playing the alcohol clock game, introduced our 'characters' to illustrate how to use a distancing approach, discussed social norms around drug use and also spiking including vape spiking.



RESIDENTIAL CARE HOMES / LOOKED AFTER CHILDREN

Our work with residential care homes, for some of our most deprived and vulnerable young people up to the age of 25 has been so well received and continues to flourish.

"Great informative course with excellent tools ideal to better engage our young people." Parkwood Care Home, Manchester

Huge thanks to A Wilderness Way who have commissioned us to deliver monthly sessions to new staff on Alcohol & Cannabis – around 40 staff are trained every month - a total of 500 staff to date. I am delighted to say that this partnership will be continuing next year.



It's always a pleasure to support Cheshire West and Cheshire Special Guardians and they were my first group to receive our fantastic vape awareness training. Always such an engaging group – they loved the resources and we used the quiz cards to generate discussions to illustrate how to start a conversation with their child, a further session was also delivered to look at our older resources for young people aged 16+ around alcohol and cannabis and I'm looking forward to returning this year to deliver our brand new County Lines Awareness training.

"Thank you for coming yesterday to share with us your wealth of wisdom. As always, you delivered a brilliant presentation." Belinda Dean, Special Guardianship Advisor, Cheshire West & Chester Council.

After an incredible decade with The Talk About Trust, I'm thrilled to be leading our CPD accreditation for our resources. This will not replace our day to day free training but give a welcome addition for professionals who require in depth training on alcohol, cannabis, vaping and other substances according to age, ability and need. As a staff we have learnt so much from attending Ketamine, county lines, cannabis, safeguarding trauma informed approaches and NOS training and are really excited to be able to offer our expertise to others.

Karen Perryman, Midlands, South and West Manager



My work for the Talk About Trust is so varied and rewarding. Training youth professionals, parents and carers and working with older teenagers and young adults to empower them to avoid negative risk taking. Here are some of the highlights of my busy year across the South West and Midlands.

TEACHER TRAINING

With our proven to work six ready made lesson plans, teacher training is at the heart of what we do. Working with Healthy Schools, PSHE, safeguarding, pastoral and support staff, training has taken place in many schools including across Dorset, Devon, Gloucestershire, Derbyshire, Wolverhampton and Staffordshire.



Magna Academy, Poole

"We have made sure to promote the Talk About Trust in all our monthly newsletters, on our award guidance documents and during our webinars/ information sessions with schools".

"Your online resources are exactly what we use to support schools as part of their whole-school approach to preventing, reducing and delaying substance use." Bristol Healthy Schools

"Very informative and helpful, feel much more confident to deliver sessions for our young people." St John Houghton CVA, Derbyshire

TRAINING STAFF AND VOLUNTEERS IN YOUTH SUPPORT ROLES

A very important part of my work is training those who work in youth support roles to help them empower young people to make safer choices. TAT's train the trainer model and resources mean that we provide a legacy for future generations. Working in partnership with a wealth of councils and organisations, I have been able to offer this to a large number of individuals. Examples of these partnerships include both Dorset and Derbyshire Councils where training sessions were available for anyone working with 11 – 25 year olds. These partnerships alone account for many, many organisations/individuals supported this year.

"Loved information to back evidence, guidance on how to deliver course and how to engage crew members. Course content was relevant. Thank you so very much for a very informative course. I can't wait to share in our talk about sessions with crew. The course was delivered in an extremely friendly way." Allsorted



Dorset Council Children's Services employees

"Great session and so much usable information. Taking away more awareness of support in crisis, conversation starters and information to support young people." Dorset Youth Worker



"Looking forward to choosing from resources; thank you for your time and offering these resources in our work with young people, it really helps boost our confidence in working with them on what can be tricky subjects." 1st Fatfield Scout Troop

"I liked the idea of getting the young people to come up with their understanding first and then show the facts. Very visual, not too over complicated." TACT South West

"Karen is a fantastic friendly, knowledgeable trainer." SWISH (Somerset Wide Integrated Sexual Health Services)

"Resources are excellent, trainer delivery was effective and concise, presentation was informative but efficient - Overall, loved it!" NGage with Aquarius, Midlands



Dorset Police Safer School team

TRAINING AND INFORMING HEALTH PROFESSIONALS

Working in collaboration with school nurses, we ensure that they have training and resources to enable conversations with young people.



SPECIAL NEEDS STUDENTS

Having worked in partnership with SEN specialists, TAT's resources ensure that our messages can be communicated with young people of all abilities. I especially enjoy this area of my work and have the opportunity to work with amazing special schools and organisations.



Quay School, Bournemouth

"I learned a lot of new things. The focus on how to support students who have already started vaping was very helpful." Quay School, Bournemouth

"The fact that the training and resources are based /prepared for SEN students is a huge bonus." Flexible Learning Team, Gloucester

SUPPORTING OLDER STUDENTS AND VULNERABLE YOUNG ADULTS

Through interactive workshops, assemblies and attendance at students' fairs, I have had the privilege of working with hundreds of older teenagers across the whole of the South West and Midlands. Communicating social norms messages and harm reduction/ resilience strategies both face to face and virtually, the participation and enthusiasm of students demonstrates the positive impact we have on young people helping to reduce negative risk taking.



The Woodroffe School, Lyme Regis



I had the privilege of working with The Chatterboxes, a youth action project run by young people with disabilities aged 11-25 years old from Bournemouth, Poole and other parts of Dorset.





KINGSTON MAURWARD COLLEGE

CONFERENCES AND NETWORKING

Attending conferences is a fun part of my work and a brilliant way to provide training and resources, network, form new partnerships and spread the word of the valuable work we do. This year I had the pleasure of running workshops at the Gloucestershire Healthy Living and Learning Conference.

"I attended your workshop on vaping at this year's Gloucestershire Healthy Living and Learning conference, and I thought it was brilliant! I found your session so powerful and important that I've added it into our PHSE plan for next year."

sgs South Gloucestershire and Stroud College

Gloucestershire Healthy Living and Learning

WORK WITH UNIVERSITIES AND FE COLLEGES - ADDRESSING SPIKING AND SAFER CHOICES

In summary, a very busy year forming new partnerships whilst all the while offering support to existing schools and organizations partners, all to help keep young people safe around alcohol and other substances. None of this work would be possible without the generous funding we receive. Thank you.

Soraya Williams, Manager London and South East and Sophie Whitcombe, London & South East Regional Trainer and Youth Outreach Manager





Soraya was joined by Sophie, a secondary school teacher and our youngest member of staff in October 2024 and both have had the privilege of collaborating with a diverse group of teachers, youth practitioners and engaging with young people to deliver educational sessions on various topics, including the safe use of alcohol and information about cannabis and nicotine. A few highlights of the year follow!

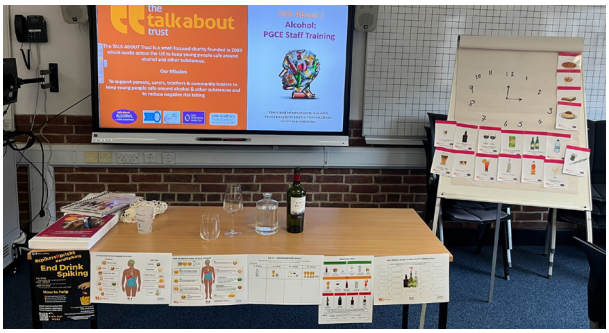
HEALTH PROMOTION CONFERENCE AT MARCHWOOD BARRACKS



It has been very interesting to support the military and police in a range of settings in 2024, one was Marchwood Barracks, where Sophie delivered three sessions to over 100 soldiers at their Health Promotion Conference. Explaining the safe use of alcohol by exploring units, how the body breaks down alcohol, and the potential effects of binge drinking and dependency and the potential effect on health, family, performance and military career resulted in reflective debate and engagement. Soldiers were shocked by the shared information on the quantity and availability of illegal vapes, as well as how the negative effects of nicotine withdrawal might impact a soldier's deployment.

HEALTH AND WELLBEING CONFERENCE AT SOUTHAMPTON UNIVERSITY

As part of our train-the-trainer sessions, Sophie visited Southampton University for their Health and Wellbeing Conference and led two training sessions with PGCE students on teaching young people about alcohol in PSHE lessons, focusing on binge drinking, alcohol norms, and delaying the age at which young people start drinking. We highlighted the spiral curriculum design and introduced techniques for assessing knowledge. Students engaged with our 16+ Alcohol Clock Game to explore how alcohol affects the body. We also discussed the consequences of drinking and strategies for empowering students to make informed decisions and resist peer pressure.



LEIGH STATIONERS' ACADEMY (LSA)

Sophie had the pleasure of attending LSA to train their Year 8 and 9 tutors on vaping and alcohol. Our resources have contributed to their long-term PSHE curriculum at Key Stage 3. This training equipped the tutors with knowledge of vaping and alcohol consumption, including peer pressure, to help them facilitate conversations during their PSHE sessions.





KINGSTON COLLEGE

Soraya and Sophie attended Kingston College to host an information stall and engage with students on a one to one on alcohol and vaping at their "Be Safe" drop down day. They engaged in meaningful conversations with students about safe drinking limits for social situations, using measure cups to demonstrate these guidelines effectively. Additionally, discussions were held about vaping and cannabis through our interactive spinning wheel true-or-false game.



EAST SUSSEX PSHE NETWORK

Delivering training to all PSHE leads across a region on one is always a fantastic opportunity - it not only gives RSHE leads a chance to share best practice, challenges and discuss emerging issues, such as spice in illicit vapes, county lines and safe guarding issues for example, but is a highly efficient way for us to ensure all secondary schools in a region receive our resources and the training needed to be able to implement our drug and alcohol education effectively and with confidence.

East Sussex is such a well organised PSHE network and it is always a pleasure to showcase a different topic, activities and games each year at their conference in Eastbourne, and the feedback is always so positive.



EAST Sussex PSHE conference 2024

ST DUNSTAN'S 2024 YOUNG PEOPLE AND ADDICTIONS CONFERENCE OPEN TO PSHE LEADS IN LONDON SCHOOLS



St Dunstan's Young People and Addictions conference, Mansion House

It is unusual for a school to organise conference on addictions and to make it open to PSHE leads from schools across London. The school organised a fascinating day for teachers at The Mansion House courtesy of The Lord Mayor of London. Over 90 teachers had the opportunity to learn about vaping, the neuroscience of addiction, and teaching effectively about drug education and the risk of addictions. We were pleased to engage the attendees on how to make RHSE on drug, alcohol and nicotine addiction more engaging and effective and are pleased to be supporting St Dunstan's with the 6th form facing conference on young people and addictions this spring, again open to students in secondary schools across London.

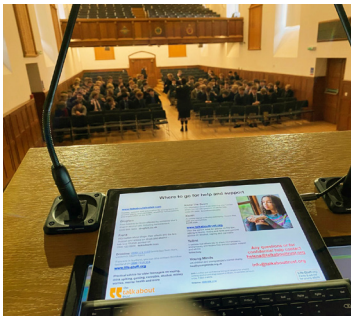
MAKING RSHE MORE ENGAGING AND EFFECTIVE TEACHER TRAINING



Working closely with the senior leadership and pastoral teams in schools with a deep dive into their PSHE/RSHE provision can be hugely effective and reassuring for staff, so we have really enjoyed developing this stream of support for teachers across the country during 2024. In London we supported the PSHE leadership at Hampton School and The London Academy for Excellence (LAE) for example and inspired them to incorporate more interactive resources, more class participation and less 'top down' information/ lecturing type RSHE provision.
At Framlingham College we spent two days not only ensuring staff were up to date on knowledge on drug, alcohol and nicotine awareness and education, but also delivered workshops to every year group across the school in an age appropriate manner.



NEW LGBTQ+ RESOURCES IN DEVELOPMENT

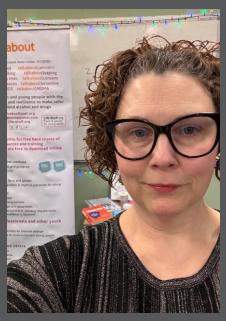


Sophie, with the support of our LGBTQ+ Ambassador, Naomi Howell-Steven, and in collaboration with Free2Be, are in the process of developing new LGBTQ+ resources with a harm reduction approach.

These resources will guide LGBTQ+ youth to navigate the risks associated with substance use, how to seek support, and when to do so. Naomi is also helping us create information tailored for individuals focusing on Freshers and queer nightlife to equip 18+ LGBTQ+ adults with the tools to make safer choices.



Ailsa Christie, Scotland Manager



I feel extremely privileged to have joined the team at The Talk About Trust during 2024 and committed to using my background, leading an Additional Support Needs department in a large Secondary School, to support taking forward the great work The Talk About Trust has been doing across Scotland for many years.

In Scotland, substance use among our young people remains a significant public health concern, with alcohol, nicotine, and cannabis being their most used substances among young Scots. Research consistently shows that these substances have long-term negative effects on physical and mental health, academic achievement, and social development. Harms associated with substance use are far-reaching, and we know that early use of alcohol, nicotine, and cannabis is linked to an increased risk of physical and mental health issues, as well as the potential for young people to develop problematic use over time.

Substance misuse among young people affects their ability to learn and achieve at school or college, hindering the development of skills necessary for future employability. In 2023, there were 1,194 alcohol-related deaths in Scotland. Drug deaths also remain a critical issue, with 1,051 drug-related deaths recorded in 2023, contributing to Scotland's position as having one of the highest drug-related mortality rates in Europe. The HBSC international study of school children also showed that Scottish children have the highest cannabis use in Europe among boys and among the highest vaping use among girls.

These statistics highlight the ongoing need for effective, evidence-based education in Scotland to help young people navigate the pressures and challenges they face, while promoting healthier choices and reducing the potential for harm.

MAPPING TO SCOTLAND'S NATIONAL PRIORITIES

Everything the TALK ABOUT Trust does is completely aligned with Scottish National Priorities. Our work supports the '*National Improvement Framework How Good is our School Quality Indicators'*, and is closely aligned to principles and values of '*UNCRC Rights Respecting Schools'* programme, '*The Nurture Principles'* and *The Promise* for our care experienced young people.

National Improvement Framework

- Placing human rights & needs of every young person at centre of education
- Improvement in young people's health and wellbeing
- Closing the attainment gap
- Improvement in skills and sustained positive destinations for all
- Improvement in attainment.

We are so lucky to work collaboratively with so many amazing partners. At a recent impact review with *Inspiring Scotland's Youth Action Fund*, ourselves, partner organisations and representatives from key funding organisations gathered to discuss and unpick adversity and barriers that our young people face and looked together to evaluate the impact of our work and identify solutions to support young people into long term, sustainable positive destinations.

TRAINING

Our training is a key part of this and during 2024 I was lucky to work closely with our Inspiring Scotland partner organisations FARE, Action for Children, Enable and Aberdeen Foyer. Delivering our training to ensure that all trusted adults can offer quality educational experiences that make a direct impact to disadvantaged young people building their resilience and ability to make safe, healthy informed choices. I've had the pleasure of clocking up miles visiting Glasgow, Edinburgh, Motherwell Aberdeen and Paisley. Our partners and others receiving our 16+ training have varied daily roles, supporting young people aged 16 – 25 with wellbeing, employability, sustaining engagement in Further Education at College and supporting those young people facing the challenge of homelessness/housing issues. Staff received our 16+ toolkits and games and activity-based resources to allow them to hold workshops of drugs, alcohol or vaping with the young people on their caseloads.



Action for Children, Glasgow



Enable Works, Motherwell

Staff from Aberdeen Foyer receiving our vaping training. All who attended fed back that they left with some new knowledge and with inspiration in terms of their approaches with the young people they work with. A lovely warm welcome on a very cold snowy day, with soup and sandwiches for all.





Street league, Paisley

We have worked closely with Street Assist for several years, so supporting night time economy volunteers with training on Alcohol and Spiking in Edinburgh and how nights out can be made safer.

SCOTTISH SCHOOLS

We are thrilled to have extended our reach across Scottish Secondary Schools during 2023/24 with training being delivered in many local authorities, including new areas such as Falkirk where Falkirk High School, Graeme High School, Denny High School and Grangemouth High School and Council staff explored how to embed our resources and make positive impact for their young people.



Falkirk Council INSET Day

A full day training at Lochaber High School in Highland Council enabled teachers and support staff from 4 local schools linked together in their learning to ensure they can offer the best support to their young people.

Staff at Hillside ASN School in Aberlour receiving the first of 3 sessions on Vaping. They shared post session that their confidence levels in holding conversations with young people in their school had now increased and that they had used strategies and knowledge from the session in real life scenarios from the very next day.





Evaluation of our impact has been overwhelmingly positive. Combining responses from Scottish schools and youth organisations the average overall rating for our training is 9.51 out of 10. Comments highlighting new knowledge and insight, the useful level of detail and statistics on social norms and a marked increase in confidence of attendees in their ability to now add value to the work they do with young people.

FEEDBACK

"Great day, looking forward to developing our PSE course with this included."

"Enjoyed the training. Knowledgeable and engaging trainer."

"Amazing day! Loved the session."

"Learned more knowledge about substance abuse and feel confident talking about this to young people."

"Really useful training that will help me deliver more confidently to young people."

"Ailsa delivered the training excellently. It was very informative and interesting!"

"An excellent delivery and really keen to build on these sessions to bring in alcohol and family learning twilight sessions."

"Brilliant session, evidence-based and very useful."

"Very useful with lots of information about resources to use. Many thanks"

LOOKING AHEAD

Looking ahead to 2025: we are working with many new organisations to raise awareness of our amazing free resources and our training offering: Youth Futures Glasgow, Youth Scotland, Link Academy, CVS Children's Forum – Central Scotland's Third Sector Interface. We are also expanding the number of local authorities who are aware of how easy it is to access our free, fully evaluated resources and use them within their schools to support their young people. The challenge to ensure that ALL Scotland's Young People have access to effective, informed substance education to prevent early use and reduce harm continues.

TREASURER'S REPORT AND FINANCIAL REVIEW

Julie Sutton - FINANCE, HR and Governance Manager

Our charity changed its name from the Alcohol Education Trust to the TALK ABOUT Trust in February 2024 to reflect that we cover a range of other substances and topics in addition to alcohol such as cannabis, spiking, vaping, indeed all aspects of drug, alcohol, nicotine education.

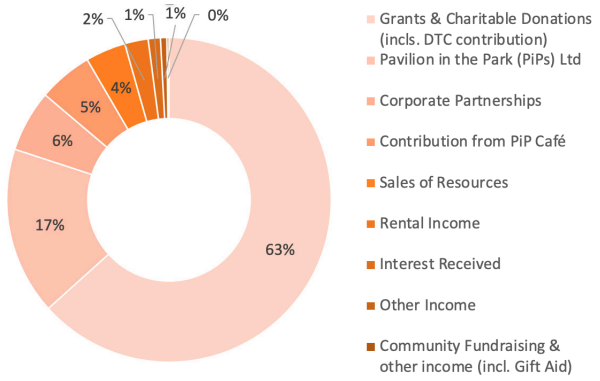
In 2023 & 2024 we completed a large piece of work to develop and pilot a new suite of drug, alcohol & nicotine resources and teacher training for Dorset secondary schools and will now be moving to roll this out across Dorset schools and will then make the programme freely available across the UK. The widespread use of vapes, and other nicotine containing substances, by young people is causing an increasing amount of concern and we have recently been awarded funding from three sources to create vaping resources and training for primary schools in Dorset and for primary & secondary schools across Glasgow & Clyde.

Our primary focus remains training teachers and professionals, developing the knowledge, skills and resilience of children and young people to enable them to make safer choices and supporting parents and carers through our network of highly experienced regionally based staff. We continue to provide our core 'Talk About Alcohol' programme, our tailored activities and resources for children with SEN and ASN, resources for informal settings such as youth and sports clubs and our 16+ work on alcohol, cannabis and spiking across England & Scotland.

Locally, we run a variety of very successful community activities and diversionary activities for young people from the Pavilion in the Park in Poundbury.

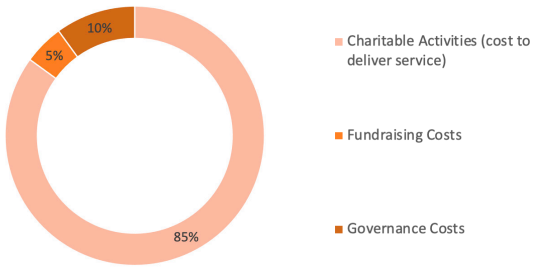
Income for the year amounted to £342,032 (in line with last year).

INCOME 2023-24



Incoming restricted funds during the year amounted to £171,205.

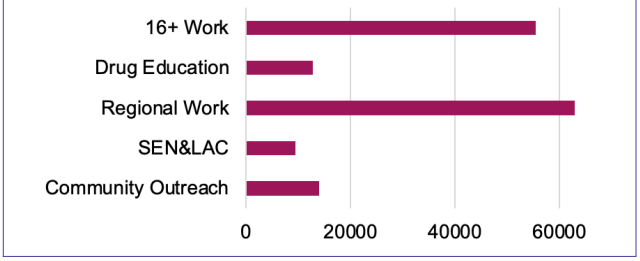
EXPENDITURE 2023-24



Expenditure for the year amounted to £286,412 (up £10k).

Expenditure from restricted funds during the year amounted to £154,688.

RESTRICTED EXPENDITURE 2023-24



This was principally expended on:

- our 16+ work on alcohol, cannabis and spiking across England & Scotland including our annual spiking campaign during Freshers' week
- our Drug Education project in Dorset to develop a new suite of training and resources to provide education to young people around drugs
- the continued delivery of training and resources by our regional co-ordinators for Scotland, the Midlands, South & West regions and London & South East region
- our continued work with schools and organisations with a high degree of special education needs and looked-after children
- a wide selection of community events at the Pavilion, working with local organisations and schools with a range of activities.

Incoming general funds amounted to £170,827. This included an impressive £84k from PiP Café comprising a donation from their 2023 profits of £57,139, rental of £8,000 plus a contribution of £7,418 towards the shared costs of the Pavilion and £11,082 for shared staff costs.

Gross expenditure from general funds during the year amounted to £208,683 with the majority funding our central staff and school and regional co-ordinators (plus their associated travel costs) of £163,126, office expenses and associated ground rent for the Pavilion £18,826, printing and postage of resources of £7,915, IT & Software £2,106, accountancy & other professional fees £5,886, other costs £2,796 and depreciation of £8,028.

This was offset by the cost recovery of £28,872 for resources and £48,067 for staff costs, both relating to the delivery of fully funded training & resources as part of our project work.

Income from resources through commissioning and purchases by organisations (schools, youth and sports clubs are supported free of charge), generated £8,591 and we generated £4,546 from the hire of the community room and £578 commission on arts and crafts sold in the cafe for local young artists and other donated items. This brought our total sales figure to £13,716. Our partnership with Dorchester Town Council remains strong and their annual contribution towards the provision of public toilets at the Pavilion increased to £5.4k to include a share of the water rates and toilet repairs/maintenance. Our SJP investment saw good growth in 2024, providing an unrealised gain of £11,184 for the year and we placed funds in a variety of savings accounts which provided interest of £4,155.

TAT - SUMMARY OF ANNUAL ACCOUNTS

INCOME	2023-24	2022-23
Grants & Charitable Donations	£216,632	£188,805
Other Donations	£21,000	£51,534
Donation from PiP Café	£57,139	£53,105
Community Fundraising	£721	£735
Sales	£13,716	£18,999
Rental Income	£8,000	£8,000
Other Income from PiP Café	£18,500	£19,900
Interest Received	£4,155	£0
Other Income	£2,169	£1,920
TOTAL INCOME	**£342,032**	**£342,998**
EXPENDITURE	**2023-24**	**2022-23**
Charitable Activities (Cost to Deliver Service)	£243,985	£250,465
Fundraising Costs	£14,659	£0
Governance Costs	£27,768	£25,988
TOTAL EXPENDITURE	**£286,412**	**£276,453**

Our reserves at the 30th September 2024, comprised £60k in the CEO Succession Reserve (recognising that the true market cost of replacing the current CEO would be significantly higher than the existing CEO remuneration) and £62,652 in our Pavilion Maintenance Fund for future repairs/replacement of the Pavilion Building. After placing these designated funds aside and adjusting for Stock, Fixed Assets & our investment in Pip Café, our balance of 'Free Reserves' at the year-end was £243,521 providing 14 months cover for our gross operating costs of £208,683 which is in line with our reserves policy.

Our budgeted costs for next year are £331k, being an increase of 15% on 2023-24 costs, which is primarily related to our planned project work, which varies from year to year depending on availability of funding. Our focus for 2025 is to complete the drug education work in Dorset and make the programme available across England & Scotland and create the new Vaping materials for primary schools in Dorset and primary/secondary schools in Glasgow & Clyde. We are also seeking CPD accreditation for some of our training modules which will create a new income stream and will continue with our core regional work with schools and youth organisations and our 16+ work.

PIP CAFÉ

The charity runs PiP Café via a trading subsidiary called Pavilion in the Park (PiPs) Ltd. Café trading continued to exceed expectations by some margin this year with turnover for the year being £277k which was £23k ahead of budget and £28k higher than last year. Our gross profit was £201k and expenditure amounted to £133k resulting in an operating profit of £68k which was £14k higher than last year's profit.

PIP CAFÉ - SUMMARY OF ANNUAL ACCOUNTS

INCOME	2023-24	2022-23
Sales	£276,774	£249,437
Less Purchases	£75,762	£73,843
GROSS PROFIT	£201,012	£175,594
EXPENDITURE	**2023-24**	**2022-23**
Staff Costs	£105,395	£94,753
Other Costs	£20,517	£20,055
Shared Costs from TAT	£7,418	£7,454
TOTAL EXPENDITURE	**£133,330**	**£122,262**
OPERATING PROFIT	**£67,682**	**£53,332**

For 2024-25, we have budgeted sales at £292k (up 6% versus 2023-24) and we expect a trading profit of £65k being slightly under the 2023-24 figure to allow for the impact of the increasing minimum wage and national insurance changes. Our reliance on the weather continues to have a big impact on both turnover and staffing and the flexibility or our workforce is key as the café manager constantly reviews staffing levels to balance the variations in trade from day to day.

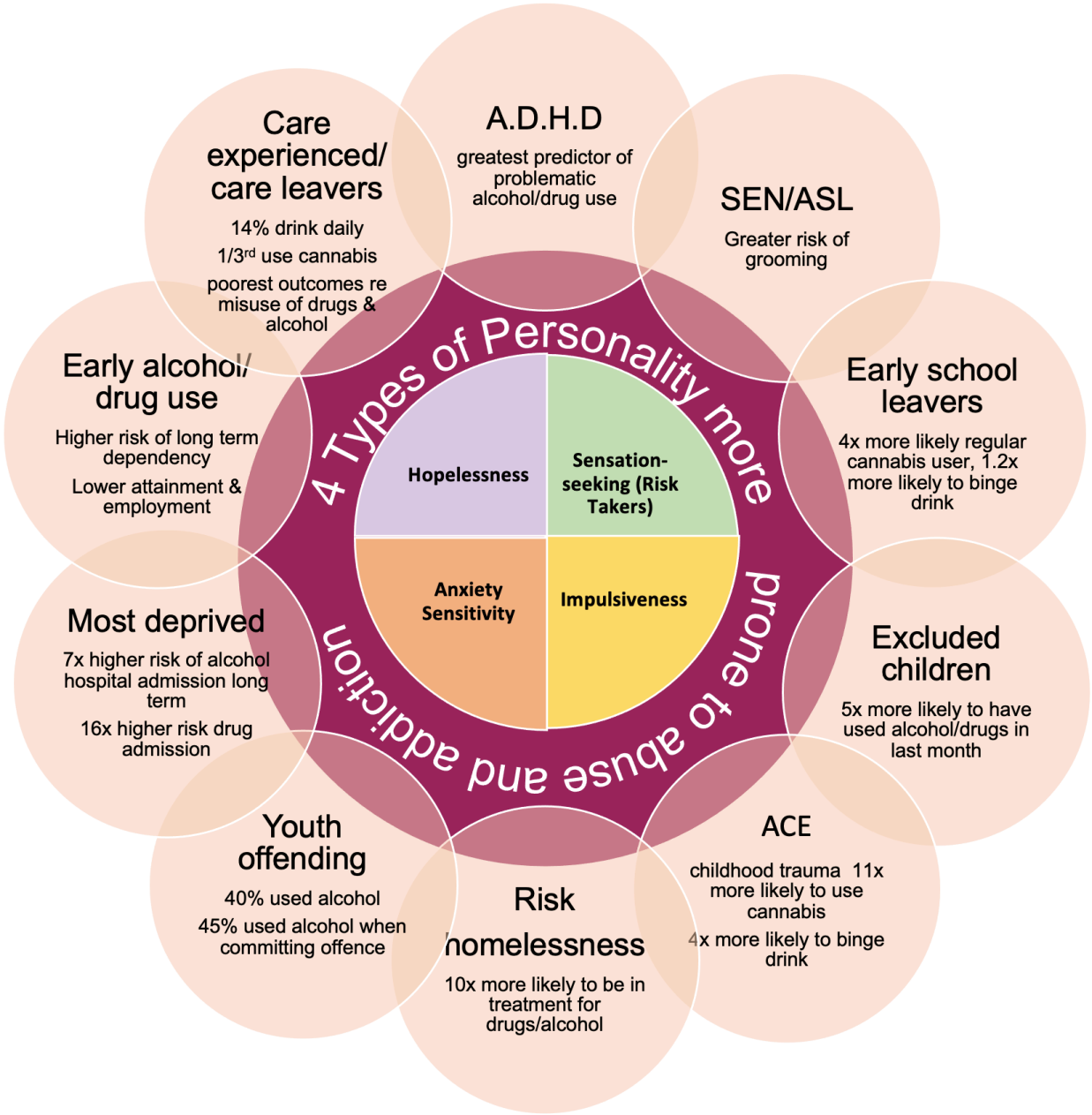
PiP Café continues to make a significant contribution to the charity. In addition to the taxable profits which are donated to the charity, there is also an annual rental of £8k and a contribution towards the shared Pavilion costs and shared staff costs.

The contribution received by TAT over the last few years has risen from £30k in 2021-22 to £81k and then £84k in 2022-23 and 2023-24 respectively. We expect the contribution to increase further to £97k in 2024-25 but then expect it to flatten out in future years.

PiP Café provides an invaluable income stream for our work with young people across the UK, contributing just over 60% of our net core operating costs and it continues to provide an incredible return on the original investment.

YOUNG PEOPLE'S VULNERABILITES FOR ALCOHOL AND SUBSTANCE RELATED HARMS

The complexity of the task:



KEY TALK ABOUT TRUST INTERVENTION POINTS:

- Transition from Primary to Secondary school
- Tipping point Age 13
  - Average age of first whole drink
  - Look away from family to peers
- Transition to college/ university & leaving home

AWARDS AND RECOGNITION

BETTER SOCIETY AWARDS 2024

TEACH SECONDARY AWARDS 2024
Highly commended SEN resource

EDUCATION RESOURCE AWARDS 2019
Best secondary school resource - Commended

TEACH SECONDARY AWARDS 2024
Winner - best free resource

CHILDREN AND YOUNG PEOPLE NOW! 2022
Finalist for best early intervention awards

PRIVATE EDUCATION AND DEVELOPMENT AWARDS 2019

A JOINED UP APPROACH

REDUCING ALCOHOL AND OTHER SUBSTANCE RELATED HARMS

Ensuring young people learn to stay safe around alcohol and other substances



Support children And young people

- Online games and activities
- Story and picture-led activities for children with learning disabilities
- Films, role play and engaging information and resources
- Assemblies, workshops and peer to peer development.



Support schools and organisations

- Evidenced resources fully supported online
- Age and ability appropriate
- Training + CPD
- Regular updates
- Printed online guidance/ resources/ evaluation.



Empower parents And carers

- Face-to-face support sessions
- Confidential email advice
- Dedicated online advice and guidance and regular newsletter updates.

Quality assurance measures

- Third party evaluation to assess impact and regular reporting on outcomes
- Piloting with young people and professionals to assure fidelity and fit for purpose
- Baseline and long term follow-up
- Advisory panel of experts.

Focus areas

- Special educational needs and looked-after children
- Geographical areas where alcohol-related hospital admissions are highest for under 18s
- Vulnerable young adults up to age 25.

IMPACT AND OUTCOMES

INDEPENDENT EVALUATION OF OUR IMPACT, FIDELITY AND EFFECTIVENESS

- The Talk About Alcohol programme is evidenced to significantly raise the age of onset of drinking through the delivery of 4 lessons in Year 8 and 2 top up lessons in Year 9 (NFER 2013).
- This effect gets significantly stronger as teenagers get older (NFER 2015).
- It is equally effective for ethnic minorities (NFER 2013).
- It is effective in areas of multiple deprivation where alcohol-related harms for under 18s are highest in England (2016 UCL Institute of Education).

The Talk About Alcohol programme is selected as best practice by:

EARLY INTERVENTION FOUNDATION

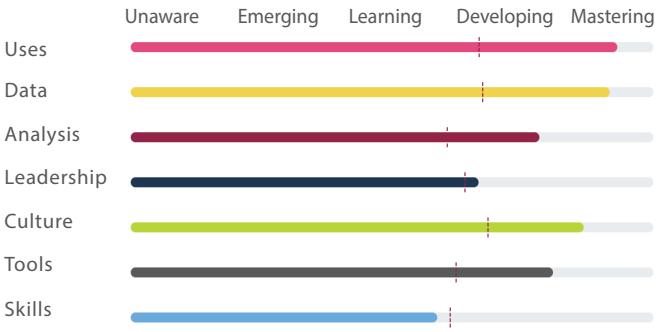
EUROPEAN PLATFORM FOR INVESTMENT IN CHILDREN PROMISING PRACTICE

NCVO CHARITY ETHICAL PRINCIPLES

The trustees carried out their annual review of the NCVO Charity Ethical Principles which provide a framework for the ethical execution of charitable purpose and help guide decision-making and development of policies and procedures. The trustees report that they are confident that the charity is upholding the Guiding Principles to put Beneficiaries First, act with Integrity and Openness & protect everybody's Right to be Safe.

DATA MATURITY

The TALK ABOUT Trust recently used the Data Orchard Self-Assessment tool to update the status of our Data Maturity. We were delighted that our average score across seven themes had increased over the last 3 years from 3.8 to 4.1. Our main focus for improvement will be developing more training for our staff and trustees.



The TALK ABOUT Trust strictly incorporates the principles of evidenced Health Education which are detailed in the International Standards on Drug Use Prevention (unodc.org).

The standards clearly define the Characteristics of programmes for prevention education based on social competence and influence deemed to be associated with efficacy and/or effectiveness based on expert consultation. Namely:

- √ they use interactive methods;
- √ they are delivered through a series of structured sessions (typically 10–15 sessions), taking place once a week, often providing booster sessions over multiple years;
- √ they are delivered by a trained facilitator (also including trained peers);
- √ they provide an opportunity to practise and learn a wide array of personal and social skills, in particular, coping, decision-making and resistance skills, especially in relation to substance use;
- √ they change perceptions of the risks associated with substance use, emphasizing the immediate consequences;
- √ they dispel misconceptions regarding the normative nature and the expectations linked to substance use.

Approaches are detailed which are associated with lack of efficacy and/or effectiveness or with adverse effects based on expert consultation which we emphatically avoid;

- x they use non-interactive methods, such as lecturing, as a primary delivery strategy;
- x they rely heavily on merely giving information, in particular to elicit fear;
- x they are based on unstructured dialogue sessions; they focus only on the building of self-esteem and emotional education;
- x they address only ethical and moral decision-making or values;
- x they use former drug users to provide testimony of their personal experience.

The principles below from CEOP are also embraced.
icmec.org/wp-content/uploads/2017/03/Key-Principles-of-Effective-Prevention-Education-CEOP-UK.pdf



The annual report was approved by the trustees of the charity on the 24th February 2025 and signed on its behalf by:
Keith Newton

_____

Date: 24/02/2025

SECTION 2

Accounts

Charity registration number: 1186202

THE TALK ABOUT TRUST
FORMERLY CALLED THE ALCOHOL EDUCATION TRUST
ANNUAL REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 SEPTEMBER 2024

Edwards & Keeping

Chartered Accountants

THE TALK ABOUT TRUST

FORMERLY CALLED THE ALCOHOL EDUCATION TRUST

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Independent Examiner's Report	2
Statement of Financial Activities	3
Balance Sheet	4
Notes to the Financial Statements	5 to 16

THE TALK ABOUT TRUST

FORMERLY CALLED THE ALCOHOL EDUCATION TRUST

REFERENCE AND ADMINISTRATIVE DETAILS

Trustees	Victoria McDonaugh PGCE, Chair David Cox Stephen Foster Andrew Morse BSc Hons Keith Newton ACA Dr Lara Jayne Wear MB BS BSc DCH (SA) MRCGP Alison Winsborough BMus PGCE Jacqueline Sonner BAHons PGCE Richard Mangnall
Senior Management / Leadership Team	Helena Conibear, Chief Executive
Charity Registration Number	1186202
Principal Office	Pavilion in the Park St John Way Poundbury Dorchester Dorset DT1 2FG
Independent Examiner	S J Hough FCA Edwards and Keeping Limited Chartered Accountants Unity Chambers 34 High East Street Dorchester Dorset DT1 1HA
Bankers	The Co-operative Bank P O Box 250 Skelmerdale WN8 6WT

THE TALK ABOUT TRUST

FORMERLY CALLED THE ALCOHOL EDUCATION TRUST

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF THE TALK ABOUT TRUST

I report to the trustees on my examination of the accounts of The Talk About Trust for the year ended 30 September 2024.

Responsibilities and basis of report

As the charity trustees of The Talk About Trust you are responsible for the preparation of the accounts in accordance with the requirements of the Charities and Trustee Investment (Scotland) Act 2005 (the '2005 Act'), the Charities Accounts (Scotland) Regulations 2006 (as amended) and the Charities Act 2011 ('the 2011 Act'). You are satisfied that your charity is not required by charity law to be audited and have chosen instead to have an independent examination.

I report in respect of my examination of the The Talk About Trust's accounts carried out under section 44 (1)(c) of the 2005 Act and section 145 of the 2011 Act. In carrying out my examination I have followed the requirements of Regulation 11 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

Since The Talk About Trust has prepared its accounts on an accruals basis and is also registered in Scotland your examiner must be a member of a body listed in Regulation 11(2) of the Charities Accounts (Scotland) Regulations 2006 (as amended). I confirm that I am qualified to undertake the examination because I am a member of Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of The Talk About Trust as required by section 44 (1) (a) of the 2005 Act and Regulation 4 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and section 130 of the 2011 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements Regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

S J Hough FCA
Edwards and Keeping Limited
Chartered Accountants

Unity Chambers
34 High East Street
Dorchester
Dorset
DT1 1HA

31 January 2025

THE TALK ABOUT TRUST

FORMERLY CALLED THE ALCOHOL EDUCATION TRUST

STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 30 SEPTEMBER 2024

	Note	Unrestricted £	Restricted £	Total 2024 £	Total 2023 £
Income and Endowments from:					
Donations and legacies	2	123,968	170,803	294,771	293,444
Charitable activities	3	33,983	402	34,385	40,819
Other trading activities	4	8,721	-	8,721	8,735
Investment income	5	4,155	-	4,155	-
Total income		170,827	171,205	342,032	342,998
Expenditure on:					
Raising funds		(14,659)	-	(14,659)	-
Charitable activities	6	(117,085)	(154,668)	(271,753)	(276,453)
Total expenditure		(131,744)	(154,668)	(286,412)	(276,453)
Gain/(loss) on investment assets	12	11,184	-	11,184	4,370
Net income		50,267	16,537	66,804	70,915
Gross transfers between funds		(16)	16	-	-
Net movement in funds		50,251	16,553	66,804	70,915
Reconciliation of funds					
Total funds brought forward		623,794	165,091	788,885	717,970
Total funds carried forward	18	674,045	181,644	855,689	788,885

All of the charity's activities derive from continuing operations during the above two periods.

The funds breakdown for 2023 is shown in note 18.

THE TALK ABOUT TRUST

FORMERLY CALLED THE ALCOHOL EDUCATION TRUST

(CHARITY COMMISSION REGISTRATION NUMBER: 1186202)
(OSCR REGISTRATION NUMBER SC050360)
BALANCE SHEET AS AT 30 SEPTEMBER 2024

	Note	2024 £	2023 £
Fixed assets			
Tangible assets	11	270,199	278,227
Investments	12	118,353	107,169
		388,552	385,396
Current assets			
Stocks	13	12,673	10,398
Debtors	14	24,389	23,002
Cash at bank and in hand	15	453,643	401,037
		490,705	434,437
Creditors: Amounts falling due within one year	16	(23,568)	(30,948)
Net current assets		467,137	403,489
Net assets		855,689	788,885
Funds of the charity:			
Restricted income funds			
Restricted funds	18	181,644	165,091
Unrestricted income funds			
Unrestricted funds		674,045	623,794
Total funds	18	855,689	788,885

The financial statements on pages 3 to 16 were approved by the trustees, and authorised for issue on 29 January 2025 and signed on their behalf by:

Keith Newton ACA
Trustee

1 Accounting policies

Statement of compliance
The financial statements have been prepared in accordance with the second edition of the Charities Statement of Recommended Practice issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011.

Basis of preparation
The Talk About Trust meets the definition of a public benefit entity under FRS 102. The accounts (financial statements) have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to these accounts.

Going concern
The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern.

Income and endowments
Voluntary income including donations, gifts, legacies and grants that provide core funding or are of a general nature is recognised when the charity has entitlement to the income, it is probable that the income will be received and the amount can be measured with sufficient reliability.

Donations and legacies

Donations and legacies are recognised on a receivable basis when receipt is probable and the amount can be reliably measured.

Grants receivable

Grants are recognised when the charity has an entitlement to the funds and any conditions linked to the grants have been met. Where performance conditions are attached to the grant and are yet to be met, the income is recognised as a liability and included on the balance sheet as deferred income to be released.

Deferred income

Deferred income represents amounts received for future periods and is released to incoming resources in the period for which, it has been received. Such income is only deferred when:

- The donor specifies that the grant or donation must only be used in future accounting periods; or
- The donor has imposed conditions which must be met before the charity has unconditional entitlement.

Investment income

Dividends are recognised once the dividend has been declared and notification has been received of the dividend due.

Expenditure
All expenditure is recognised once there is a legal or constructive obligation to that expenditure, it is probable settlement is required and the amount can be measured reliably. All costs are allocated to the applicable expenditure heading that aggregate similar costs to that category. Where costs cannot be directly attributed to particular headings they have been allocated on a basis consistent with the use of resources, with central staff costs allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use. Other support costs are allocated based on the spread of staff costs.

Charitable activities

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Support costs
Support costs include central functions and have been allocated to activity cost categories on a basis consistent with the use of resources, for example, allocating property costs by floor areas, or per capita, staff costs by the time spent and other costs by their usage.

Government grants
Government grants are recognised based on the accrual model and are measured at the fair value of the asset received or receivable. Grants are classified as relating either to revenue or to assets. Grants relating to revenue are recognised in income over the period in which the related costs are recognised. Grants relating to assets are recognised over the expected useful life of the asset. Where part of a grant relating to an asset is deferred, it is recognised as deferred income.

Taxation
The charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

Tangible fixed assets
Individual fixed assets costing £1,000 or more are initially recorded at cost, less any subsequent accumulated depreciation and subsequent accumulated impairment losses. However, the Trustees may consider capitalising lower cost items where appropriate,

Depreciation and amortisation
Depreciation is provided on tangible fixed assets so as to write off the cost or valuation, less any estimated residual value, over their expected useful economic life as follows:

Asset class	Depreciation method and rate
Leasehold Buildings	Over the minimum period of the lease straight line
Fixtures and Fittings	20% reducing balance

Fixed asset investments
Fixed asset investments, other than programme related investments, are included at market value at the balance sheet date. Realised gains and losses on investments are calculated as the difference between sales proceeds and their market value at the start of the year, or their subsequent cost, and are charged or credited to the Statement of Financial Activities in the period of disposal.

Unrealised gains and losses represent the movement in market values during the year and are credited or charged to the Statement of Financial Activities based on the market value at the year end.

Unlisted investments, including the investment in the subsidiary are measured at cost less provision for impairment as the fair value cannot be measured reliably.

Stock
Stock is valued at the lower of cost and estimated selling price.

Trade debtors
Trade debtors are amounts due from customers for merchandise sold or services performed in the ordinary course of business.

Trade debtors are recognised initially at the transaction price. They are subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for the impairment of trade debtors is established when there is objective evidence that the charity will not be able to collect all amounts due according to the original terms of the receivables.

Cash and cash equivalents
Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

Trade creditors
are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

Fund structure
Unrestricted income funds are general funds that are available for use at the trustees discretion in furtherance of the objectives of the charity.

Designated funds are unrestricted funds set aside for specific purposes at the discretion of the trustees.

Restricted income funds are those donated for use in a particular area or for specific purposes, the use of which is restricted to that area or purpose.

2 Income from donations and legacies

	Unrestricted General £	Restricted £	Total 2024 £	Total 2023 £
Donations and grants;				
Grants and charitable donations	60,422	127,272	187,694	150,423
Donation from subsidary of 2022/23 profits	57,139	-	57,139	53,105
Other donations	3,000	18,000	21,000	51,534
Government grants	3,407	25,531	28,938	38,382
	123,968	170,803	294,771	293,444

Included in general grants for 2023-24 is £15,000 from the Garfield Weston Foundation for core costs and £2,350 from the Dorset Council Holiday & Activities Food Program to support the provision of Holiday Kids Clubs.

3 Income from charitable activities

	Unrestricted General £	Restricted £	Total 2024 £	Total 2023 £
Miscellaneous sales and hire income	33,983	402	34,385	40,819

4 Income from other trading activities

	Unrestricted funds General £	Total 2024 £	Total 2023 £
Community fundraising	721	721	735
Property rental income (PIP Cafe)	8,000	8,000	8,000
	8,721	8,721	8,735

5 Investment income

	Unrestricted funds General £	Total funds £
Interest receivable and similar income;		
Interest receivable on bank deposits	4,155	4,155
Total for 2024	4,155	4,155

6 Expenditure on charitable activities

	Note	Unrestricted General £	Restricted £	Total 2024 £	Total 2023 £
Staff costs	8	143,420	54,434	197,854	179,844
Pavilion ground rent		4,440	-	4,440	3,900
Office expenses		14,387	577	14,964	14,519
Computer software and maintenance		2,106	476	2,582	2,790
Printing, postage and stationery		8,106	9,945	18,051	25,650
Travel and subsistence		5,047	7,147	12,194	11,767
Advertising		949	315	1,264	1,326
Legal and professional fees		3,966	483	4,449	10,356
Sundry expenses		1,655	306	1,961	11,957
Resource allocation		(76,939)	76,939	-	-
Pavilion Event cost		-	4,046	4,046	4,161
Independent Examiner's remuneration	9	1,920	-	1,920	1,980
Depreciation		8,028	-	8,028	8,203
		117,085	154,668	271,753	276,453

The Resource allocation total of £76,939 consists £48,067 staff costs and £28,872 other costs. Included in expenditure on charitable activities are governance costs of £27,768 (2023 £25,988).

7 Trustees remuneration and expenses

During the year the charity made the following transactions with trustees:

David Cox
£429 (2023: £470) of expenses were reimbursed to David Cox during the year.

The expenses were reimbursement of travel expenses incurred.

No trustees, nor any persons connected with them, have received any remuneration from the charity during the year.

No trustees have received any other benefits from the charity during the year.

8 Staff costs

The aggregate costs were as follows:

	2024 £	2023 £
Staff costs during the year were:		
Wages and salaries	165,132	139,862
Social security costs	7,450	6,421
Pension costs	3,339	2,953
	175,921	149,236
Self-employed contractors	36,592	30,608
	212,513	179,844

The monthly average number of persons (including senior management / leadership team) employed by the charity during the year (head count) was as follows:

	2024 No	2023 No
All persons employed	8	7

No employee received emoluments of more than £60,000 during the year

9 Independent examiner's remuneration

	2024 £	2023 £
Other fees to examiners		
Examination-related assurance services	1,188	1,188
All other services	732	792
	1,920	1,980

10 Taxation

The charity is a registered charity and is therefore exempt from taxation.

11 Tangible fixed assets

	Land and buildings £	Furniture and equipment £	Total £
Cost			
At 1 October 2023	293,031	6,302	299,333
At 30 September 2024	293,031	6,302	299,333
Depreciation			
At 1 October 2023	18,314	2,792	21,106
Charge for the year	7,326	702	8,028
At 30 September 2024	25,640	3,494	29,134
Net book value			
At 30 September 2024	267,391	2,808	270,199
At 30 September 2023	274,717	3,510	278,227

Included within the net book value of land and buildings above is £Nil (2023 - £Nil) in respect of freehold land and buildings and £267,391 (2023 - £274,717) in respect of leaseholds.

12 Fixed asset investments

	2024 £	2023 £
Shares in group undertakings and participating interests	25,000	25,000
Other investments	93,353	82,169
	118,353	107,169

Shares in group undertakings and participating interests

	Subsidiary undertakings £	Total £
Cost		
At 1 October 2023	25,000	25,000
At 30 September 2024	25,000	25,000
Net book value		
At 30 September 2024	25,000	25,000
At 30 September 2023	25,000	25,000

Other investments

	Unit Trust investment £	Total £
Cost or Valuation		
At 1 October 2023	82,169	82,169
Revaluation	11,184	11,184
At 30 September 2024	93,353	93,353
Net book value		
At 30 September 2024	93,353	93,353
At 30 September 2023	82,169	82,169

Details of undertakings

Details of the investments in which the charity holds 20% or more of the nominal value of any class of share capital are as follows:

Undertaking	Country of incorporation	Holding	Proportion of voting rights and shares held		Principal activity
			2024	2023	
Subsidiary undertakings					
The Pavilion in the Park (PIPS) Ltd St John Way, Poundbury, Dorchester, DT1 2FG	England & Wales	Ordinary	100%	100%	Running the cafe at Pavilion in the Park

Subsidiaries

The profit for the financial period of The Pavilion in the Park (PIPS) Ltd was £67,682 (2023 - £53,332) and the aggregate amount of capital and reserves at the end of the period was £102,440 (2023 - £91,897).

13 Stock

	2024	2023
	£	£
Stocks	12,673	10,398

14 Debtors

	2024	2023
	£	£
Trade debtors	646	541
Due from group undertakings	20,463	22,461
Accrued income	3,280	-
	24,389	23,002

15 Cash and cash equivalents

	2024	2023
	£	£
Cash on hand	1,065	-
Cash at bank	452,578	401,037
	453,643	401,037

16 Creditors: amounts falling due within one year

	2024	2023
	£	£
Trade creditors	9,262	15,216
Accruals	6,806	2,340
Deferred income	7,500	13,392
	23,568	30,948

17 Commitments

Lease commitments
The Talk About Trust leases land from His Royal Highness The Prince of Wales for a 60 year period from 1 April 2021 with a rent starting from 1 April 2022 at £3,000pa, index linked each year.

18 Funds

	Balance at 1 October 2023 £	Incoming resources £	Resources expended £	Transfers £	Other recognised gains/(losses) £	Balance at 30 September 2024 £
Unrestricted						
General						
General funds	508,468	170,827	(131,744)	(7,342)	11,184	551,393
Designated						
CEO Succession Reserve	60,000	-	-	-	-	60,000
Pavilion Maintenance Fund	55,326	-	-	7,326	-	62,652
	115,326	-	-	7,326	-	122,652
Total unrestricted	623,794	170,827	(131,744)	(16)	11,184	674,045
Restricted						
Dorset	9,561	7,800	(10,188)	-	-	7,173
16+	39,467	3,252	(17,525)	-	-	25,194
Midland & South West	5,712	-	(5,746)	34	-	-
Scotland	27,266	-	(11,272)	-	-	15,994
SEN/LAC	7,887	24,250	(9,497)	-	-	22,640
PiPs space	19,174	19,776	(14,039)	-	-	24,911
16+ Scotland	25,173	12,085	(18,271)	-	-	18,987
Humber	2,938	-	(2,920)	(18)	-	-
L&SE	5,658	41,850	(24,133)	-	-	23,375
16+ NYORKS	10,408	-	(9,132)	-	-	1,276
DRUG	11,847	18,825	(12,724)	-	-	17,948
16+ Scotland YAF	-	20,617	(10,553)	-	-	10,064
LAG East	-	1,500	-	-	-	1,500
LAG North	-	1,100	(520)	-	-	580
LAG West	-	750	-	-	-	750
MS & W New	-	19,400	(8,148)	-	-	11,252
Total restricted	165,091	171,205	(154,668)	16	-	181,644
Total funds	788,885	342,032	(286,412)	-	11,184	855,689

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 SEPTEMBER 2024 (CONTINUED)

	Balance at 1 October 2022 £	Incoming resources £	Resources expended £	Transfers £	Other recognised gains/(losses) £	Balance at 30 September 2023 £
Unrestricted funds						
General						
General funds	466,916	163,131	(111,484)	(14,465)	4,370	508,468
Designated						
CEO Succession Reserve	50,000	-	-	10,000	-	60,000
Outdoor Kiosk Fund	3,000	-	(150)	(2,850)	-	-
Pavilion Maintenance Fund	48,000	-	-	7,326	-	55,326
	101,000	-	(150)	14,476	-	115,326
Total unrestricted funds	567,916	163,131	(111,634)	11	4,370	623,794
Restricted						
Dorset	5,077	10,000	(5,516)	-	-	9,561
16+	50,101	990	(14,817)	3,193	-	39,467
Leeds & Kirklees	1,017	-	(990)	(27)	-	-
Midland & South West	14,969	13,000	(22,257)	-	-	5,712
North Yorkshire	57	-	(50)	(7)	-	-
Scotland	20,424	15,000	(8,158)	-	-	27,266
SEN/LAC	17	21,250	(13,380)	-	-	7,887
Digital	549	-	(572)	23	-	-
PiPs space	19,891	10,650	(11,367)	-	-	19,174
16+ Scotland	12,540	48,351	(35,718)	-	-	25,173
Humber	9,117	1,156	(7,335)	-	-	2,938
L&SE	11,658	15,000	(23,867)	2,867	-	5,658
Newham	4,578	-	(1,711)	(2,867)	-	-
University	59	12,620	(9,486)	(3,193)	-	-
16+ NYORKS	-	15,850	(5,442)	-	-	10,408
DRUG	-	16,000	(4,153)	-	-	11,847
Total restricted funds	150,054	179,867	(164,819)	(11)	-	165,091
Total funds	717,970	342,998	(276,453)	-	4,370	788,885

The specific purposes for which the funds are to be applied are as follows:

Designated funds:

CEO Succession Fund - £60,000 is held in a designated fund to recognise that the true cost of replacing the current CEO would be significantly higher than the existing CEO remuneration.

Pavilion Maintenance Fund - £62,652 is held in a designated fund for future Pavilion maintenance costs.

19 Analysis of net assets between funds

	Unrestricted funds		Restricted funds	Total funds at 30 September 2024
	General	Designated		
	£	£	£	£
Tangible fixed assets	270,199	-	-	270,199
Fixed asset investments	118,353	-	-	118,353
Current assets	174,623	122,652	193,430	490,705
Current liabilities	(11,782)	-	(11,786)	(23,568)
Total net assets	551,393	122,652	181,644	855,689

	Unrestricted funds		Restricted funds	Total funds at 30 September 2023
	General	Designated		
	£	£	£	£
Tangible fixed assets	278,227	-	-	278,227
Fixed asset investments	107,169	-	-	107,169
Current assets	139,039	115,326	180,073	434,438
Current liabilities	(15,967)	-	(14,982)	(30,949)
Total net assets	508,468	115,326	165,091	788,885

20 Related party transactions

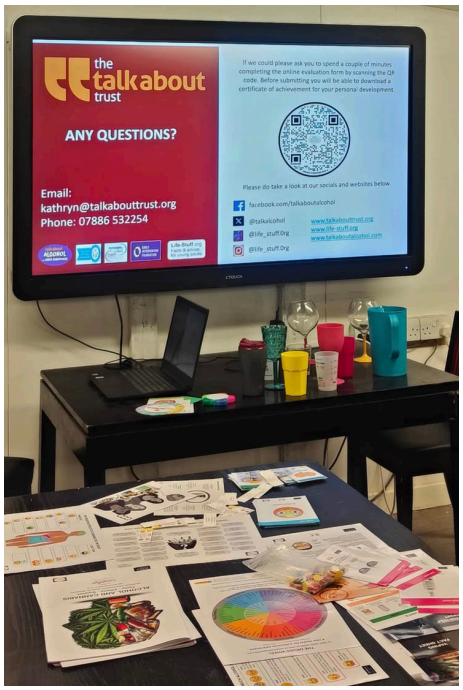
During the year the charity made the following related party transactions:

Pavilion in the Park (PIPS) Ltd
(Pavilion in the Park (PIPS) Ltd is a wholly owned trading subsidiary of The Talk About Trust)
During the year, expenses relating to the Pavilion in the Park are shared between The Talk About Trust and Pavilion in the Park (PIPS) Ltd. At the balance sheet date the amount due from Pavilion in the Park (PIPS) Ltd was £20,463 (2023 - £22,461).

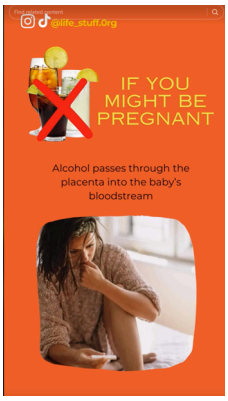


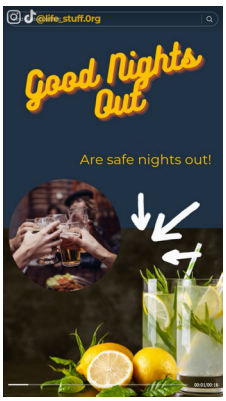


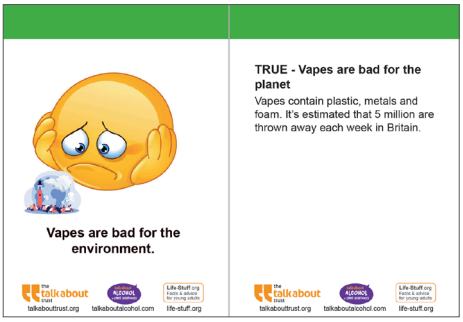



the talkabout trust
ANY QUESTIONS?
Email:
kathryn@talkabouttrust.org
Phone: 07886 532254


the talkabout trust


@life_stuff.Org
IF YOU MIGHT BE PREGNANT
Alcohol passes through the placenta into the baby's bloodstream


@life_stuff.Org
Good Nights Out
Are safe nights out!


TRUE - Vapes are bad for the planet
Vapes contain plastic, metals and foam. It's estimated that 5 million are thrown away each week in Britain.
Vapes are bad for the environment.




End Spiking
ANYONE
Spiking happens to 1 in 10 students of all orientations
ANY DRINK OR VAPE
Remember, any drink can be spiked - vapes too
ANYWHERE
Spiking happens at house parties, festivals as well as clubs and bars
If you suspect someone has been spiked, stay with them, seek medical help & make sure they get home safely. Report it as soon as possible to the Police (medical services to not routinely test). Spiking can be very traumatic - Victim Support are available 24/7.
victimsupport.org.uk
Life-Stuff.org
Facts & advice for young adults
life-stuff.org
@life_stuff.Org
#Endspiking





The Talk About Trust

England & Wales - Charity number 1186202

Accounts

The Alcohol Education Trust

Trustees Annual Report & Accounts

For the year ended 30th September 2023

Charity Number: 1186202

(Charity name changed to the **Talk About Trust** from January 2024)



Providing children and young people with the knowledge, skills and resilience to make safer choices around alcohol and drugs

Alcohol Education Trust
Keeping young people safe around alcohol

talkabout ALCOHOL + OTHER SUBSTANCES

Life-Stuff.org
Facts & advice for young adults

SECTION 1

Trustees Annual Report

REFERENCE AND ADMINSTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS

Trustees	Victoria McDonaugh MA (Hons) PGCE (Chair) David Cox Stephen Foster Richard Mangnall JP FCILA FInst.D Andrew Morse BSc Hons Keith Newton ACA Jackie Sonner BA (Hons) PGCE Dr Lara Jayne Wear MB BS BSc DCH (SA) MRCGP Alison Winsborough BMus PGCE
Chief Executive	Helena Conibear
Charity Registered Number	1186202 England & Wales SC050360 Scotland
Registered Office	Pavilion in the Park St John Way Poundbury Dorchester Dorset DT1 2FG
Bankers	The Co-Operative Bank Business Direct PO Box 250 Skelmersdale WN8 6WT
Independent Examiner	S J Hough FCA Edwards & Keeping Chartered Accountants Unity Chambers 34 High East Street Dorchester Dorset DT1 1HA

TRUSTEES' REPORT
FOR THE YEAR ENDED 30 SEPTEMBER 2023

The trustees submit their annual report and financial statements of the Alcohol Education Trust (AET) for the year ended 30 September 2023.

The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" in preparing the annual report and financial statements of the charity.

Public Benefit

The trustees confirm that to the best of their ability they have consistently complied with their duty to have due regard to the guidance on the public benefit published by the Commission in exercising their powers or duties.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing Document

The Alcohol Education Trust was originally a 'Trust' governed by a Constitution drawn up on 18 October 2010 and registered with the Charity Commission for England & Wales on 2 November 2010 (Reg. No. 1138775) and the Scottish Charity Regulator on 21 June 2018 (Reg No. SC048482). With effect from 1st April 2020, the Alcohol Education Trust changed its legal status from a 'Trust' to a 'Charitable Incorporated Organisation' (CIO) and is now governed by a constitution dated 6th November 2019 and registered with the Charity Commission for England & Wales on the same date (Reg. No. 1186202) and the Scottish Charity Regulator on 31 July 2020 (SC050360).

Historical Annual Reports and Accounts have been removed by the Charities Commission from their website but remain available to view at https://alcoholeducationtrust.org/trustees-reports/

Trustee Appointment

Trustees are appointed by the management committee and serve a period of three years at which time they resign by rotation and can offer themselves for re-election.

The Management Team & Trustees

The board of trustees meets 4-5 times a year. The Chief Executive runs the charity with support from seven part-time employees (the Scotland Manager, the Northern Region Manager, the London & South East Manager, the Schools Coordinator, the Finance & Governance Manager and assistant and our Fundraising Manager), and four other part-time self-employed staff. Four people are based regionally in different parts of the UK ensuring schools have local support for training and parent sessions.



Trustees

Victoria McDonaugh MA (Hons) PGCE, Chair of Trustees was Head of History and Head of Year with a responsibility for PSHE in a large comprehensive in Cricklewood, London. She was High Sheriff of Dorset in 2009/10.

Keith Newton ACA (Finance and PIP Director) is a member of the Australian Institute of Chartered Accountants. In a career of 33 years at Accenture he worked as a global management consultant specialising in strategic and technology consulting for large scale private and public sector organisations working in Sydney, Chicago, Seoul and Hong Kong. He is a company director, an investor, and advisor to a number of UK and international businesses and charities. He is currently Chairman of the West Country Branch of the Britain-Australia Society (BAS); a Director of the National Britain- Australia Society; a trustee of the BAS Education Trust - BASET; and an advisor to the board of an English public school having previously served as a Member of the Board and Chairmen of the Finance and General-Purpose committee. He serves as a charity trustee with a specialty in finance.

David Cox retired as the Chief Executive of The Benevolent charity (now named The Drinks Trust) at the end of 2018, a role he took up in April 2013. The Drinks Trust supports current and past employees of the UK drinks trade with practical, emotional and financial help when faced with a variety of difficult circumstances, including serious illness, disability, issues with stress or depression, with debt or any family crisis such as a seriously ill partner or child. David has built a deep understanding of issues concerning alcohol and the importance of early intervention and alcohol education. David is a Liveryman of three City Livery Companies and brings a wealth of skills to The Alcohol Education Trust in governance, fund raising and management.

Stephen Foster (Legal) is Head of the Divorce and Family partner team at Stewarts Law. In the Legal 500 2016, Stephen is recommended for his "pragmatism and gravitas" and his reputation as "a strong leader who can manage any situation or individual and steer things to a successful outcome". Chambers describes him as "a great lateral thinker" and Stephen is named as one of the top 10 high asset family lawyers in Spear's Family Law Index.

Andrew Morse BSc (Hons) (Project Management and PIP's Director) recently retired from the Royal Navy after 35 years as an officer in the Fleet Air Arm flying and instructing on the Lynx helicopter and simulators before transferring into Programme/ Project/Requirements Management in 2004. He brings a range of skills to the AET including project development and management, an understanding of evaluation, training, support and infrastructure, plus time, budget and cost management skills. Andy continues to work part-time as a Reservist in the field of procurement and programme management for the Wildcat helicopter. Having served in the RN and as a father of two, he has an excellent understanding of the need for life skills education to ensure young people are able to make more informed responsible choices about alcohol.

Alison Winsborough BMus, PGCE (Resources, framework and implementation) has strong experience of delivering PSE, previously as Head of PSE and Citizenship at the Sir John Colfax School and IPACA on Portland. Alison is Assistant Principal at Atlantic Academy Portland overseeing Curriculum and Teaching and Learning but she maintains a keen interest in well-being and PSHE Curriculum, contributing widely to lessons and drop-downs.

Alison has worked with an abundance of outside agencies such as AA, SSCT, Safer partnerships, healthcare professionals, Ansbury and other local stakeholders. She is currently part of the Academy's Safeguarding Team. She has 3 children, including one at university, one in sixth form and one in Year 7.

Dr Lara Jayne Wear MB BS BSc DCH (SA) MRCGP (Medical content and safeguarding) trained at Imperial College London including a BSc in Physiology, qualifying in 2007. Lara moved on to hospital rotations at Frimley Park, Surrey and Brighton, Sussex. She lectured in Anatomy at Brighton Medical School before moving to Cape Town where she specialised in Paediatrics and gained the Diploma in Child Health in 2011. Lara decided to pursue her career in General Practice from this point and enrolled in the Wessex GP training programme which brought her to Dorchester, Dorset in 2012. She completed her GP specialist training in 2015 and has been working as a GP in Dorset since this time, becoming a GP Partner at The Prince of Wales Surgery, Poundbury in 2019.

Richard Mangnall JP FCILA FInst.D lives in Dorset but spent most of his professional life in London where he is a Freeman of the City. He practised for over 40 years as a Chartered Loss Adjuster, dealing with a variety of insurance losses including fine art, movie production, advertising and contingency. He is a Fellow and Past President of the Chartered Institute of Loss Adjusters. In parallel with this, he sat on the Westminster Bench (then located at Bow Street & Horseferry Road) latterly becoming Bench Chair for 4 years. He is a past Trustee of the Inner London Magistrates' Courts Poor Box Charity which assists offenders with rehabilitation. On leaving London, he sat on the Guildford Bench and then, upon moving to Shropshire, on the Telford Bench. He is currently a member of the Dorset PCC's Panel monitoring out of court disposals by Dorset Police. In this latter capacity and during his time on the Bench he has been all too well aware of the part played by alcohol in offending, particularly among young people, and the need for rehabilitating outcomes.

Jackie Sonner BA (Hons) PGCE (safeguarding & policy) is a recently retired Deputy Head teacher from a large Primary Federation in Weymouth. Her responsibilities included staff recruitment and training, curriculum design and implementation and safeguarding. As the Designated Safeguarding lead Jackie has witnessed the devastating impact on children and their families where there is misuse of alcohol and other substances, and worked with a range of professionals from Health, Social Care and other agencies to provide considered and effective early intervention. In previous roles in 2 other Dorset schools Jackie has gained additional expertise in PSHE and Early Years education. As such she has observed the effects of adult role models and peer pressure on even the youngest children in school and understands the need for high quality education in all aspects of PSHE from the start.

Since retiring in 2021 Jackie has sought to maintain links with education and become involved in her local community. To this end she has become a volunteer at a local Dorchester school and at the Pips holiday club for local children. She has recently become a school governor with link responsibilities for safeguarding.

Introduction from Vicky McDonaugh, Chair of Trustees



It is with immense pride that we reflect on the work of our small charity over the last 14 years in ensuring children and young people are equipped with the knowledge, resilience and life skills to make safer life choices around alcohol and other substances. We began in 2009 by offering alcohol education and teacher training in mainstream schools for 11 - 16 year olds and have now doubled that remit to age 25 in a myriad of settings. We have developed targeted programmes for children with additional learning needs and for young people at higher risk of alcohol harms - and then as underage alcohol use and misuse has declined, we have expanded our focus to tackle cannabis, vaping and other substances that affect the health and wellbeing of our young people.

Two important developments in our work in 2023 stand out. Firstly, a full year of life-stuff.org, together with direct communication via social media to young adults and secondly, our increasing involvement in the prevention of drink and needle spiking.

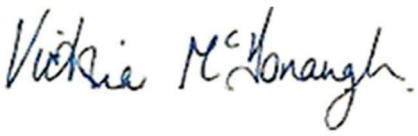
From this impact report you will also see that the evaluations done after our training sessions significantly improve the knowledge and confidence of teachers and youth professionals in supporting young people around alcohol and cannabis, shockingly over half had never received specific training before. Thank you to our hardworking team of trainers for such splendid results in increasing our impact and reach. Our team are also supporting professionals and young people around vaping, poly substance use and other substances.

With regard to spiking, for the second year, we are providing materials to students across the UK to enable them to feel confident to report spiking, recognise the signs and to be able to support someone who has been spiked. This problem is not going away. The police received 6,732 reports of spiking in the year ending April 2023, 957 relating to needle spiking.

Our cafe and community hub continued to exceed all our expectations in 2023. The cafe has become increasingly valued as a community hub for all ages and our outreach activities includes providing training and work placements for vulnerable young adults.

We hope this report will show that there is so much to celebrate and reflect on. I am so grateful to our inspirational CEO and all our staff, Trustees and Directors past and present, for the hard work and leadership they have provided and finally to our wonderful funders, without whom our work in protecting some 300,000 young people each year would not be possible.

Victoria McDonaugh MA PGCE Chair



Mrs V M McDonaugh, Chair of Trustees



The Alcohol Education Trust (AET) - Theory of change

SERVICE USERS

Children 11- 15
(focus on prevention and early intervention)
Young people 16 – 25
(focus on harm minimisation and resilience/coping strategies)
Teachers, PSHE leads, health promoters
Parents, carers
Youth groups, community leaders
Life coaches, community police officers, social workers and youth justice
Local authorities/ public health

ACTIVITIES

Resources & support
Online & print resources by age/ ability
Games and online guidance and support
Bi termly updates/ Email and phone support
Interactive online learning zone and digital engagement

Face to face engagement
Teacher/ community lead training in proven behaviour change methods
Young people input & engagement
Harm minimisation workshops
Peer to peer mentor development
Facilitation of diversionary activities

Partnerships
Teachers & schools
Signposting to specialist services
Youth focused charities and organisations
Parent-focused collaborations
Organisations addressing young people not in employment education or training

SHORT TERM OUTCOMES

Teachers/ leaders, young people and parents/ carers gain knowledge, skills and confidence

Delay in young people taking up drinking, self control development and reduction in risk taking

Change in young people peer dynamic through self-esteem improvement, resisting peer pressure and peer norm correction

Development of support network between parents, schools and children - improved relationships and communication

Parent/ carers develop greater understanding of gatekeeping to alcohol supply/ access and as role models and boundary setters

LONG TERM OUTCOMES

Life chances of those most vulnerable to alcohol and substance harm and abuse are improved

Age of first drink is raised from 13 to at least 15 years old

Prevalence and social acceptability of excess drinking and substance misuse is reduced

Accidents, violence, assault and harm caused by alcohol and other substances are reduced

MISSION

To support parents, carers, teachers & community leaders to keep young people safe around alcohol and other substances and to reduce negative risk taking.

OBJECTIVES AND ACTIVITIES

Charitable Objectives

To advance education for the benefit of the public concerning the issues of alcohol and substance use of young people (age 11 and upwards) in the UK and their safety around alcohol and other substances, in such ways as the trustees decide, and including through the development and delivery of holistic, life skill and evidence-based approaches and diversionary resources and activities that build resilience, reduce underage drinking and substance use and alcohol and drug related harms amongst such young people (age 11 and upwards).

Our impact and reach across the UK 2022/23 academic year

500,000+

Allowing one year group per school, we estimate that over 500,000 children in over 3,000 settings used Talk About Alcohol games, films, activities and lesson plans this year.

4,000+

teachers and youth professionals were trained and supported via 427 workshops, conferences and familiarisation sessions. In 2022/23 10,140 teachers and professionals received our bi-termly updates and advice.

Scotland

As well as supporting children in schools, youth clubs and sports clubs across Scotland, we have trained 95 staff from 5 partnership charities and an additional 103 professionals from 27 organisations that provide training, support and education for young adults across the country.

16,020 +

Young adults (16 – 25 year olds) in 356 settings such as Foyers, YMCA, and Princes Trust have been provided with workshops and resources on alcohol and cannabis, higher harms, county lines, consent.



21,000+

vulnerable children and children with additional learning needs were supported in 311 new settings such as special schools, children's homes and pupil referral units through activity packs tailored for young people at higher risk of alcohol-related harms.

131,200

returning and new visits were made to our websites, via our youth facing website talkaboutalcohol.com, life-stuff.org, and alcoholeducationtrust.org our resource site for teachers and youth professionals.

There were 40,600 users of the alcohol clock game and 13,000 visits to safer night out. There were also an average of 3,692 Tik Tok video views reaching an audience of and 3,458 per month.

1,230

schools, youth clubs, sports clubs special schools, children's homes and charities received AET resources during the 2022/23 year.

DELIVERING AN EVIDENCED-BASED PROGRAMME THAT REDUCES ALCOHOL-RELATED HARM NATIONWIDE FOR LESS THAN £1 A CHILD

Who we are

The Alcohol Education Trust work is built around three pillars: supporting young people, their parents and carers and the professionals who work with them:

Early intervention and prevention approaches for children and young people

Ensuring we equip young people with the knowledge and life skills to make safer choices before any potential problems begin. This primary goal has been enhanced with targeted work for children most vulnerable to alcohol and drug misuse, plus harm reduction approaches for older teenagers and young adults including support on cannabis and vaping.

Supporting teachers and youth professionals with everything they need to deliver effective and engaging alcohol and other substance education (training and resources)

Evidence shows that trusted adults who know the children well are best equipped to deliver health education. The AET therefore provides workshops, training, online and face-to-face support and resources for teachers, youth workers, health professionals and those working day-to-day with 11- 25 year-olds of all abilities and backgrounds.

This is both an affordable and sustainable model as those trained are then confident and equipped to use positive life skill approaches and can cascade their learning to others.

Empower parents and carers

Parents and carers are the key suppliers of alcohol to young people (70%) and play an essential part in setting boundaries and being good role models. These 'tough love' skills delay the age that young people drink or use other substances and the amount that they drink or experiment. The AET therefore facilitates workshops and seminars and has a dedicated web area for parents and carers, with advice varying from the law, the physical and mental effects of early alcohol use to hosting parties.

Our mission

To support parents, carers, teachers & community leaders to keep young people safe around alcohol and other substances and to reduce negative risk taking.

Our goals

- Raise the age of onset of drinking whole drinks from the current age of 13 to at least the UK Chief Medical Officers' Guidance of age 15 with a long-term goal of the legal purchase age of 18.
- Reduce the prevalence and social acceptability of binge drinking and drunkenness, vaping, cannabis and other substance use among young people.
- Raise awareness of the lifetime risk of early alcohol and other substance use.
- Ensure the life chances of young people most vulnerable to alcohol and drug harm and abuse are improved.
- Reduce the accidents, violence, assault and harm caused to young people and the community by alcohol and drug use.
- Encourage diversionary activities for young people that reduce anti-social behaviour crime and onset of drinking and drug use.

Our core objectives

SUPPORT CHILDREN AND YOUNG PEOPLE

Ensure that young people of all abilities (aged 11-18) are provided with the information, skills and resilience to make safer choices around alcohol and other substances by providing free access to evidenced alcohol and drug education via websites, games, lessons, films and activities in all youth settings across the UK.

Support vulnerable young people at higher risk of alcohol and drug related harms with targeted approaches.

Support young adults up the age of 25, specifically those more vulnerable to alcohol and drug related harms and student populations .

Ensure harm minimisation resources on alcohol and other substances for young people to age 25 are freely available. Provide on line support, workshops, peer to peer training and opportunities for young adults.

SUPPORT SCHOOLS AND YOUTH ORGANISATIONS

Train teachers, health educators (RSHE), youth professionals and community leaders new to the AET programmes face to face and on line on all issues regarding alcohol, cannabis, vaping and other substances.

Support the provision of the Talk About Alcohol programme and other substance resources, websites, films, games, lesson plans and worksheets and SEN specific activities free of charge to schools and youth supporting organisations.

Provide ongoing guidance, training, updates, signposting and new resources to settings currently provided with AET programmes through our regionally based specialist staff throughout England and Scotland.

EMPOWER PARENTS AND CARERS

Equip parents and carers, face-to-face and online, with the necessary skills to keep their children safe around alcohol and other substances.

LOCAL COMMUNITY COHESION

Enhance local community cohesion in Dorset through our community hub Pavilion in The Park to include partnership delivery of diversionary activities and opportunities for training and skills for young people. that in turn reduce anti-social behaviour, crime and onset of drinking and drug use.

CHILDREN AND YOUNG PEOPLE

The Problems

- Children who drink regularly and heavily before the age of 15 are significantly more likely to try drugs, smoke, engage in unprotected or risky sex, be injured or assaulted. GCSE predictions fall by 20 points, the difference between a grade 9 and a grade 5. Early drinking is also a significant predictor of problematic use in later life.
- Young people who use drugs when 14 or younger have the greatest risk for drug dependence (34% prevalence rate of lifetime drug use disorders).
- It is also a significant predictor of lifetime alcohol dependence. The most common substances used by teenagers are cannabis, volatile substances (glue, gas, aerosols and solvents), nitrous oxide and new psychoactive substances.
- Low well-being was much more likely amongst pupils who recently smoked, drank and/or have taken drugs as low levels of life satisfaction were at 57% compared to 18% for those who have not smoked, drunk or tried drugs.
- 1 in 5 pupils (18%) have ever and 18.6% young adults aged16 to 24 years reported last year drug use (end June 2022) - 5% of those class A
- 13% of 11-year-olds have had a whole alcoholic drink rising to 65% of 15-year-olds.
- According to ASH vaping prevalence has increased by 50% in one year from one in 13 to one in 9 teenagers with 4 in 5 say they have seen vapes promoted and advertised.
- Of the 11,326 under 18's in treatment, 88% are there predominantly for cannabis and its derivatives, followed by alcohol (45%) - 63% were young males
- An estimated 1 in 10 under the age of 25 have experienced having their drink spiked or needle spiking and in 2022/23 there were 8,000 cases according to a Channel 4 FOi (from 35 police forces).
- Peers may influence other young people to engage in or refrain from substance use directly or indirectly, there is a dramatic rise in levels of use among young people who believe most, or all of their friends, drink or take drugs.
- Young people who experience childhood adversity and trauma such as emotional or physical abuse, family breakdown or neglect are particularly at risk. A young person experiencing four traumas is 11 times more likely to smoke cannabis and 4 times more likely to binge drink.
- It is estimated that 14% of care leavers drink alcohol every day, a third use cannabis and a third use alcohol as ways to cope, deal with anxiety or to help forget trauma.
- Children with attention deficit hyperactivity disorder (ADHD) are three times more likely to face addiction when older. A diagnosis of ADHD or associated behavioural disorder is the greatest predictor of problematic alcohol or drug use.
- Children with learning difficulties are three times more likely to be abused, with alcohol a factor in grooming and violence .
- Young people who drop out of school, are 4 times more likely to be regular cannabis users and 1.2 times more likely to binge drink.
- Excluded children are five times more likely to have used alcohol or drugs on the last month. In 2019/20, 8,099 children were excluded for a fixed period and 513 were excluded permanently from state schools in England due to alcohol or drugs. In 2019, the National Crime Agency found that 100% of children involved in County Lines had been excluded from school, and they also found that being excluded from school is a contributing factor leading to a young person's risk of criminal exploitation
- Alcohol and Drugs can be both a cause and consequence of homelessness and the homeless population is 10 times more likely to be in treatment for alcohol or drugs. 35% of deaths of homeless people were related to drug poisoning in 2021 and 10% were alcohol-specific deaths.
- Prison surveys suggest that 40% of inmates were under the influence of alcohol and 45% were under the influence of drugs at the time of committing an offence.
- Lack of stable employment and lack of stable housing are significant contributors to poor mental health and turning to drink or drugs to cope with deprivation. The most deprived are 7 times more likely to have an alcohol related hospital admission and 16 times more likely to have a drug related hospital admission.
- The total number of children living with people starting treatment was 50,053 in 2023. Young people living with alcohol or drug dependent parents/carers report living highly disrupted, insecure and chaotic lives. They also experience shame, stigma, and discrimination due to their association with a parent/ carer who uses substances.
- o Between 2018/19-2020/21 there were 10,569 alcohol specific hospital admissions for under 18s in England - that's nearly 30 per day.

Our Solutions

- A whole school approach for every child is crucial, so that we can equip all young people with the skills, knowledge and tools to make safer choices about alcohol and drugs before experimentation begins. The likelihood of lifetime substance misuse drops 4-5% for each year use is delayed, hence independent evaluation showing that our Talk About Alcohol programme significantly raises the age teenagers choose to drink is paramount to improving young people's life chances. We are now piloting these early intervention approaches for vaping, cannabis and other substances.
- We engage children with an interactive online platform talkaboutalcohol.com that encourages them to build knowledge and find out in a fun way, through games and quizzes, about the effects of alcohol and other substances on their physical and mental wellbeing.
- Our activities, rehearsal strategies and role play allow young people to work out for themselves the effect of impulsive behaviour, enabling them to make more responsible, informed choices.
- We have developed a complex suite of resources and training using proven communication methods for young people with learning difficulties using colours, stories, scenarios, pictures, emojis, cartoons and techniques such as distancing and using characters.
- We include cannabis and vaping in our early intervention and harm reduction approaches and support young people, schools, youth and sports clubs as well as parents around both cannabis and vaping.
- We focus our training and support workers in areas of high deprivation where alcohol and substance related harms are highest.
- We have targeted streams of work supporting care experienced children and those who face a greater risk of substance dependency and misuse.
- We reduce the potential harms from alcohol and cannabis to 16 - 25 year-olds by equipping them with the knowledge, awareness and life skills to make safer choices and where to go for help and support.
- We correct social norms - namely the fact that most young people do not use drugs or get drunk.
- We work closely with partners who ensure disadvantaged young people are given the best chances through building their self-esteem, life skills, training and employability. We support staff with training, resources and the skills to support young adults around alcohol and cannabis misuse and vaping.
- We support young people in alternative education and provide training and resources to those working with them.
- We work closely with virtual school and foster agencies who support care experienced children and care leavers. We have a bespoke alcohol and cannabis programme for 16 - 25 year olds leaving care or at risk of homelessness living in assisted accommodation. Training and resources enable life coaches to have one to one conversations
- around higher harms, levels of use, consequences, grooming, consent and other relevant issues.
- We work very closely with the Youth Offending Teams as well as training staff in pupil referral units being careful not to trigger trauma or stigma at all times.
- Our staff training and materials at all times avoid stigma and triggering trauma and highlight the importance of being supportive, empathetic, non-judgemental and how to offer targeted support and referral to specialist family charities working in this area specifically.

SCHOOLS & YOUTH PROFESSIONALS

The Problems

- Health Education became a statutory requirement for schools to deliver in September 2020, including alcohol and drug education. Teachers and youth workers cite not having enough time and not being subject experts as barriers to delivering effective health education.
- According to the most recent smoking, drinking and drug use survey, only half of pupils said they received lessons on alcohol (56%), smoking (56%) or drugs (60%)
- Lessons peaked in year 9, and only half of those pupils thought their school gave them enough information about smoking (52%), drinking alcohol (51%) or drug use (48%) . Meaning half of children are not sufficiently prepared for the challenges and choices they will face around alcohol and drugs
- In 2020/21, 22,714 children were excluded for a fixed period and 452 were excluded permanently from state schools in England due to alcohol or drugs
- Schools generally have little budget, training or guidance for RSHE.
- Charities and commissioned services supporting vulnerable children and young adults lack the expertise, resources and training to support them around alcohol and drugs

Our Solutions

- We provide an easy one stop shop for busy, time poor teachers where they can download lesson plans, implementation and evaluation guidance by topic or by ability for each year group.
- We make our evidenced Talk About Alcohol programme and resources on cannabis and vaping available free of charge to all secondary schools across Britain.
- We train teachers and youth professionals and provide ongoing guidance so they feel confident and knowledgeable in teaching about alcohol and other substances
- We provide games, one to one and small group activities suitable for use with young people in alternative settings, sports and youth clubs together with free training.
- We provide workshops, training and resources to life coaches and mentors of young adults in
- settings such as Foyers, Housing Associations and for organisations such as The Prince's Trust.

COMMUNITIES AND FAMILIES

The Problems

- Children living in households where parents drink to excess are more likely to drink early and problematically.
- Young people who use alcohol or drugs have significantly lower parental supervision than those who don't use substances.
- Parenting that increases alcohol and drug use includes: a lack of parental monitoring, high levels of parent/child conflict and a child's lack of willingness to disclose information to their parents.
- The greater the number of unsupervised evenings with friends, the greater the likelihood that young people will report having consumed alcohol in the last week and having used drugs in the last month.
- Our research shows that 93% of parents and carers overestimate the number of teenagers who drink and get drunk and so supply their children with alcohol, thinking they'll get it elsewhere, otherwise.

Our Solutions

- We help parents and carers to understand why drinking at too young an age and drinking too much can harm their child's short and long term health and also how drinking outside of the home raises the likelihood of other risk taking such as smoking or taking drugs.
- We correct perceived social norms with positive messages on how teenagers are drinking and using substances than they were 10 years ago.
- We give positive parenting tips that reduce all risk taking such as how to set boundaries, be a good role model and know where their children are.
- We empower parents to resist teen pressure and manipulation.
- We explain teen brain development and how early use of alcohol and other substances significantly increases the likelihood of problematic use and dependency and can permanently change develop- mental pathways.
- Parents and carers are the prime suppliers of alcohol to under 18s.

Reflections on the year by CEO, Helena Conibear



It is always humbling to reflect on the number of children, young people, parents or carers, teachers and youth professionals that our small team of 4 regionally based staff and myself equip with the knowledge, resilience and skills to make safer choices around alcohol and other substances such as cannabis and vaping each year across England and Scotland. In 2022-23 that is an estimated 300,000 young people in over 1,200 new settings such as schools, youth and sports clubs, pupil referral units, special schools and alternative education we have supported.

Their work is made possible through our tireless office team of Kate (supporting us all and managing all resource distribution) and Julie (finance and governance), with Alison managing and maintaining our on-line and printed resources and website development. It has also been a great relief to welcome Donna to help us with fundraising and grant applications this Autumn too.

In 2019 we outlined a 3-year plan to extend our remit to support young adults up the age of 25, young people more vulnerable to alcohol and drug-related harms and student populations. We pledged to:

- Develop our harm minimisation resources for young people age 16+ preparing them for the legal drinking age and its responsibilities and building their resilience to other substance use.
- Expand our digital outreach, training games and interactive material on alcohol, cannabis and more recently, vaping.
- Expand the range of resources offered to cover the effects of the combined use of alcohol and other substances.
- Seek to expand our geographical reach with a specialist regionally based member of staff in London and The South-East, Northern Ireland and Wales.
- Enhance local community cohesion in Dorset through our new facilities to include partnership delivery of diversionary activities and opportunities for training and skills for young people, that in turn reduce anti-social behaviour, crime and onset of drinking and drug use.

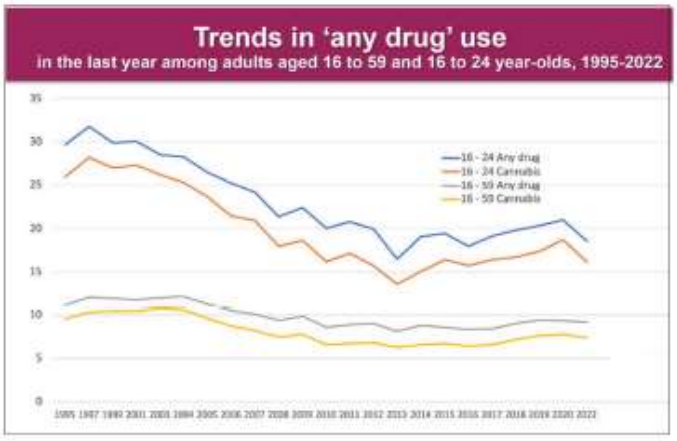
We have managed to achieve all of our goals - all of which deepen and strengthen our mission to equip children and young people with the knowledge, skills and resilience to make safer choices around alcohol and other substances, with the exception of having a member of staff based in Wales or Northern Ireland to work more closely with youth settings, we hope the opportunity will come in time.

The enhanced goals of course, are in addition to our core mission of ensuring that children of all abilities from age 11 in schools and other settings across the UK have free access to:

- our highly evidenced Talk About Alcohol programme and other resources of lessons, online activities, games, picture and story-led activities and websites that inform, empower and enable safer choices.
- that teachers and youth professionals are given free training and resources needed to ensure they can support the young people in their care to make safer choices around alcohol and other substances
- to inform and equip parents and carers with the knowledge, confidence and skills to protect their children from early alcohol use and substance use.

Alcohol trends in use and misuse

Since we were founded in 2010, trends in underage drinking in particular have been declining across the UK, Alcohol-related violent crime has fallen by almost half (47%) in Britain since 2009/10 whilst binge drinking (more than 6 - 8 units in one session among UK drinkers has fallen by 29% in the last decade.



However, some alarming statistics are emerging on new people entering treatment for the first time in 2022-23 (137,749 adults) showing that 63% were seeking help for alcohol, and two-thirds (66%, or 57,802) said it was their only problem substance, the gender gap between men and women is narrowing too, with almost equal numbers of men and women seeking alcohol treatment showing clearly that we mustn't be complacent - alcohol misuse remains a significant problem and every young person deserves comprehensive alcohol education.

Sources (ONS, September 2020 / Scottish Government, March 2021 Health Survey for England, December 2022/ Scottish Health Survey, January 2021.

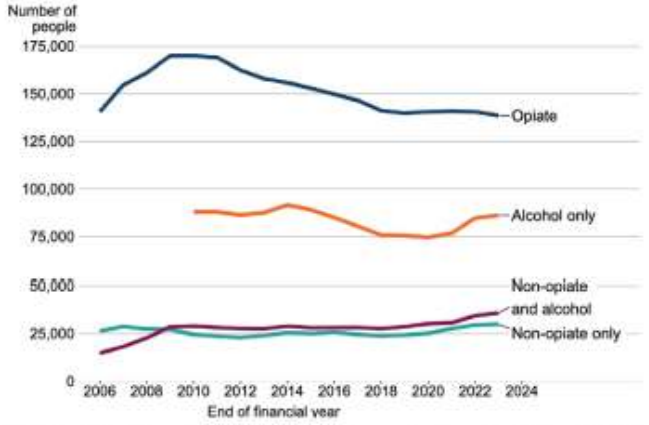
Alcohol and substance use among young people

It is important for us to remember that most (8 in 10) young people actively choose not to use drugs, and of those who do, the majority use infrequently. (63% of 16 - 24 year olds who report any drug use, use once a month or less).

However, 5,179 under 18's (46% of total) received support for problematic alcohol use in 2020/21, and there is an increase in problematic cannabis use, 87% of under 18 year olds (9,845) in treatment for substance misuse are there primarily for cannabis.1,389 (12%) reported a problem with nicotine use, 937 (8%) said they had a problem with powder cocaine and the same proportion 896 (8%) reported a problem with ecstasy (MDMA).Young people often enter specialist substance misuse services with a range of problems or vulnerabilities related to (or in addition to) their substance use and by far the biggest contributor to problematic use is early onset of drinking or substance use.

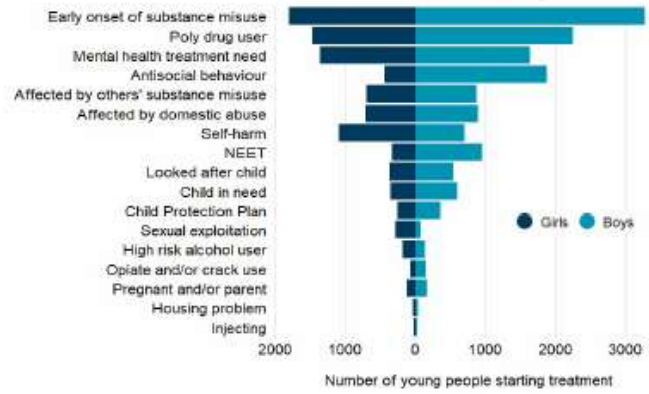
This is why our passion at the Alcohol Education Trust is to ensure we reach children in as many settings as possible before they begin drinking or experimenting - ensuring they have the knowledge and resilience to make safer choices.

Figure 20: trends in numbers in treatment by substance group between 2005 to 2006 and 2023 to 2023



UK National statistics - Adult substance misuse treatment statistics 2022 to 2023: report

Figure 4: vulnerabilities among young people who entered drug and alcohol treatment services during 2020 to 2021



UK National Statistics - Young people's substance misuse treatment statistics 2020 to 2021: report

Highlights of the Year

Alcohol and Drug Education Conference

On the 21st June the AET and DSM Foundation held the 4th National Alcohol and Drug Education conference, with an afternoon of hands-on practical workshops for teachers and professionals, kindly hosted by Newcastle University. It was very pertinent that the conference was held in the North East, which has the worst alcohol and drug statistics across England. Professor Chris Day Pro Vice Chancellor of Newcastle University opened the conference. With speakers including Joy Allen, joint lead for drugs and alcohol (nationally) for the Association of Police and Crime Commissioners, Kirsty Blenkins from the Addiction and Inclusion Directorate, Office for Health Inequalities and Disparities and Alice Taylor, Senior Digital Product Manager at DHSC who looks after the Talk to Frank website. You can view the presentations here.



Significant progress on Drink spiking

With over 6,500 cases of reported drink spiking in 2022/2023 (NPCC), up from 5,000 in the previous year, for the second year, we have supported students with 'report and support' advice cards, posters, drink testing kits and keyrings in over 100 Universities and Colleges during 2023, together with a TikTok campaign and on-line support and information via life-stuff.org. Our drink spiking campaign has included in depth work across North Yorkshire with the support of The North Yorks. Police and Crime Commissioner and very importantly with university nursing staff, sexual health nurses and emergency department and Minor Injury Unit nurses and staff who are often the first point of contact for the victims of drink and needle spiking. We have developed an SMS messaging service for them to use leading to advice and information on how to report the crime and receive support. It is very pleasing to see that campaigning is leading to an updating of the language used in the laws used to prosecute spikers and investment in better drink testing and blood/ urine testing technology by the Home Office. The Police will also run targeted campaigns at key times such as over Christmas and New Year and during Freshers.

Supporting children with additional learning needs

Over 1.5 million pupils in the UK have special educational needs, affecting one in five children. Having a bespoke programme that uses colours, stories, emojis and pictures to ensure the risks of alcohol are understood is paramount as children with learning difficulties are at significantly higher risk of vulnerability to drugs and alcohol (grooming, county lines and assault as well as alcohol dependency) so we are also thrilled to have supported over 311 schools and providers with our resources, activity sheets, stories quizzes and presentations that use colours, stories and emojis as well as distancing techniques especially designed for young people with SEN since 1st October 2022.

Alcohol and cannabis workshops for young adults

We deliver workshops for vulnerable young adults aged 16+ who are leaving care or at risk of homelessness around alcohol, drugs and mental health. Vulnerable young adults and those leaving care are more prone to turning to alcohol or cannabis as a way of coping and are more vulnerable to recruitment into county lines or grooming. The workshop and staff training are free for all working with vulnerable 16 -25-year olds and young adults and this year it has been a pleasure to work closely with Housing Associations, YMCAs, Youth Justice Services, A Wilderness Way, the Police, with us providing 356 16+ full programme packs to settings in the year 2022-23 with a particular focus on young adults across Scotland thanks to The Inspiring Scotland Youth Action Fund (see our Scotland report)

The life-stuff.org website for 16 to 25-year olds complements the workshops for young adults and covers all aspects of wellbeing including gaming, gambling, money worries, domestic abuse, mental health, eating disorders, vaping, cannabis and alcohol. It is informative and non-judgmental and links extensively to the specialist organisations in each area. It has been wonderful to engage directly with young adults via TikTok this year on issues such a drink spiking, safer nights out, preparing for College and other topics.

New Projects

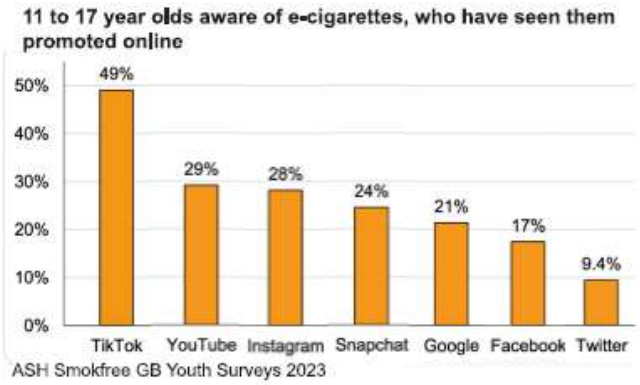
Supporting young people around drugs as well as alcohol

The Office for National Statistics (ONS) reported 4,907 drug poisoning deaths in 2022, the highest on record. We therefore believe it is essential to use our alcohol prevention skills developed over the last 15 years and built around the International Standards on Drug Use Prevention (UNODC) principles of engaging, immersive. discussion based learning and applying them to teach young people other substance resilience with a focus on vaping, cannabis, MOMA, NOS and Ketamine.

We were thrilled to receive funding from the Dorset Police and Crime Commissioner, David Sidwick, who is also joint national lead for alcohol and drugs for the Association of Police and Crime Commissioners, to develop a suite of resources for Year 9 which is being piloted in Dorset during 2024 and evaluated by The Health Psychology Department at Bournemouth University. It's been wonderful to engage with Year 9's and Year 11's in focus groups, as well as with RSHE leads and subject specialists to bring this programme together. The films, lesson plans, teacher guidance, games and PowerPoints will then be made available to all Dorset schools post pilot and will ultimately be freely available to all secondary schools.

Vaping, nicotine and pouches

Due to the shocking rise in vaping among teenagers (34% of 16 and 17-year-olds and 38% of 18-year- olds GB Youth Survey, 2023) and children (15% of 11 to 15-year-olds), we have fast tracked lesson plans, training and resources for schools and youth settings on vaping. We have also made a submission to the recent government vaping consultation asking for plain packaging, behind counter only, better regulation, and a clamp down on marketing of nicotine products, including pouches to young people, especially on social media. Our ideal would be a ban on single use vapes (Material Focus estimate 1.3 million single-use vapes are thrown away each week) and a 113rd of vapes available according to Trading Standards are illegal and often contain even higher levels of nicotine than regulations allow as well as THC and other noxious substances. We currently have no idea of the long-term health effects, especially of early onset of use of nicotine (which reduces grey matter in the brain) on our children.



New website and a name change

To reflect our expanded remit, The Alcohol Education Trust is currently rebuilding its website to incorporate the new areas of focus and will be changing its name in February 2024! We are very excited about our new branding and hope you will approve!

AET outreach from our community hub, Pavilion in The Park

The use of our Pavilion as a community hub is fulfilling its remit so well, providing a regular space for You Trust (housing) as well as NHS Midwives, social prescribing, the deaf community group, a chess club, walkers, The Park Run and Junior Park Run, the Koru project and The Teaching Alliance for Dorset Special Schools for example.

We have expanded our clubs and social events, ensuring they include opportunities for all ages and abilities. From Holiday Clubs, teen hang out days, after school art club, creative clay, senior social, digital help classes, supper clubs, a book swap and more. We have also hosted summer music at The Pavilion and special events for Halloween, Easter and Christmas. You can read our community outreach report here.















Damers First School Christmas Lunch

"I just wanted to thank you for our wonderful Christmas dinner experience yesterday it was honestly such a wonderful, festive and beautiful experience and one that my body mind and soul needed, I have felt very flat, tired and run down after studying so much and then looking after a poorly E and B (and I then became poorly myself) it was such a nice and very unusual experience to be looked after and cooked for for a few hours and the children had a wonderful time too, they were so thrilled to meet Father Christmas and had such fun playing with their presents and snuggling with their blankets when they got home."













Clay session



Easter Hunt on the Great Field



HAF Children's holiday Clubs



Senior social

Resource distribution and reach 2022-23

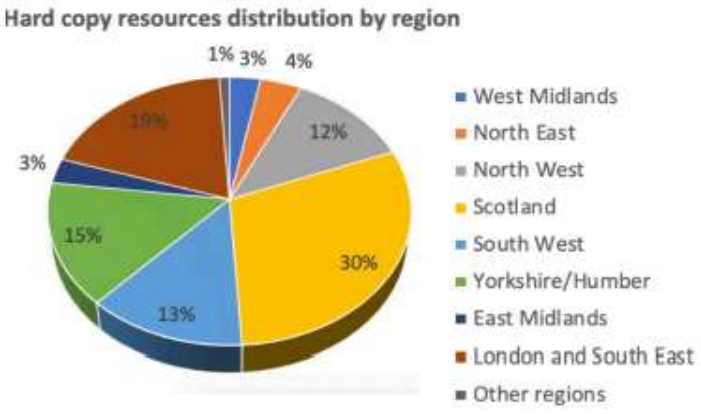
Kate Hooper, Schools and Youth Organisation Coordinator

Training and workshops



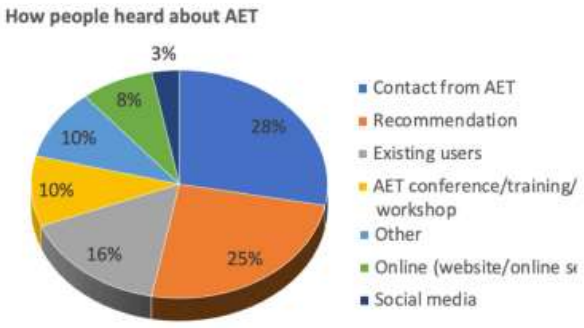
It's been another very busy year for us at AET with over 1,230 settings being supported with hard copies or downloads of our resources all across the UK. As always, as well as secondary schools, special schools and alternative education, this includes ensuring young people in football and other sport community outreach, youth justice services, the police, councils, cadets and children's homes are provided with alcohol and drug education too.

There has been a 50% increase in the number of schools and youth organisations receiving hard copies of resources (our printed 100 page teacher workbook, our activity boxes full of pictures and story led activities for young people with additional learning needs, our workshop materials for young adults on alcohol and cannabis and our advice leaflets). The largest increase has been for young people in Scotland with 190 settings receiving new resources this year.



We know how well-received our 16+ programme is as it is used with more vulnerable young people, often not in education, employment or education and cover cannabis as well as alcohol. We provided 356 16+ resources boxes this year (an increase from 221 the year before) and are extending the resource to include vaping.

There has been a large increase in use of our online teaching materials too - with 50% more teacher workbooks downloaded and a 30% increase in the number of SEN resources downloaded. When downloading our resources, we ask people to tell us how they heard about us. One quarter of respondents heard about us via a recommendation which is wonderful.



The staff and youth professionals we train are equipped with the knowledge and skills to support young people aged 11- 25 day to day around alcohol and drugs and to cascade their learning to other staff. There has been a 50% increase in the number of workshops and training sessions our wonderful regional staff have delivered this year - 212 youth professional/ teacher training workshops on all aspects of alcohol, cannabis and drink spiking for example - plus 220 other engagements such as parent talks, lessons and workshops for young people, conferences and meetings UK-wide.

Ensuring our work works

Attendees are asked to complete an evaluation of talk about alcohol training and results from 220 teachers shows confidence rises from 6/10 before the workshops to 9/10 afterwards concerning knowledge and awareness about alcohol and signposting young people for help.

In addition,68% of participants said they will change their approach to social norms when teaching alcohol following the session and 81% will make sessions more interactive with group discussions and activities following the training. Examples of comments about the workshops are:

"The resources box and interactive quiz have given me lots of ideas about how to start sessions and make them engaging."

"Training was excellent and the resources will be very helpful."

"Great informative course with excellent tools ideal to better engage our young people."





From 488 responses from those receiving alcohol and cannabis training for older teenagers, the AET training and resources were rated at 9/10 overall. Confidence in delivering alcohol and cannabis education to ages 16+ rose from 5/10 before the session to 8/10 afterwards. 79% of attendees felt confident in supporting young people in where to go for help around alcohol following the session and 74% around cannabis.
Some examples of feedback received are:

"Training was brilliant and along with the resource pack will support me when engaging with young people."

"Excellent training, great resources and relevant to my work."

"I realised how little I knew so it was interesting to hear about norms for usage and facts."

Some examples of feedback received are:

"The whole programme was really interesting and engaging."

"Informative, educational and interactive."

When downloading our resources, we ask people to tell us how they heard about us and how and when they teach alcohol education and RHSE.
91% of those who download our resources are currently teaching alcohol education and 78% have timetabled RSHE sessions (which is great news).

For the second year, we have been supporting universities, colleges and settings working with ages 16+ with a variety of anti-drink spiking resources including posters, awareness cards, key-rings and drinks tests. These have again been hugely appreciated by those receiving them and many recipients from last year have come back for more this time! We had to reprint twice to keep up with demand and also made the posters available to print locally with setting specific helplines.
I am looking forward to seeing what 2024 has in store for us and know it will be another busy year as we continue our important work helping to keep young people safe around alcohol and other substances UK-wide!





Regional reports from our specialist trainers

Our small band of regionally based staff, Kathryn (The North), Karen (Midlands and The South), Soraya (London and the South-East) and Shona (Scotland) provide alcohol and substance awareness for young people, training for teachers and youth professionals and workshops for parents and carers nationally. This year we trained over 1,300 teachers and professionals working with young people of all abilities and backgrounds. Teachers and health professionals are given an insight into activities and approaches that inspire young people to learn through enjoyment - by providing evidenced but fun activities, 'bottom up' materials that build resilience, self-esteem, encourage working in groups, role play and 'rehearsal strategies'.

The AET takes a positive engaging approach that does not attempt to induce shock or stigma, but focuses on what young people can do to be healthy, stay safe, enjoy, make a positive contribution and achieve physical and mental wellbeing. By engaging younger people BEFORE they begin drinking or experimenting with substances in an unsupervised environment, we ensure that children and young people think about the consequences of short-term decisions. Our programmes develop the skills and knowledge needed to make informed choices about when, if and how much to drink as they reach the legal drinking age and the short and long term consequences of substance use. Following training, those trained are fully supported online via alcoholeducationtrust.org with a fun learning zone for teenagers talkaboutalcohol.com, with regular updates and newsletters. 6th formers and students are supported with a comprehensive wellbeing hub lifestuff.org

Having regionally based staff also ensures that the AET reaches more young people in different settings and can effectively target the geographical areas where alcohol-related harms for under 25s are highest. Our regional staff help train young health champions, students studying health and social care as part of their outreaches to ensure peer mentors are engaging and knowledgeable. Using data from the indices of deprivation as well as Local Alcohol Profiles for England (LAPE) hospital admissions for U18s in England, we focus our resource on young people in areas that need our support most including East Tyneside, Birmingham, Lancashire, Leeds Liverpool and Manchester, Cornwall, The Isle of Wight, Kent and Dorset, as well as all areas of Scotland where alcohol and drug related deaths are nearly twice those in England.

Parents and carers are also supported locally by our specialist coordinators around 'tough love' parenting skills, setting boundaries, the law and how to keep their children safe around alcohol. Research shows that unless parents/carers are good role models, set boundaries and know where their children are and who they are with, any efforts by schools/other organisations to reduce risk taking, including underage drinking are limited. Parents/carers are also the key suppliers of alcohol to those under the age of 18.

The AET coordinators engage parents and carers via school and the community. We also have a dedicated web area for parents, which enjoyed over 50,000 page views in 2022/23.

Our regionally based staff work to support our three key pillars of:



Supporting and engaging children and young adults



Supporting and training teachers and health professionals



Empowering parents and carers and to protect young people

This helps fulfil our goals of

- Raise the age of onset of drinking whole drinks from the current age of 13 to at least the UK Chief Medical Officers' Guidance of age 15 with a long-term goal of the legal purchase age of 18.
- Reduce the prevalence and social acceptability of binge drinking and drunkenness, vaping, cannabis and other substance use among young people.
- Raise awareness of the lifetime risk of early alcohol and other substance use.
- Ensure the life chances of young people most vulnerable to alcohol and drug harm and abuse are improved.
- Reduce the accidents, violence, assault and harm caused to young people and the community by alcohol and drug use.
- Encourage diversionary activities for young people that reduce anti-social behaviour crime and onset of drinking and drug use.

The following reports provide a short snapshot of some of our work in the regions.

Kathryn Arnott -Gent, Northern Manager



Another fantastic year - so busy with further new partnerships formed. My work this year has been so varied with sessions delivered for teaching staff at schools, the youth service, children and young people's services, supported accommodation staff, residential social workers, special children's guardians, the police and community groups - to name just a few! I have delivered more face-to-face sessions with some amazing year 12's and 13's from Ripon Grammar School, Askam Bryan College, the Princes Trust Harrogate and a National Virtual webinar for Apprenticeship Connect.

"It was the best external CPD we have had in a long time".
Moorbridge PRU, North Tyneside.







East Riding

Thanks to funding received from the National Lottery Community Fund, I have been delighted to continue to support schools and Youth Organisations across East Riding. Over 100 teachers have been trained from Rise Academy, Compass Academy, Sirius Academy, Aspire Academy, Beverley Grammar School, Hull Training and Venn Academy with some fantastic feedback.



"Kathryn was very knowledgeable and engaging. I really enjoyed the session and found the resources to be of high quality and something I will definitely be incorporating into my delivery of the topic"

"I genuinely thought about new techniques and ways in which I could use them in my teaching".
Compass Academy Hull





Some fabulous sessions with Youth workers from Astra Youth, who work with young people across Hull - as well as brilliant multi agency session over in Bridlington where we had representatives from schools, colleges, police, early help, and fire cadets.
Thanks to East Riding Voluntary Action Services for hosting and publicising this event - I'm looking forward to returning to deliver our 16+ Alcohol & Cannabis session for agencies in Bridlington and Scunthorpe in the coming months.

North Yorkshire

A fantastic Talk About Alcohol session for Outwood Academy, such an enthusiastic group of teachers who could not wait to put into practice what they had learnt!

"Just wanted to say thank you for Tuesday - I loved it and the training was really well received by our staff. I'm excited to start re-planning the curriculum provision to include all your ideas".

Huge thanks to North Yorkshire Police Fire & Crime Commissioner for funding our 16+ project, this has enabled us to support colleges and staff working with 16+ as well as delivering direct sessions to students. It's been a fabulous start to the project with sessions for the YMCA, North Yorkshire Youth, a multi-agency session hosted by Harrogate Community Hub as well as some fabulous direct student sessions at Ripon Grammar, the Princes Trust and Askham Bryan. I also had the pleasure of being part of the Stay Safe in the Water event in Ripon - so great to see so many young people there taking part in all the activities including our pouring units and goodie bags with staying safe and spiking information. Delighted to attend Askham Bryan's Freshers Fair recently where I engaged with around 200 students - talking about spiking, units and staying safe, a brilliant day.



"I will share this information with teachers /tutors in school for PSHE and form sessions and will use this in my 1 -1 work with students."
King James School Knaresborough





16+

I have been delighted to develop partnership's with Inicio Group, Bedspace and A Wilderness Way this year. These organisations do such important work supporting young people move towards independent living, those children and young people who are vulnerable and are in crisis, providing personalised, holistic care programmes.



It's been a pleasure to deliver our Alcohol & Cannabis sessions to staff, with repeat virtual sessions now being delivered.

I attended The National SalLS Conference (16+ Supported & Independent Living Services), which was attended by around 500 people - a fantastic and inspirational event which introduced me to numerous 16+ agencies all supporting vulnerable young people - I have been happy to support these agencies with our resources and training this year.



"Great informative course with excellent tools ideal to better engage our young people."

Parkwood Care Home Manchester

"Great insight into new trends, the training was informative and interaction with colleagues was really good in the training……. It was a relaxed atmosphere and interactive with some really useful tools".

Bedspace

"This training was so engaging and I learnt so much. Kathryn was so engaging. It was so useful!"

Inicio Group







Community Groups and Youth Support

It's a privilege to support some of the 1000's of Community Youth Support groups in the North of England. They do such important work with some of our most vulnerable young people and our Activity packs and 16+ resources are a perfect fit with our interactive games and discussion led activities.

Warrington Youth Service, Bolton Lads & Girls Club, Manchester City in the Community, Street League & Football Beyond Borders plus several multi agency sessions are just a few examples of the training I have delivered - each organisation has received a full resource pack with thanks to the amazing funders we have.

"I will make sessions more interactive with group discussion and activities. I found this training and resources really useful."

Warrington Borough Council

"I will now encourage more discussions around alcohol and drug use so that they can make informed decisions, Kathryn was very friendly and knowledgeable, I really enjoyed the session".

Street League

LANCASHIRE BOYS & GIRLS CLUBS









More Music

Karen Perryman, Midlands, South and West Manager

Another busy and exciting year. From training teachers, youth professionals, parents and carers to working with older teenagers and young adults , my work with AET is so varied and interesting. Here are some of the highlights from across the South West and Midlands.



Teacher Training

With our proven to work six ready-made lesson plans, teacher training is at the heart of what we do. Talk About Alcohol training has taken place in numerous locations including across Dorset, Devon, Gloucestershire, Wolverhampton and Staffordshire.

"Well presented and informative - thank you!"
Cranbrook High, Devon
"The workshop was interactive and presented a clear pathway to present ideas on alcohol beyond 'it is bad for you'. I will be using the resources as a way of helping students identify potential issues with the people in their spheres rather than fall into the trap of targeting alcohol warnings at them personally."
Co-Op Academy, Stoke-on-Trent



"The classification of binge drinking was very interesting and eye opening. The going through the effects and side effects was good and will be beneficial to students. Bar measurements was useful in showing how small they are compared to home pours."
Magna Academy, Poole



Virtual teacher training and supply of physical resources has worked very well too.

"Well presented and loved the resource book and usb stick."
Aldersley High School, Wolverhampton

"The points made about strategies for dealing with binge drinking/alcohol consumption etc. were important to highlight as we do not often talk about what we should do if we find ourselves in that vulnerable situation."
John Taylor High, Staffordshire

I loved hosting workshops for the newly qualified teachers (PGCE) at the Southampton University Health and Wellbeing Conference in partnership with NHS Public Health England. These workshops equip teachers with the skills to teach Health Education in their new roles.
"Fantastic Workshop."
Southampton Health Conference Attendee



Training Staff in Youth Support Roles

A very important part of our work is training those who work in youth support roles to help them empower young people to make safer choices. AET's train the trainer model and resources mean that we provide a legacy for future generations. Working in partnership with a wealth of councils and organisations, I have been able to offer this to a large number of individuals. Examples of these partnerships include Devon Council where training sessions were available for all children's services staff and Gloucestershire Healthy Living and Learning. These two partnerships account for over eighty organisations/individuals supported this year.

Active Youth Outreach

"I felt that it gave me more information about alcohol and statistics and facts, which is helpful."
Active Youth Outreach, Midlands



"In my role, I create resources about various issues related to offending behaviour. I will definitely signpost schools to these resources and use these in some of our sessions."

Norfolk Police, Children and Young People Team

"Informative training with good facts backed up with figures. Signposted to resources and good ideas for interactive activities in the lessons. Well worth the time to get a great foundation to deliver Alcohol awareness to young people."

Sheringham Police

"I really enjoyed the session and the resources to support the session were very good."

Mind, Brain, Body CiC, Dorset



"I now have a better understanding of how to discuss the subject of alcohol with young people."

Dorset Council Children's Services Employee

"Karen was a wonderful teacher and kept us engaged throughout the training, asking us questions to gauge our knowledge and answering any we presented her with.
Overall, an enjoyable and educational experience!"

Dorset Youth Association

"I found the statistics really interesting and Karen put them into perspective for us."

The Drop In, Island Community Action



Karen delivered the session excellently. A credit to your work."

Mansfield Community Safety

"Karen was very informative and I thought the unit measuring exercise was really beneficial to my learning and hopefully others."

RNLI Mental Health

"Really Interesting listening and reading. Very young people focused. A restorative way of working."

Devon County Council Initial Response Team

''This was a brilliant session."

Home Start West Dorset

Training and Informing Health Professionals

Working in collaboration with Wessex Local Medical Committees, I recorded my first ever Podcasts - one on alcohol, the other cannabis. These - in addition to the 'Young People's Choices Around Alcohol' training - are available for GPs and anyone working within medical practices i.e.,



nurses, social practitioners, etc. across the counties of Dorset, Hampshire & the Isle of Wight, Wiltshire, BaNES and Swindon.

School Nurses have also received training through Gloucestershire Healthy Living and Learning.

"Some great resources to use in Health practice thank you."

School Nurse, Gloucestershire

16+ Toolkit for Vulnerable Young Adults

Training and supply of our 16+ Alcohol and Cannabis Toolkit continues apace aiming to reduce negative risk taking and increase the resilience of vulnerable young people.

"Karen was an excellent trainer. She made the topic feel approachable. I now feel much more confident in delivering drugs interventions in the future."

Somerset Family Team



"I have received my pack and am thrilled with it - it is such a good resources. Most useful part of the training: Talking through how to use the resource box, as well as the interactive quiz - this has given me lots of ideas about how to start [alcohol] sessions and make them engaging."

Safer Somerset partnership

"Great training. Thanks, myself and the team feel this training was incredibly useful in helping young people make better decisions."

Bungalow Project, Devon





Infobuzz, Gloucestershire

Special Educational Needs (SEN) Students

Having worked in partnership with SEN specialists, AET's resources ensure that our messages can be communicated with young people of all abilities. I especially enjoy this area of my work and have the opportunity to work with amazing special schools and organisations.

"Excellent course really enjoyed it and very informative...Very sensitive delivery of training material that made an impact."

Iford Academy, Dorset



Parents and Carers

Working with councils, children's services providers, foster agencies and individuals, it's been great to run sessions for parents and carers.

"Very useful and I can see how this training will be useful in supporting young people." "Amazing training, very informative."

Pete's Dragons, Devon

"Thank you for the training. The team found it really useful and are educating those of us who were unable to attend."

Parental Minds, National

"I feel confident in my new knowledge and the resources supplied during the session to talk to young people about alcohol and get them thinking about the choices they make."

Foster Carer

"I will be able to talk to young people in my care with more confidence and knowledge."

Foster Carer



Supporting Older Students and Vulnerable Young Adults

Through interactive workshops and assemblies, I have had the privilege of working with hundreds of older teenagers across the whole of the South West and Midlands. Communicating social norms messages and harm reduction/ resilience strategies both face to face and virtually, the participation and enthusiasm of students demonstrates the positive impact we have on young people helping to reduce negative risk taking.



Aldersley High, Wolverhampton

"I really liked the format using the letters from the word ALCOHOL and the pace of the session allowed discussion and clarity The students felt the material was appropriate and that tutors were able to support them and become involved. All of the tutors were given a copy of the ppt & video links to follow up the session."

South Moulton School & Science College, Northampton

I had the privilege of working with young people at Whitehead Ross, an education and social welfare organization for 16 - 25 year olds. In their tutor's own words. "They were all fully engaged which is fabulous."



Conferences and Networking

Attending conferences is a fun part of my work and a brilliant way to network, form new partnerships and spread the word of the valuable work we do. This year I had the pleasure of attending amongst others Dorset O - 25 VCS Forum, the Personal Development Conference, Birmingham and Dorset Strategic Alliance Conference as well as our own amazing national and drug education conference in Newcastle of course!

In summary, a very busy year forming new partnerships whilst all the while offering support to existing schools, organizations and partners. None of this work would be possible without the generous funding we receive. Thank you.

Soraya Williams, London & South-East Manager



I am thrilled to reflect upon a fantastic 6 months and
I clearly see how joining Alcohol Education Trust as an ex-Police Officer aligns with my own values and goals centred around enhancing the prospects of young individuals by providing guidance and supporting them to avoid violence, crime, and harm committed by young people or against them when under the influence of alcohol or drugs. Helena and everyone at AET have been very welcoming and supportive. The AET programmes are a privilege to present, and I am pleased to share the highlights of our recent endeavours in London & the South-East.

With the help of training and Karen Perryman co-hosting early workshops, I soon felt confident in demonstrating the AET three key programmes, as well as games and activities.

I have had the opportunity to facilitate a series of workshops tailored to a diverse range of audiences, from Cambridgeshire and Peterborough Health PSHE teachers with the help of Joanne Howling from 'Healthy You' organisation , wheelchair-bound and sociable 6th formers at Treloar College, part of preparing them for independent living, PSHE teachers from across East Sussex, and back in London, to 'Change Grow Live' Newham alcohol and drugs support workers. The positive feedback of AET's programme has been evident across various contexts.

One of the significant achievements has been re-connecting with colleagues from the Metropolitan Police and the Met Youth Engagement Policy Unit, leading to collaboration with local borough Youth Engagement Teams, resulting in training sessions covering five different boroughs - Wandsworth, Redbridge , Dagenham, Barkingside and Hillingdon. A total of 95 police officers and 83 cadets have been trained. Our version of Conscience Alley was particularly well received. The positive response has sparked plans for additional Train the Trainers' sessions and cadet workshops in the new academic year.

It was a pleasure to support St John's Ambulance volunteers and young members of the MCPT (Military Preparation Academies) - a college to encourage young people who may have fallen between the gaps to gain the qualifications to be able to join the British Military. We are in the process of arranging dates for Croydon and Aldershot, with plans to visit each new cohort as they arrive

I was pleased to train and support all youth leaders with activity packs at the fantastic Future Youth Zone - Dagenham for young people in Becontree.

We delivered three workshops each on the topics of alcohol and cannabis to 60 youth workers and support staff. The staff were very engaged and are now equipped to support young people day to day.

Collaboration with CGL (Change, Grow Live) in Newham has been a rewarding experience with 2 sessions, one on alcohol and the other on Cannabis. The AET's relevance and impact have been well-received with CGL and we plan to work closely in Newham, hoping to improve the health and welfare of the young people, some of whom live in one of the most deprived neighbourhoods of the UK.

The AET are annual presenters to PSHE leads in East Sussex each year, and it was great to present three workshops on Cannabis at the East Sussex PSHE conference this year.

Another highlight has Train the Trainer' sessions and workshops with Sister System, a charity that supports girls in care, at risk of care, and care leavers up to the age of 25 years. Many of these women have been impacted by the consequences of alcohol and drug misuse. The goal of empowering these individuals to break the cycle and succeed is particularly heartening.

It is a pleasure to work closely with the Southampton PSHE Network meeting which invited all PSHE teachers in the Southampton area. We also provided workshops at the PGCE Health and Wellbeing conference at the University of Southampton, another regular calendar fixture,

As I reflect on the past six months, my enthusiasm for our charities' early intervention and harm reduction work in empowering young people with the skills and knowledge to make safer choices around alcohol and drugs continues to grow. I look forward to further contributing to the positive influence AET brings to the lives of young people and the adults around them.



Military Preparation Academies



Bexley Cadets at Harris Academy

Shona Johnston, Scotland Manager



Alcohol and drug harms continue to be one of Scotland's most pressing issues with an increase from 1,245 alcohol-specific deaths in 2021 to 1,276 in 2022 (NRS 2023) and people living in the most deprived areas of Scotland are six times more likely to be admitted for an alcohol-related condition than the least deprived. In addition, half of patients with a drug-related hospital stay lived in the most deprived areas and drug-related deaths (DRDs) have increased annually across Scotland since 2014 making our work with partner charities in supporting the most deprived, marginalised and isolated young adults into work and improving their life chances absolutely essential.

The need for our cannabis education and training to protect and enable young adults understand the risk of use is emphasised by Public Health Scotland figures (2023) showing that cannabinoids are responsible for a third (29%) of new psychiatric admissions - in the Western Isles, it is responsible for one in every two, 40% in Mid & East Lothian (49%), Fife (42%) and East Renfrewshire (40%).

Accurate data on recent alcohol and drug use by young people in Scotland is hard to obtain since the last SALSUS survey results of 2019, which found that 12% of 15 year olds reported using drugs in the last month. Our most recent worries include vaping, especially illicit vapes that are high in nicotine and have been found to contain up to 200 chemicals such as THC, spice and nickel. 50% Of 17 year olds have vaped according to ASH, also on our radar is poly substance use, such as combining Buckfast with cocaine and the rise of 'street benzos'.

So, our work in Scotland ensuring that young adults life chances are not derailed by excess alcohol or substance misuse is key as is our ability to respond as the issues that challenge them change day to day.

We are thrilled with our progress and achievements this year in Scotland thanks to the Inspiring Scotland Youth Action Fund. Highlights include delivering training in new areas such as The Western Isles and Scottish borders.

We have enjoyed some fantastic collaborative working with the Inspiring Scotland Youth Action Fund partner charities this year, with us continuing to work closely with youth engagement staff at Aberdeen Foyer, Street League, Enable, FARE and Action for Children. We continue to build staff knowledge and confidence enabling them to be able to support young adults around alcohol and other substances day to day.

Our train the trainer's alcohol and cannabis workshops have been held for staff working in settings including Motherwell, Easterhouse, the Isle of Lewis, Livingston, Kilmarnock, Dundee, Edinburgh, Glasgow, Govan, North Uist and Paisley this year.



Aberdeen Foyer staff (above) and Street League staff having received the 16+ alcohol and cannabis training.



Some of the feedback from 16+ training evaluations has included:

"Shona is super so friendly and really engaging."

"Shona is an excellent presenter and kept all of us interested for the whole session. She was enthusiastic, which transferred to those of us being trained and was clear and concise. I feel that Shona is on hand if we need any further advice."

"Love that we get a pack and this will be so useful in the groups I work with. Shona was so knowledgeable and experienced and helped me understand without any issues."

"Shona delivered the training excellently by making it engaging and enjoyable."

Organisations and Youth Professionals

We have been privileged to have worked alongside and train staff from other super and proactive organisations and charities that support young people every day in engaging ways.

In fact, I have trained over 320 staff throughout Scotland in 2023. Other youth charities supported include The Rock Trust, Street Assist, East Lothian Works, Kibble Education and care (Paisley), Dean and Cauvin Young People's Trust, Drylaw young people's centre, YIP works (Cumnock), Care Visions (Fife), Room 4 U Fostering, Glasgow Girl's Football FC, Tullochan and East Lothian Council.

We always feel so lucky to meet new organisations and learn about their fascinating work and volunteering.



Parental Employment and Intensive Family Support Team in Scottish Borders.





Glasgow Girls Football Club

Partnership working

We have been lucky to have some great partnership working opportunities too, such as working with FARE and Glasgow Girls Football Club Charity to deliver several alcohol and football activities within schools using our fabulous and engaging resources.

Another collaborative working partnership has been with Youth Scotland and we were very pleased to deliver an input at their Health and Wellbeing training day in Glasgow for youth workers across Scotland, with more planned for 2024.

Young people's vulnerabilities for alcohol and other substance related harms

The complexity of the task:

YOUNG PEOPLE VULNERABILITIES FOR ALCOHOL AND SUBSTANCE RELATED HARMS

The complexity of the task

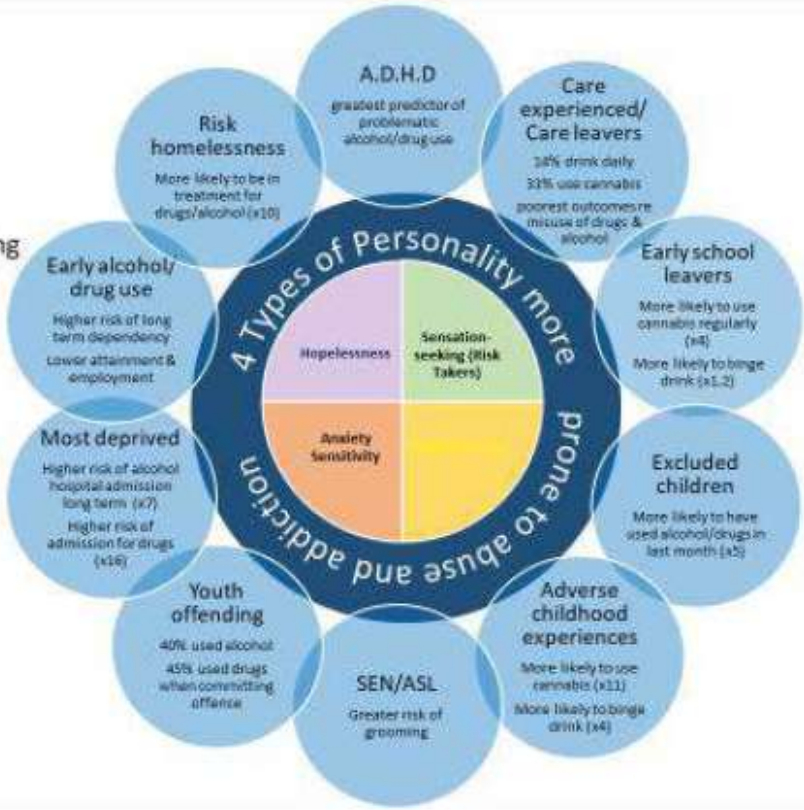
Key AET universal Intervention points:

- Transition from Primary to Secondary school
- Tipping point Age 13
  - Average age of first whole drink
  - Look away from family to peers
- Transition to college/university & leaving home

Key targeted programmes:

Supporting vulnerable children and young people via alternative provision, children's homes, PRUs, foster carers, and housing associations

Supporting young adults at risk of offending, unemployment, homelessness, not in education or training



We will work to continue to achieve our goals by focusing on the following core objectives:

SUPPORT CHILDREN AND YOUNG PEOPLE

- Continue to ensure that all young people (aged 11-18) have free access to the Talk About Alcohol programme, its websites, games, films and activities across the UK.
- Support vulnerable young people at higher risk of alcohol and drug related harms with targeted approaches in all settings
- Ensure harm minimisation resources for young people to age 25 are freely available on alcohol, cannabis and vaping. Provide workshops, peer to peer training and opportunities for young adults.

EMPOWER PARENTS AND CARERS

- Equip parents and carers, face-to-face and online, with the necessary skills to keep their children safe around alcohol and other substances.

SUPPORT SCHOOLS AND ORGANISATIONS

- Train teachers, health educators (RSHE), youth professionals and community leaders new to the AET programmes face to face and on line on all issues regarding alcohol, cannabis, vaping and other substances
- Support the provision of the Talk About Alcohol programme and other substance resources, websites, films, games, lesson plans and worksheets and SEN specific activities free
- of charge to schools and youth supporting organisations.
- Provide ongoing guidance, training, updates, signposting and new resources to settings currently provided with AET programmes through our regionally based specialist staff throughout England and Scotland.

QUALITY ASSURANCE

- Ensure all our training and resources are evaluated for their impact and produce regular reports on the outcomes of our work.
- Seek evaluation by academic specialists of our key programmes and to only deliver evidenced approaches that prevent or reduce alcohol related harm.



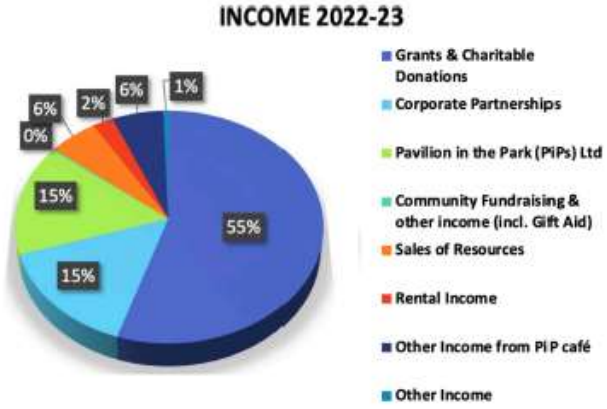
Treasurer's report and financial review

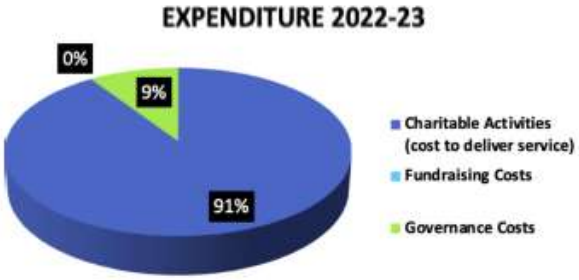
The Alcohol Education Trust has continued to expand its 16+ work on alcohol & cannabis with young adults this year in England, Scotland and a specific project in North Yorkshire and we continue to provide our Talk About Alcohol Programme across England & Scotland. We have extended our work to include vaping, nicotine & pouches and have recently started an exciting piece of work in Dorset (in partnership with Dorset Police & Crime Commissioner) to create and pilot drug education lessons and materials for schools and youth settings across Dorset. Behind the scenes, a lot of work has been taking place to develop our new branding and website which will be launched in 2024. Locally, we continue to run a variety of community activities and diversionary activities for young people from the Pavilion in the Park in Poundbury.
Income for the year amounted to £342,998 (up £20k) and expenditure amounted to £276,453 (up £50k with £13k of that related to the branding project). Incoming restricted funds during the year amounted to £179,867. Expenditure from restricted funds during the year amounted to £164,819. This was principally expended on:

- an exciting new project in Dorset to develop a new suite of training and resources to provide education to young people around drugs
- the expansion of our 16+ work in England, Scotland and a specific 16+ project in North Yorkshire
- the continued delivery of training and resources by our regional co-ordinators for Scotland, the Midlands, South & West regions and London & South East region
- some targeted work in Humber
- our continued work with schools and organisations with a high degree of special education needs and looked- after children
- the continuation of our university campaign during freshers week which we will deliver as part of our core 16+ work going forward
- a wide selection of community events at the Pavilion, working with local organisations and schools with a range of activities.

Incoming general funds amounted to £163,131. This included an impressive £81k from PiP Cafe comprising a donation from their 2022 profits of £53,105, rental of £8,000 plus a contribution of £7,454 towards the shared costs of the Pavilion and £12,445 for shared staff costs.

Gross expenditure from general funds during the year amounted to £184,169 with the majority funding our central staff and school and regional co-ordinators (plus their associated travel costs) of £126,886, office expenses and associated ground rent for the Pavilion £18,142, printing and postage of resources of £6,496, IT & Software £1,496, accountancy & other professional fees £12,786, other costs £10,160 and depreciation of £8,203. This was offset by the cost recovery of £27,030 for resources and £45,655 for staff costs, both relating to the delivery of fully funded training & resources as part of our project work.





AET – SUMMARY OF ANNUAL ACCOUNTS		
INCOME	**2022-23**	**2021-22**
Grants & Charitable Donations	£188,805	£222,849
Other Donations	£51,534	£53,563
Donation from PiP Café	£53,105	£14,134
Community Fundraising	£735	£276
Sales	£18,999	£16,064
Rental Income	£8,000	£6,000
Other Income from PiP Café	£19,900	£10,315
Other Income	£1,920	£0
TOTAL INCOME	**£342,998**	**£323,201**
EXPENDITURE	**2022-23**	**2021-22**
Charitable Activities (Cost to Deliver Service)	£250,465	£202,267
Fundraising Costs	£0	£184
Governance Costs	£25,988	£23,834
TOTAL EXPENDITURE	**£276,453**	**£226,286**

Income from resources through commissioning and purchases by organisations (schools, youth and sports clubs are supported free of charge), generated £3,424 and a further £9,311 ticket sales from our conference. We generated an impressive £5,853 from the hire of the community room and £411 commission on arts and crafts sold in the cafe for local young artists. This brought our total sales figure to £18,999. Our partnership with Dorchester Town Council remains strong and their annual contribution towards the provision of public toilets at the Pavilion increased to just over £5k to include a share of the water rates and toilet repairs/maintenance.
Despite challenging economic conditions our SJP Investment partially recovered in 2023 providing an unrealised gain of £4,370 for the year.
As at the 30th September 2023, we closed the designated PiPs Hut fund as the outdoor trailer is now fully operational and released the residual £2,850 to general funds. We placed a further £10k in the CEO Succession Reserve bringing the balance to £60k, recognising that the true market cost of replacing the current CEO would be significantly higher than the existing CEO remuneration. We added £ 7,326 to our Pavilion Maintenance Fund in line with depreciation for future repairs/replacement of the Pavilion Building. After placing these designated funds aside and adjusting for Stock, Fixed Assets & our investment in Pip Cafe, our balance of 'Free Reserves' at the year- end was £194,843 providing 13 months cover for our gross operating costs of £184,169 which is in line with our reserves policy.

Our expenditure increased by 22% this year to £276k, reflecting the underlying growth of the charity as we expand our remit to cover other substances in addition to alcohol (e.g. vaping and drug education) and a wider age range up to age 25 - it also includes some one-off spend associated with our branding work.

Our budgeted costs for next year are £318k with our focus for 2023 being the development and evaluation of our new suite of resources for drug education and the relaunch of our brand and social media presence to make sure it fully reflects our new areas of work, whilst continuing to build on our 16+ work, our regional work and our outreach to universities.

PIP Café

The charity runs PiP Cafe via a trading subsidiary called Pavilion in the Park (PiPs) Ltd. Cafe trading continued to exceed expectations by some margin this year with turnover for the year being £249k which was

£36k ahead of budget. Our gross profit was £176k and expenditure amounted to £122k resulting in an operating profit of £53k which was in line with last year's profit.

We are expecting 2023-24 to be a little more challenging and our budget for 2024 provides a lower profit level of £40k reflecting a small increase in our level of sales against a backdrop of rising staff costs and supplier costs, some of which we will be unable to pass on to customers. We remain very reliant on the weather and depend upon the flexibility of our amazing workforce as the cafe manager constantly reviews staffing levels to balance the variations in trade from day to day.

PiP Cafe is consistently making a significant contribution to the charity. In addition to the taxable profits which are donated to the charity, there is also an annual rental of £8k and a contribution towards the shared Pavilion costs and shared staff costs.

For 2022-23, the contribution received by AET was an impressive £81k in total being £53k donation from 2021-22 profits, £8k rental, £7k shared staff costs and

£12k shared pavilion costs. We expect the contribution to remain at a similar level next year and then it is likely to fall slightly reflecting our anticipated lower profit level in 2024 but it still represents an invaluable income stream for our work with young people across the UK and provides an incredible return on the original investment.

PIP CAFÉ – SUMMARY OF ANNUAL ACCOUNTS		
INCOME	**2022–23**	**2021–22**
Sales	£249,437	£241,235
Less Purchases	£73,843	£71,521
GROSS PROFIT	**£175,594**	**£169,714**
EXPENDITURE	**2022–23**	**2021–22**
Staff Costs	£94,753	£89,435
Other Costs	£20,055	£21,664
Shared Costs from AET	£7,454	£4,938
TOTAL EXPENDITURE	**£122,262**	**£116,037**
OPERATING PROFIT	**£53,332**	**£53,677**

Impacts and outcomes

Independent evaluation of our impact, fidelity and effectiveness

- ◊ The *Talk About Alcohol* programme is evidenced to significantly raise the age of onset of drinking through the delivery of 4 lessons in Year 8 and 2 top up lessons in Year 9 (NFER 2013).
- ◊ This effect gets significantly stronger as teenagers get older (NFER 2015).
- ◊ It is equally effective for ethnic minorities (NFER 2013).
- ◊ It is effective in areas of multiple deprivation where alcohol-related harms for under 18s are highest in England (2016 UCL Institute of Education).

The *Talk About Alcohol* programme is selected as best practice by

Early Intervention Foundation

European Platform for investment in Children Promising

NCVO charity ethical principles

The trustees carried out their annual review of the NCVO Charity Ethical Principles which provide a framework for the ethical execution of charitable purpose and help guide decision-making and development of policies and procedures. The trustees report that they are confident that the charity is upholding the Guiding Principles to put Beneficiaries First, act with Integrity and Openness & protect everybody's Right to be Safe. Education).

Data Maturity



The AET has scored 3.8 out of 5 on data maturity, based on the average across the seven themes.

The AET strictly incorporates the principles of evidenced Health Education which are detailed in the International Standards on Drug Use Prevention (unodc.org). The standards clearly define the Characteristics of programmes for prevention education based on social competence and influence deemed to be associated with efficacy and/or effectiveness based on expert consultation. Namely:

- ✓ they use interactive methods;
- ✓ they are delivered through a series of structured sessions (typically 10–15 sessions), taking place once a week, often providing booster sessions over multiple years;
- ✓ they are delivered by a trained facilitator (also including trained peers);
- ✓ they provide an opportunity to practise and learn a wide array of personal and social skills, in particular, coping, decision-making and resistance skills, especially in relation to substance use;
- ✓ they change perceptions of the risks associated with substance use, emphasizing the immediate consequences;
- ✓ they dispel misconceptions regarding the normative nature and the expectations linked to substance use.

Approaches are detailed which are associated with lack of efficacy and/or effectiveness or with adverse effects based on expert consultation which we emphatically avoid;

- × they use non-interactive methods, such as lecturing, as a primary delivery strategy;
- × they rely heavily on merely giving information, in particular to elicit fear;
- × they are based on unstructured dialogue sessions; they focus only on the building of self-esteem and emotional education;
- × they address only ethical and moral decision-making or values;
- × they use former drug users to provide testimony of their personal experience.

The principles below from CEOP are also embraced

icmec.org/wp-content/uploads/2017/03/Key-Principles- of-Effective-Prevention-Education-CEOP-UK.pdf

Awards and recognition

Children and Young People Now! 2022 Finalist for best early intervention awards

Teach Secondary Awards 2021
Best Free Resource

Private Education & Development Awards 2019

Education Resource Awards 2019, Highly Commended for best secondary school resource

Alcohol Awareness for Young People Award (2018) from the Chris Donovan Trust

Inspiring Wellbeing Awards 2018 - Outstanding contribution to Wellbeing

Charity Times Finalist for best small charity of the year 2017

A joined-up approach to reduce alcohol and other substances related harms

ENSURING YOUNG PEOPLE LEARN TO STAY SAFE AROUND ALCOHOL AND OTHER SUBSTANCES

SUPPORT CHILDREN AND YOUNG PEOPLE

- Online games and activities
- Story and picture-led activities for children with learning disabilities
- Films, role play and engaging information and resources
- Assemblies, workshops and peer to peer development
- Online support and workshops for young adults on all aspects of substance use.

SUPPORT SCHOOLS AND ORGANISATIONS

- Evidenced resources fully supported online
- Age and ability appropriate
- Training + CPD
- Regular updates
- Printed online guidance/ resources/ evaluation
- Email and phone support.

EMPOWER PARENTS AND CARERS

- Face-to-face support sessions
- Confidential email advice
- Dedicated online advice and guidance and regular newsletter updates.

QUALITY ASSURANCE MEASURES

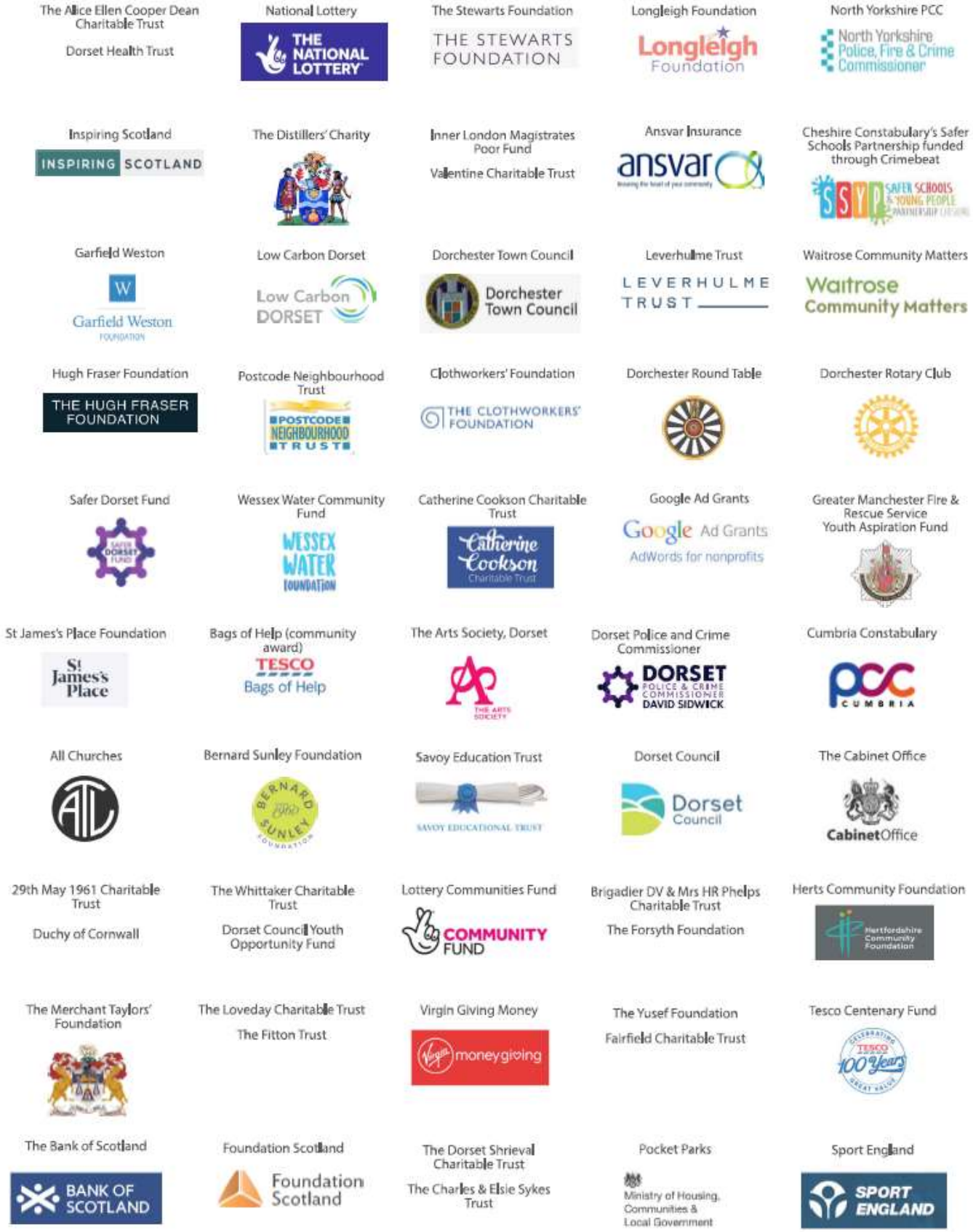
- Third party evaluation to assess impact and regular reporting on outcomes
- Piloting with young people and professionals to assure fidelity and fit for purpose
- Baseline and long term follow-up
- Advisory panel of experts.

FOCUS AREAS

- Special educational needs and looked-after children
- Geographical areas where alcohol-related hospital admissions are highest for under 18s
- Vulnerable young adults up to age 25.

Funding

We are very grateful to our current and past funders and business supporters as well as those who provide support in kind, a range of whom include:



The annual report was approved by the trustees of the charity on the 26th February 2024 and signed on its behalf by:

Keith Newton

_____

Date: 26/02/2024

SECTION 2

ACCOUNTS

Charity registration number: 1186202

THE ALCOHOL EDUCATION TRUST

NAME CHANGED TO THE TALK ABOUT TRUST (ON 30 JANUARY 2024)

ANNUAL REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 SEPTEMBER 2023

Edwards & Keeping

Chartered Accountants

THE ALCOHOL EDUCATION TRUST

NAME CHANGED TO THE TALK ABOUT TRUST (ON 30 JANUARY 2024)

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THE ALCOHOL EDUCATION TRUST

NAME CHANGED TO THE TALK ABOUT TRUST (ON 30 JANUARY 2024)

REFERENCE AND ADMINISTRATIVE DETAILS

Trustees	Victoria McDonaugh PGCE, Chair David Cox Stephen Foster Andrew Morse BSc Hons Keith Newton ACA Dr Lara Jayne Wear MB BS BSc DCH (SA) MRCGP Alison Winsborough BMus PGCE Jacqueline Sonner BAHons PGCE Richard Mangnall
Senior Management / Leadership Team	Helena Conibear, Chief Executive
Charity Registration Number	1186202
Principal Office	Pavilion in the Park St John Way Poundbury Dorchester Dorset DT1 2FG
Independent Examiner	S J Hough FCA Edwards & Keeping Chartered Accountants Unity Chambers 34 High East Street Dorchester Dorset DT1 1HA
Bankers	The Co-operative Bank P O Box 250 Skelmerdale WN8 6WT

THE ALCOHOL EDUCATION TRUST

NAME CHANGED TO THE TALK ABOUT TRUST (ON 30 JANUARY 2024)

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF THE ALCOHOL EDUCATION TRUST

I report to the trustees on my examination of the accounts of The Alcohol Education Trust for the year ended 30 September 2023.

Responsibilities and basis of report

As the charity trustees of The Alcohol Education Trust you are responsible for the preparation of the accounts in accordance with the requirements of the Charities and Trustee Investment (Scotland) Act 2005 (the '2005 Act'), the Charities Accounts (Scotland) Regulations 2006 (as amended) and the Charities Act 2011 ('the 2011 Act'). You are satisfied that your charity is not required by charity law to be audited and have chosen instead to have an independent examination.

I report in respect of my examination of the The Alcohol Education Trust's accounts carried out under section 44 (1)(c) of the 2005 Act and section 145 of the 2011 Act. In carrying out my examination I have followed the requirements of Regulation 11 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

Since The Alcohol Education Trust has prepared its accounts on an accruals basis and is also registered in Scotland your examiner must be a member of a body listed in Regulation 11(2) of the Charities Accounts (Scotland) Regulations 2006 (as amended). I confirm that I am qualified to undertake the examination because I am a member of Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of The Alcohol Education Trust as required by section 44 (1) (a) of the 2005 Act and Regulation 4 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and section 130 of the 2011 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements Regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

S J Hough FCA
Edwards & Keeping
Chartered Accountants

Unity Chambers
34 High East Street
Dorchester
Dorset
DT1 1HA

5 March 2024

THE ALCOHOL EDUCATION TRUST

NAME CHANGED TO THE TALK ABOUT TRUST (ON 30 JANUARY 2024)

STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 30 SEPTEMBER 2023

	Note	Unrestricted £	Restricted £	Total 2023 £	Total 2022 £
Income and Endowments from:					
Donations and legacies	2	114,687	178,757	293,444	290,546
Charitable activities	3	39,709	1,110	40,819	26,379
Other trading activities	4	8,735	-	8,735	6,276
Total income		163,131	179,867	342,998	323,201
Expenditure on:					
Raising funds		-	-	-	(184)
Charitable activities	5	(111,634)	(164,819)	(276,453)	(226,102)
Total expenditure		(111,634)	(164,819)	(276,453)	(226,286)
Gain/(loss) on investment assets	11	4,370	-	4,370	(7,796)
Net income		55,867	15,048	70,915	89,119
Gross transfers between funds		11	(11)	-	-
Net movement in funds		55,878	15,037	70,915	89,119
Reconciliation of funds					
Total funds brought forward		567,916	150,054	717,970	628,851
Total funds carried forward	17	623,794	165,091	788,885	717,970

All of the charity's activities derive from continuing operations during the above two periods.

The funds breakdown for 2022 is shown in note 17.

THE ALCOHOL EDUCATION TRUST

NAME CHANGED TO THE TALK ABOUT TRUST (ON 30 JANUARY 2024)

(CHARITY COMMISSION REGISTRATION NUMBER: 1186202)
(OSCR REGISTRATION NUMBER SC050360)
BALANCE SHEET AS AT 30 SEPTEMBER 2023

	Note	2023 £	2022 £
Fixed assets			
Tangible assets	10	278,227	284,230
Investments	11	107,169	102,799
		385,396	387,029
Current assets			
Stocks	12	10,398	18,242
Debtors	13	23,002	11,447
Cash at bank and in hand	14	401,037	374,717
		434,437	404,406
Creditors: Amounts falling due within one year	15	(30,948)	(73,465)
Net current assets		403,489	330,941
Net assets		788,885	717,970
Funds of the charity:			
Restricted income funds			
Restricted funds	17	165,091	150,054
Unrestricted income funds			
Unrestricted funds		623,794	567,916
Total funds	17	788,885	717,970

The financial statements on pages 3 to 16 were approved by the trustees, and authorised for issue on 26 February 2024 and signed on their behalf by:

Keith Newton ACA
Trustee

1 Accounting policies

Statement of compliance
The financial statements have been prepared in accordance with the second edition of the Charities Statement of Recommended Practice issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011.

Basis of preparation
The Alcohol Education Trust meets the definition of a public benefit entity under FRS 102. The accounts (financial statements) have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to these accounts.

Exemption from preparing a cash flow statement
The charity opted to early adopt Bulletin 1 published on 2 February 2016 and have therefore not included a cash flow statement in these financial statements.

Going concern
The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern.

Income and endowments
Voluntary income including donations, gifts, legacies and grants that provide core funding or are of a general nature is recognised when the charity has entitlement to the income, it is probable that the income will be received and the amount can be measured with sufficient reliability.

Donations and legacies

Donations and legacies are recognised on a receivable basis when receipt is probable and the amount can be reliably measured.

Grants receivable

Grants are recognised when the charity has an entitlement to the funds and any conditions linked to the grants have been met. Where performance conditions are attached to the grant and are yet to be met, the income is recognised as a liability and included on the balance sheet as deferred income to be released.

Deferred income

Deferred income represents amounts received for future periods and is released to incoming resources in the period for which, it has been received. Such income is only deferred when:

- The donor specifies that the grant or donation must only be used in future accounting periods; or
- The donor has imposed conditions which must be met before the charity has unconditional entitlement.

Expenditure
All expenditure is recognised once there is a legal or constructive obligation to that expenditure, it is probable settlement is required and the amount can be measured reliably. All costs are allocated to the applicable expenditure heading that aggregate similar costs to that category. Where costs cannot be directly attributed to particular headings they have been allocated on a basis consistent with the use of resources, with central staff costs allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use. Other support costs are allocated based on the spread of staff costs.

Charitable activities

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Support costs
Support costs include central functions and have been allocated to activity cost categories on a basis consistent with the use of resources, for example, allocating property costs by floor areas, or per capita, staff costs by the time spent and other costs by their usage.

Government grants
Government grants are recognised based on the accrual model and are measured at the fair value of the asset received or receivable. Grants are classified as relating either to revenue or to assets. Grants relating to revenue are recognised in income over the period in which the related costs are recognised. Grants relating to assets are recognised over the expected useful life of the asset. Where part of a grant relating to an asset is deferred, it is recognised as deferred income.

Taxation
The charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

Tangible fixed assets
Individual fixed assets costing £1,000 or more are initially recorded at cost, less any subsequent accumulated depreciation and subsequent accumulated impairment losses. However, the Trustees may consider capitalising lower cost items where appropriate,

Depreciation and amortisation
Depreciation is provided on tangible fixed assets so as to write off the cost or valuation, less any estimated residual value, over their expected useful economic life as follows:

Asset class	Depreciation method and rate
Leasehold Buildings	Over the minimum period of the lease straight line
Fixtures and Fittings	20% reducing balance

Fixed asset investments
Fixed asset investments, other than programme related investments, are included at market value at the balance sheet date. Realised gains and losses on investments are calculated as the difference between sales proceeds and their market value at the start of the year, or their subsequent cost, and are charged or credited to the Statement of Financial Activities in the period of disposal.

Unrealised gains and losses represent the movement in market values during the year and are credited or charged to the Statement of Financial Activities based on the market value at the year end.

Unlisted investments, including the investment in the subsidiary are measured at cost less provision for impairment as the fair value cannot be measured reliably.

Stock
Stock is valued at the lower of cost and estimated selling price.

Trade debtors
Trade debtors are amounts due from customers for merchandise sold or services performed in the ordinary course of business.

Trade debtors are recognised initially at the transaction price. They are subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for the impairment of trade debtors is established when there is objective evidence that the charity will not be able to collect all amounts due according to the original terms of the receivables.

Cash and cash equivalents
Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

Trade creditors
are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

Fund structure
Unrestricted income funds are general funds that are available for use at the trustees's discretion in furtherance of the objectives of the charity.

Designated funds are unrestricted funds set aside for specific purposes at the discretion of the trustees.

Restricted income funds are those donated for use in a particular area or for specific purposes, the use of which is restricted to that area or purpose.

2 Income from donations and legacies

	Unrestricted General £	Restricted £	Total 2023 £	Total 2022 £
Donations and grants;				
Grants and charitable donations	47,166	103,257	150,423	219,849
Donation from subsidary of 2021/22 profits	53,105	-	53,105	14,134
Other donations	11,034	40,500	51,534	53,563
Government grants	3,382	35,000	38,382	3,000
	114,687	178,757	293,444	290,546

Included in general grants for 2022-23 is £1,200 from the Dorset Council Holiday & Activities Food Program to support the provision of Summer Holiday Kids Clubs.

3 Income from charitable activities

	Unrestricted General £	Restricted £	Total 2023 £	Total 2022 £
Miscellaneous sales and hire income	39,709	1,110	40,819	26,379

4 Income from other trading activities

	Unrestricted funds General £	Total 2023 £	Total 2022 £
Community fundraising	735	735	276
Property rental income (PIP Cafe)	8,000	8,000	6,000
	8,735	8,735	6,276

5 Expenditure on charitable activities

	Note	Unrestricted General £	Designated £	Restricted £	Total 2023 £	Total 2022 £
Staff costs	7	121,970	-	57,874	179,844	154,352
Pavilion ground rent		3,900	-	-	3,900	1,500
Office expenses		14,242	-	277	14,519	9,058
Computer software and maintenance		1,496	-	1,294	2,790	6,580
Printing, postage and stationery		6,496	-	19,154	25,650	20,577
Travel and subsistence		4,916	-	6,851	11,767	10,021
Advertising		1,326	-	-	1,326	559
Legal and professional fees		10,806	-	(450)	10,356	7,816
Sundry expenses		8,834	150	2,973	11,957	3,239
Resource allocation		(72,685)	-	72,685	-	-
Pavilion Event cost		-	-	4,161	4,161	2,727
Independent Examiner's remuneration	8	1,980	-	-	1,980	1,800
Depreciation		8,203	-	-	8,203	7,873
		111,484	150	164,819	276,453	226,102

The Resource allocation total of £72,685 consists £45,655 staff costs and £27,030 other costs. Included in expenditure on charitable activities are governance costs of £25,988 (2022 £23,834).

6 Trustees remuneration and expenses

During the year the charity made the following transactions with trustees:

David Cox
£470 (2022: £428) of expenses were reimbursed to David Cox during the year.

The expenses were reimbursement of travel expenses incurred.

No trustees, nor any persons connected with them, have received any remuneration from the charity during the year.

No trustees have received any other benefits from the charity during the year.

7 Staff costs

The aggregate costs were as follows:

	2023 £	2022 £
Staff costs during the year were:		
Wages and salaries	139,862	116,491
Social security costs	6,421	4,431
Pension costs	2,953	2,194
	149,236	123,116
Self-employed contractors	30,608	31,236
	179,844	154,352

The monthly average number of persons (including senior management / leadership team) employed by the charity during the year (head count) was as follows:

	2023 No	2022 No
All persons employed	7	6

No employee received emoluments of more than £60,000 during the year

8 Independent examiner's remuneration

	2023 £	2022 £
Other fees to examiners		
Examination-related assurance services	1,188	1,080
All other services	792	720
	1,980	1,800

9 Taxation

The charity is a registered charity and is therefore exempt from taxation.

10 Tangible fixed assets

	Land and buildings £	Furniture and equipment £	Total £
Cost			
At 1 October 2022	293,031	4,102	297,133
Additions	-	2,200	2,200
At 30 September 2023	293,031	6,302	299,333
Depreciation			
At 1 October 2022	10,989	1,914	12,903
Charge for the year	7,325	878	8,203
At 30 September 2023	18,314	2,792	21,106
Net book value			
At 30 September 2023	274,717	3,510	278,227
At 30 September 2022	282,042	2,188	284,230

Included within the net book value of land and buildings above is £Nil (2022 - £Nil) in respect of freehold land and buildings and £274,716 (2022 - £282,042) in respect of leaseholds.

11 Fixed asset investments

	2023 £	2022 £
Shares in group undertakings and participating interests	25,000	25,000
Other investments	82,169	77,799
	107,169	102,799

Shares in group undertakings and participating interests

	Subsidiary undertakings £	Total £
Cost		
At 1 October 2022	25,000	25,000
At 30 September 2023	25,000	25,000
Net book value		
At 30 September 2023	25,000	25,000
At 30 September 2022	25,000	25,000

Other investments

	Unit Trust investment £	Total £
Cost or Valuation		
At 1 October 2022	77,799	77,799
Revaluation	4,370	4,370
At 30 September 2023	82,169	82,169
Net book value		
At 30 September 2023	82,169	82,169
At 30 September 2022	77,799	77,799

Details of undertakings

Details of the investments in which the charity holds 20% or more of the nominal value of any class of share capital are as follows:

Undertaking	Country of incorporation	Holding	Proportion of voting rights and shares held		Principal activity
			2023	2022	
Subsidiary undertakings					
The Pavilion in the Park (PIPS) Ltd St John Way, Poundbury, Dorchester, DT1 2FG	England & Wales	Ordinary	100%	100%	Running the cafe at Pavilion in the Park

Subsidiaries

The profit for the financial period of The Pavilion in the Park (PIPS) Ltd was £53,332 (2022 - £53,677) and the aggregate amount of capital and reserves at the end of the period was £91,897 (2022 - £91,670).

12 Stock

	2023	2022
	£	£
Stocks	10,398	18,242

13 Debtors

	2023	2022
	£	£
Trade debtors	541	-
Due from group undertakings	22,461	10,957
Other debtors	-	490
	23,002	11,447

14 Cash and cash equivalents

	2023	2022
	£	£
Cash on hand	-	593
Cash at bank	401,037	374,124
	401,037	374,717

15 Creditors: amounts falling due within one year

	2023	2022
	£	£
Trade creditors	15,216	21,134
Other creditors	-	1
Accruals	2,340	6,830
Deferred income	13,392	45,500
	30,948	73,465

16 Commitments

Lease commitments
The Alcohol Education Trust leases land from His Royal Highness The Prince of Wales for a 60 year period from 1 April 2021 with a rent starting from 1 April 2022 at £3,000pa, index linked each year.
The total amount contracted for but not provided in the financial statements was £Nil (2022 - £Nil).

17 Funds

	Balance at 1 October 2022 £	Incoming resources £	Resources expended £	Transfers £	Other recognised gains/(losses) £	Balance at 30 September 2023 £
Unrestricted						
General						
General funds	466,916	163,131	(111,484)	(14,465)	4,370	508,468
Designated						
CEO Succession Reserve	50,000	-	-	10,000	-	60,000
Outdoor Kiosk Fund	3,000	-	(150)	(2,850)	-	-
Pavilion Maintenance Fund	48,000	-	-	7,326	-	55,326
	101,000	-	(150)	14,476	-	115,326
Total unrestricted	567,916	163,131	(111,634)	11	4,370	623,794
Restricted						
Dorset	5,077	10,000	(5,516)	-	-	9,561
16+	50,101	990	(14,817)	3,193	-	39,467
Leeds & Kirklees	1,017	-	(990)	(27)	-	-
Midland & South West	14,969	13,000	(22,257)	-	-	5,712
North Yorkshire	57	-	(50)	(7)	-	-
Scotland	20,424	15,000	(8,158)	-	-	27,266
SEN/LAC	17	21,250	(13,380)	-	-	7,887
Digital	549	-	(572)	23	-	-
PiPs space	19,891	10,650	(11,367)	-	-	19,174
16+ Scotland	12,540	48,351	(35,718)	-	-	25,173
Humber	9,117	1,156	(7,335)	-	-	2,938
L&SE	11,658	15,000	(23,867)	2,867	-	5,658
Newham	4,578	-	(1,711)	(2,867)	-	-
University	59	12,620	(9,486)	(3,193)	-	-
16+ NYORKS	-	15,850	(5,442)	-	-	10,408
DRUG	-	16,000	(4,153)	-	-	11,847
Total restricted	150,054	179,867	(164,819)	(11)	-	165,091
Total funds	717,970	342,998	(276,453)	-	4,370	788,885

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 SEPTEMBER 2023

	Balance at 1 October 2021 £	Incoming resources £	Resources expended £	Transfers £	Other recognised gains/(losses) £	Balance at 30 September 2022 £
Unrestricted funds						
General						
General funds	393,282	160,497	(82,494)	3,427	(7,796)	466,916
Designated						
Building Fund	53,850	-	-	(53,850)	-	-
CEO Succession Reserve	50,000	-	-	-	-	50,000
Outdoor Kiosk Fund	-	-	-	3,000	-	3,000
Pavilion Maintenance Fund	-	-	-	48,000	-	48,000
	103,850	-	-	(2,850)	-	101,000
Total unrestricted funds	497,132	160,497	(82,494)	577	(7,796)	567,916
Restricted						
Cumbria & Lancs	-	3,750	(3,170)	(580)	-	-
Dorset	9,772	-	(4,695)	-	-	5,077
16+	48,551	26,000	(24,450)	-	-	50,101
LAAAs	142	-	(145)	3	-	-
Leeds & Kirklees	1,317	-	(300)	-	-	1,017
Midland & South West	19,555	14,000	(18,586)	-	-	14,969
North Yorkshire	3,174	-	(3,117)	-	-	57
Scotland	23,409	15,000	(17,985)	-	-	20,424
SEN/LAC	10,496	-	(10,479)	-	-	17
Digital	7,211	-	(6,662)	-	-	549
PiPs space	8,092	21,850	(10,051)	-	-	19,891
16+ Scotland	-	36,264	(23,724)	-	-	12,540
Humber	-	10,000	(883)	-	-	9,117
L&SE	-	20,000	(8,342)	-	-	11,658
Newham	-	5,410	(832)	-	-	4,578
University	-	10,430	(10,371)	-	-	59
Total restricted funds	131,719	162,704	(143,792)	(577)	-	150,054
Total funds	628,851	323,201	(226,286)	-	(7,796)	717,970

The specific purposes for which the funds are to be applied are as follows:

Designated funds:

Outdoor Kiosk Fund - £3,000 was put aside in 2022 to purchase and fit out a trailer for use as an outdoor sales kiosk. This was completed in 2023 and the residual funds were released to general funds as at 30th September 2023.

CEO Succession Fund - £60,000 is held in a designated fund to recognise that the true cost of replacing the current CEO would be significantly higher than the existing CEO remuneration.

Pavilion Maintenance Fund - £55,326 is held in a designated fund for future Pavilion maintenance costs.

18 Analysis of net assets between funds

	Unrestricted funds		Restricted funds	Total funds at 30 September 2023
	General	Designated		
	£	£	£	£
Tangible fixed assets	278,227	-	-	278,227
Fixed asset investments	107,169	-	-	107,169
Current assets	139,039	115,326	180,073	434,438
Current liabilities	(15,967)	-	(14,982)	(30,949)
Total net assets	508,468	115,326	165,091	788,885

	Unrestricted funds		Restricted funds	Total funds at 30 September 2022
	General	Designated		
	£	£	£	£
Tangible fixed assets	284,230	-	-	284,230
Fixed asset investments	102,799	-	-	102,799
Current assets	95,611	101,000	207,795	404,406
Current liabilities	(15,724)	-	(57,741)	(73,465)
Total net assets	466,916	101,000	150,054	717,970

19 Related party transactions

During the year the charity made the following related party transactions:

Pavilion in the Park (PIPS) Ltd
(Pavilion in the Park (PIPS) Ltd is a wholly owned trading subsidiary of The Alcohol Education Trust)
During the year, expenses relating to the Pavilion in the Park are shared between The Alcohol Education Trust and Pavilion in the Park (PIPS) Ltd. At the balance sheet date the amount due from Pavilion in the Park (PIPS) Ltd was £22,461 (2022 - £10,957).

The Talk About Trust

England & Wales - Charity number 1186202

Accounts

Charity Number: 1186202

The Alcohol Education Trust

Trustees Annual Report & Accounts

For the year ended 30th September 2022



www.alcoholeducationtrust.org www.talkaboutalcohol.com https://life-stuff.org/

SECTION 1

Trustees Annual Report

REFERENCE AND ADMINSTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS

Trustees	Victoria McDonaugh PGCE (Chair) Keith Newton ACA Alison Winsborough BMus PGCE Dr Lara Jayne Wear MB BS BSc DCH (SA) MRCGP Stephen Foster Christina Benjamin BSc (Hons) PGCE Kate Larard MSc HV RM SRN Andrew Morse BSc Hons David Cox
Chief Executive	Helena Conibear
Charity Registered Number	1186202 England & Wales SC050360 Scotland
Registered Office	Pavilion in the Park St John Way Poundbury Dorchester Dorset DT1 2FG
Bankers	The Co-Operative Bank Business Direct PO Box 250 Skelmersdale WN8 6WT
Independent Examiner	S J Hough FCA Edwards & Keeping Chartered Accountants Unity Chambers 34 High East Street Dorchester Dorset DT1 1HA

TRUSTEES' REPORT
FOR THE YEAR ENDED 30 SEPTEMBER 2022

The trustees submit their annual report and financial statements of the Alcohol Education Trust (AET) for the year ended 30 September 2022.

The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" in preparing the annual report and financial statements of the charity.

Public Benefit

The trustees confirm that to the best of their ability they have consistently complied with their duty to have due regard to the guidance on the public benefit published by the Commission in exercising their powers or duties.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing Document

The Alcohol Education Trust was originally a 'Trust' governed by a Constitution drawn up on 18 October 2010 and registered with the Charity Commission for England & Wales on 2 November 2010 (Reg. No. 1138775) and the Scottish Charity Regulator on 21 June 2018 (Reg No. SC048482). With effect from 1st April 2020, the Alcohol Education Trust changed its legal status from a 'Trust' to a 'Charitable Incorporated Organisation' (CIO) and is now governed by a constitution dated 6th November 2019 and registered with the Charity Commission for England & Wales on the same date (Reg. No. 1186202) and the Scottish Charity Regulator on 31 July 2020 (SC050360).

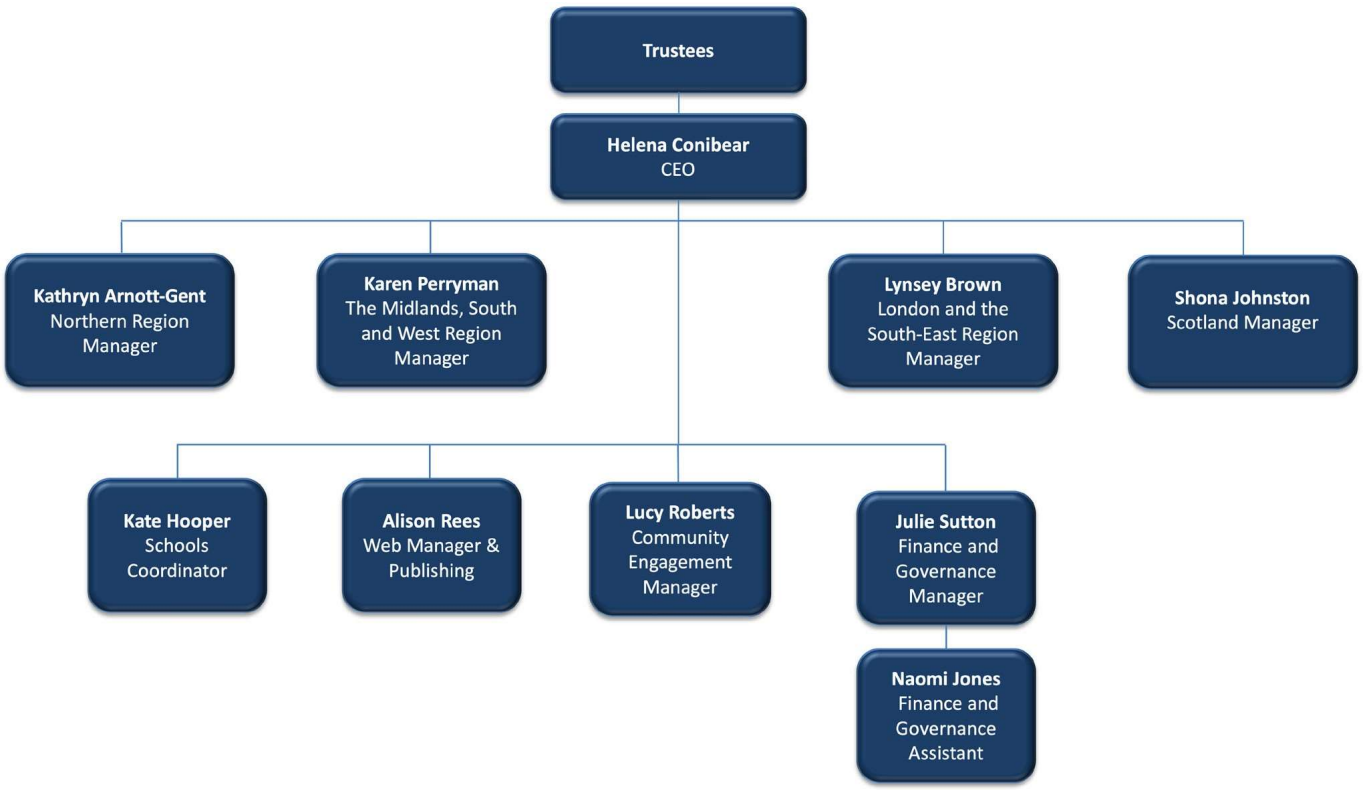
Historical Annual Reports and Accounts have been removed by the Charities Commission from their website but remain available to view at https://alcoholeducationtrust.org/trustees-reports/

Trustee Appointment

Trustees are appointed by the management committee and serve a period of three years at which time they resign by rotation and can offer themselves for re-election.

The Management Team & Trustees

The board of trustees meets 4-5 times a year. The Chief Executive runs the charity with support from five part-time employees (the Scotland Manager, the Northern Region Manager, the Schools Coordinator and the Finance & Governance Manager and assistant), and four other part-time self-employed staff. Four people are based regionally in different parts of the UK ensuring schools have local support for training and parent sessions.



Trustees

Victoria McDonaugh MA (Hons) PGCE, Chair of Trustees was Head of History and Head of Year with a responsibility for PSHE in a large comprehensive in Cricklewood, London. She was High Sheriff of Dorset in 2009/10.

Keith Newton ACA (Finance and PIP Director) is a member of the Australian Institute of Chartered Accountants. In a career of 33 years at Accenture he worked as a global management consultant specialising in strategic and technology consulting for large scale private and public sector organisations working in Sydney, Chicago, Seoul and Hong Kong. He is a company director, an investor, and advisor to a number of UK and international businesses and charities. He is currently Chairman of the West Country branch of the Britain-Australian Society (BAS); a director of the National Britain-Australia Society; a trustee of the BAS Education Trust – BASET; and an advisor to the board of an English public school having previously served as a Member of the Board and Chairman of the Finance and General Purpose committee. He serves as a charity trustee with a specialty in finance.

Christina Benjamin BSc (Hons) PGCE (**Legal and Governance)** studied German and Law at Surrey University. She went on to qualify as a solicitor and worked in local government and industry for 15 years. Following a spell living in Germany, Christina returned to the UK in 1996 and obtained a PGCE from Cambridge University. She then worked in a large comprehensive in the Fens, in both teaching and pastoral roles, until finishing her teaching career with 5 terms at the Thomas Hardye School in Dorchester. After retiring, Christina spent some 2 years as a volunteer with the Dorset Youth Offending Team sitting on referral panels for young offenders.

David Cox retired as the Chief Executive of the Benevolent charity (now named The Drinks Trust) at the end of 2018, a role he took up in April 2013. The Drinks Trust supports current and past employees of the UK drinks trade with practical, emotional and financial help when faced with a variety of difficult circumstances, including serious illness, disability, issues with stress or depression, with debt or any family crisis such as a seriously ill partner or child. David has built a deep understanding of issues concerning alcohol and the importance of early intervention and alcohol education. David is a Liveryman of three City Livery Companies and brings a wealth of skills to The Alcohol Education Trust in governance, fund raising and management.

Stephen Foster (Legal) is Head of the Divorce and Family partner team at Stewarts Law. In the Legal 500 2016, Stephen is recommended for his "pragmatism and gravitas" and his reputation as "a strong leader who can manage any situation or individual and steer things to a successful outcome". Chambers describes him as "a great lateral thinker" and Stephen is named as one of the top 10 high asset family lawyers in Spear's Family Law Index.

Kate Larard MSc, BSc (Hons), HV, RM, SRN (Safeguarding and Policy) first qualified as a nurse, midwife and health visitor and enjoyed many years as a clinician. In the 1990s she went on to study Social Policy and Social Research at the University of Bath. Following this she focused on safeguarding, holding a variety of operational and strategic roles. She finished her full-time career in the NHS as Head of Safeguarding in Birmingham, gaining invaluable and diverse experience. Kate now works part-time as a specialist safeguarding trainer.

Andrew Morse BSc (Hons) (Project Management and PIP's Director) recently retired from the Royal Navy after 35 years as an officer in the Fleet Air Arm flying and instructing on the Lynx helicopter and simulators before transferring into Programme/Project/Requirements Management in 2004. He brings a range of skills to the AET including project development and management, an understanding of evaluation, training, support and infrastructure, plus time, budget and cost management skills. Andy continues to work part-time as a Reservist in the field of procurement and programme management for the Wildcat helicopter. Having served in the RN and as a father of two, he has an excellent understanding of the need for life skills education to ensure young people are able to make more informed responsible choices about alcohol.

Alison Winsborough BMus, PGCE (Resources, framework and implementation) has strong experience of delivering PSE, previously as Head of PSHE and Citizenship at the Sir John Colfox School and currently as Head of Citizenship and Head of Sixth Form at the Isle of Portland Aldridge Community Academy.

Alison has worked with an abundance of outside agencies such as AA, SSCT, Safer partnerships, healthcare professionals, Ansbury and other local stakeholders. She is currently Designated Safeguarding Lead for the 6th Form and part of the Academy's Safeguarding Team. She has 3 young children.

Dr Lara Jayne Wear MB BS BSc DCH (SA) MRCGP (Medical content and safeguarding) trained at Imperial College London including a BSc in Physiology, qualifying in 2007. Lara moved on to hospital rotations at Frimley Park, Surrey and Brighton, Sussex. She lectured in Anatomy at Brighton Medical School before moving to Cape Town where she specialised in Paediatrics and gained the Diploma in Child Health in 2011. Lara decided to pursue her career in General Practice from this point and enrolled in the Wessex GP training programme which brought her to Dorchester, Dorset in 2012. She completed her GP specialist training in 2015 and has been working as a GP in Dorset since this time, becoming a GP Partner at The Prince of Wales Surgery, Poundbury in 2019.

Introduction from Vicky McDonaugh, Chair of Trustees



This year has been marked by some important developments in our work. Firstly, our campaign against drink spiking, secondly, the development of cannabis and vaping materials for schools and youth settings and finally the launch of a totally new website for young adults, life-stuff.org.

In terms of expanding our remit, we have welcomed a new member of staff, Shona, in Scotland to expand our 16+ work on alcohol and cannabis to vulnerable young adults, and engaged a schools and youth worker for London and the South East for the first time. Sadly, there is a significant need for our services in the North East where alcohol related harms are highest, so we are thrilled that Kathryn can extend her work in addressing alcohol and cannabis harms across North Yorkshire through PCC funding in 2023-4.

Our CEO, Helena, gave evidence on drink spiking , written and oral, to the House of Commons select committee early in the year. As a result, the DFE issued guidance in August to tackle what is a growing problem for Universities. In August, our Freshers campaign supporting safer nights out was launched. Over 116 FE colleges and Universities were supported across the UK with excellent impact and feedback.

Our dedicated member of staff in our local county of Dorset and across the South West, Karen, has also been extremely busy. A welcome return to face to face training sessions has resulted in her working closely with numerous youth organisations such as the Princes Trust.

Our café and community space, PIPs has flourished beyond all our expectations and is providing a very popular hub for local community groups to meet in as well as a welcome change from the garden shed where the AET had its office for its first 8 years!

Looking forward, on 21st June 2023, we will hold our 4th 'What works in alcohol and drug education' conference, kindly hosted by Newcastle University and organised jointly with the DSM Foundation. We will also be revitalising our website and branding to incorporate the fact that we support young people around vaping and cannabis and other life choices.

A huge thanks to all our staff and to our CEO for their hard work and commitment in ensuring that every child across England and Scotland has free access to alcohol and substance awareness and to the wonderful donors and funders who make our work possible.

The annual report was approved by the trustees of the charity on 28th February 2023 and signed on its behalf by:

Victoria McDonaugh

Mrs V M McDonaugh, Chair of Trustees



The Alcohol Education Trust (AET) - Theory of change

SERVICE USERS

Children 11- 15
(focus on prevention and early intervention)
Young people 16 – 25
(focus on harm minimisation and resilience/coping strategies)
Teachers, PSHE leads, health promoters
Parents, carers
Youth groups, community leaders
Life coaches, community police officers, social workers and youth justice
Local authorities/ public health

ACTIVITIES

Resources & support
Online & print resources by age/ ability
Games and online guidance and support
Bi termly updates/ Email and phone support
Interactive online learning zone and digital engagement

Face to face engagement
Teacher/ community lead training in proven behaviour change methods
Young people input & engagement
Harm minimisation workshops
Peer to peer mentor development
Facilitation of diversionary activities

Partnerships
Teachers & schools
Signposting to specialist services
Youth focused charities and organisations
Parent-focused collaborations
Organisations addressing young people not in employment education or training

SHORT TERM OUTCOMES

Teachers/ leaders, young people and parents/ carers gain knowledge, skills and confidence

Delay in young people taking up drinking, self control development and reduction in risk taking

Change in young people peer dynamic through self-esteem improvement, resisting peer pressure and peer norm correction

Development of support network between parents, schools and children - improved relationships and communication

Parent/ carers develop greater understanding of gatekeeping to alcohol supply/ access and as role models and boundary setters

LONG TERM OUTCOMES

Life chances of those most vulnerable to alcohol and substance harm and abuse are improved

Age of first drink is raised from 13 to at least 15 years old

Prevalence and social acceptability of excess drinking and substance misuse is reduced

Accidents, violence, assault and harm caused by alcohol and other substances are reduced

MISSION

To support parents, carers, teachers & community leaders to keep young people safe around alcohol and other substances and to reduce negative risk taking.

OBJECTIVES AND ACTIVITIES

Charitable Objectives

To advance education for the benefit of the public in the issues of alcohol, health and drinking habits of young people (age 11 and upwards) in the UK and their safety around alcohol, in such ways as the trustees decide, and including through the development and delivery of holistic, life skill and evidence-based approaches and diversionary resources and activities that build resilience, reduce underage drinking and alcohol related harms amongst such young people (age 11 and upwards).

Our impact and reach 2021/22 academic year



DELIVERING AN EVIDENCED-BASED PROGRAMME THAT REDUCES ALCOHOL-RELATED HARM NATIONWIDE
FOR LESS THAN 50P A CHILD

Who we are

The Alcohol Education Trust (AET) is a small focused charity which works across the UK to keep young people safe around alcohol and other substances. We are a leading early intervention charity that enables young people age 11- 25 to make more informed, safer life choices through the schools and youth organisations we support free of charge with award winning resources and training.

Our mission

To support parents, carers, teachers & community leaders to keep young people safe around alcohol and other substances and to reduce negative risk taking.

Our goals

- Raise the age of onset of drinking whole drinks from the current age of 13 to at least the UK Chief Medical Officers' Guidance of age 15 with a long term goal of the legal purchase age of 18.
- Reduce the prevalence and social acceptability of binge drinking and drunkenness, vaping and cannabis use among young people.
- Raise awareness of the lifetime risk of early alcohol and other substance use.
- Ensure the life chances of young people most vulnerable to alcohol and drug harm and abuse are improved.
- Reduce the accidents, violence, assault and harm caused to young people and the community by alcohol and drug use.
- Encourage diversionary activities for young people that reduce anti-social behaviour crime and onset of drinking and drug use.



Our core objectives

Intervene early

We aim to reach children before they begin drinking and help them work out why it makes sense to wait until they are older (if they choose to drink) and how early and heavy drinking increases their risk of injury, accidents and assault and makes them more vulnerable to others and other risk taking. We build young people's resilience and life skills, helping them make responsible, informed choices as they encounter alcohol and other substances.

Harm reduction

As young adults begin to navigate the world of parties, pubs, clubs, festivals and independence, we equip them with the knowledge, awareness and strategies needed to stay safer around alcohol and drugs.

Train the workforce

We train teachers and professionals working with children and young people in how to deliver evidence-based, interactive and enjoyable alcohol and drug awareness to young people of different abilities and backgrounds in a variety of settings.

Improve learning and life chances

Our interactive activity-based and award-winning Talk About Alcohol programme is evidenced to improve knowledge and delay the age that teenagers choose to drink whole drinks. We focus on regions where alcohol harms are highest and have bespoke approaches for those most vulnerable to alcohol and drug misuse, such as care experienced children and victims of childhood trauma.

Sustainable, affordable legacy

Those we train become our ambassadors and cascade their learning to others, meaning Talk About Alcohol costs just 50p per child. We continue to update resources, provide professional development and ongoing phone/email support.

Strengthen role models and boundary setting

As parents and carers are the prime suppliers of alcohol to children, we build parental confidence, knowledge and skills around alcohol, vaping and cannabis. We encourage parents to monitor their children and to understand the risks associated with under age drinking, particularly in unsupervised settings.

Provide diversionary activities

We encourage and facilitate diversionary activities for young people that build community cohesion and so help reduce anti-social behaviour, crime and the onset of drinking and substance use.

CHILDREN AND YOUNG PEOPLE

The Problems

- Children who drink regularly and heavily before the age of 15 are significantly more likely to try drugs, smoke, engage in unprotected or risky sex, be injured or assaulted. GCSE predictions fall by 20 points, the difference between a grade 9 and a grade 5. Early drinking is also a significant predictor of problematic use in later life.
- Young people who use drugs when 14 or younger have the greatest risk for drug dependence (34% prevalence rate of lifetime drug use disorders). It is also a significant predictor of lifetime alcohol dependence. The most likely choice of drug by far for young adults is cannabis (I in 3 have tried, one in 10 use regularly) with vaping use growing rapidly.
- In 2021, 25% of 15 year-olds thought it was OK to try cannabis, and 14% thought it was OK to use it once a week.
- The number of young people attending specialist substance misuse services in 2020/21 was 11,0133. In 77% of cases, cannabis was the primary substance. Drugs other than cannabis were the primary substance for only 8% of persons.
- An estimated 1 in 10 under the age of 25 have experienced having their drink spiked or needle spiking and there were 5,000 cases reported to the police in 2022.
- Peers may influence other young people to engage in or refrain from substance use directly or indirectly, there is a dramatic rise in levels of use among young people who believe most or all of their friends drink or take drugs.
- Young people who experience childhood adversity and trauma such as emotional or physical abuse, family breakdown or neglect are particularly at risk. A young person experiencing four traumas is 11 times more likely to smoke cannabis and 4 times more likely to binge drink.
- It is estimated that 14% of care leavers drink alcohol every day, a third use cannabis and a third use alcohol as ways to cope, deal with anxiety or to help forget trauma.
- Children with attention deficit hyperactivity disorder (ADHD) are three times more likely to face addiction when older. A diagnosis of ADHD or associated behavioural disorder is the greatest predictor of problematic alcohol or drug use.
- Children with learning difficulties are three times more likely to be abused, with alcohol a factor in grooming and violence.
- Young people who drop out of school, are 4 times more likely to be regular cannabis users and 1.2 times more likely to binge drink.
- Excluded children are five times more likely to have used alcohol or drugs on the last month. In 2019/20, 8,099 children were excluded for a fixed period and 513 were excluded permanently from state schools in England due to alcohol or drugs.
- Alcohol and Drugs can be both a cause and consequence of homelessness and the homeless population is 10 times more likely to be in treatment for alcohol or drugs. 35% of deaths of homeless people were related to drug poisoning in 2021 and 10% were alcohol-specific deaths.
- Prison surveys suggest that 40% of inmates were under the influence of alcohol and 45% were under the influence of drugs at the time of committing an offence.
- Lack of stable employment and lack of stable housing are significant contributors to poor mental health and turning to drink or drugs to cope with deprivation. The most deprived are 7 times more likely to have an alcohol related hospital admission and 16 times more likely to have a drugs related hospital admission.
- Young people living with alcohol or drug dependent parents/carers report living highly disrupted and chaotic lives, characterised by unpredictability and insecurity. They also experience shame, stigma, and discrimination due to their association with a parent who uses substances.
- Between 2018/19-2020/21 there were 10,569 alcohol-specific hospital admissions for under 18s in England - that's nearly 30 per day. The UK is one of the few countries in the world where more girls are admitted than boys.

Our Solutions

- A whole school approach for every child is crucial, so that we can equip all young people with the skills, knowledge and tools to make safer choices before consumption begins. The likelihood of lifetime substance misuse drops 4-5% for each year use is delayed, hence independent evaluation showing that our Talk About Alcohol programme significantly raises the age teenagers choose to drink is paramount to improving young peoples life chances.
- We engage children with an interactive online platform talkaboutalcohol.com that encourages them to build knowledge and find out in a fun way, through games and quizzes, about the effects of alcohol on their physical and mental wellbeing.
- Our activities, rehearsal strategies and role play allow young people to work out for themselves the effect of impulsive behaviour or drinking too much, enabling them to make more responsible, informed choices.
- We have developed a complex suite of resources and training using proven communication methods for young people with learning difficulties using colours, stories, scenarios, pictures, emojis, cartoons and techniques such as distancing and using characters.
- We include cannabis and vaping in our early intervention and harm reduction approaches and support young people, schools, youth and sports clubs as well as parents around both cannabis and vaping.
- We focus our training and support workers in areas of high deprivation where alcohol-related harms are highest.
- We have targeted streams of work supporting care experienced children and those who face a greater risk of alcohol dependency and misuse.





- We reduce the potential harms from alcohol and cannabis to 16 – 25 year-olds by equipping them with the knowledge, awareness and life skills to make safer choices and where to go for help and support.
- We correct social norms – namely the fact that most young people do not use drugs or get drunk.
- We work closely with partners who ensure disadvantaged young people are given the best chances through building their self esteem, life skills, training and employability. We support staff with training, resources and the skills to support young adults around alcohol and cannabis misuse and vaping.
- We support young people in alternative education and provide training and resources to those working with them.
- We work closely with virtual school and foster agencies who support care experienced children and care leavers. We have a bespoke alcohol and cannabis programme for 16 – 25 year olds leaving care or at risk of homelessness living in assisted accommodation. Training and resources enable life coaches to have one to one conversations around higher harms, levels of use, consequences, grooming, consent and other relevant issues.
- We work very closely with the Youth Offending Teams as well as training staff in pupil referral units being careful not to trigger trauma or stigma at all times.
- Our staff training and materials at all times avoid stigma and triggering trauma and highlight the importance of being supportive, empathetic, non judgemental and how to offer targeted support and referral to specialist family charities working in this area specifically.

SCHOOLS & YOUTH PROFESSIONALS

The Problems

- Health Education became a statutory requirement for schools to deliver in September 2020, including alcohol and drug education. Teachers and youth workers cite not having enough time and not being subject experts as barriers to delivering effective health education.
- In 2019/20, nearly 9,000 exclusions were issued by schools in England due to drugs and alcohol.
- Schools generally have little budget, training or guidance for RSHE.
- Charities and commissioned services supporting vulnerable children and young adults lack the expertise, resources and training to support them around alcohol and drug

Our Solutions

- We provide an easy one stop shop for busy, time-poor teachers where they can download lesson plans, implementation and evaluation guidance by topic or by ability for each year group.
- We make our evidenced Talk About Alcohol programme available free of charge to all secondary schools across Britain.
- We train teachers and provide ongoing guidance so they feel confident and knowledgeable in teaching about alcohol and other substances
- We provide games, one to one and small group activities suitable for use with young people in alternative settings, sports and youth clubs together with free training.
- We provide workshops, training and resources to life coaches and mentors of young adults in settings such as Foyers, Housing Associations and for organisations such as The Prince's Trust.

COMMUNITIES AND FAMILIES

The Problems

- Parents and carers are the prime suppliers of alcohol to under 18s.
- Children living in households where parents drink to excess are more likely to drink early and problematically.
- Those who use alcohol or drugs have significantly lower parental supervision than those who don't use substances.
- Parenting that increases alcohol and drug use includes: a lack of parental monitoring, high levels of parent/child conflict and a child's lack of willingness to disclose information to their parents.
- The greater the number of unsupervised evenings with friends, the greater the likelihood that young people will report having consumed alcohol in the last week and having used drugs in the last month
- Our research shows that 93% of parents and carers overestimate the number of teenagers who drink and get drunk and so supply their children with alcohol, thinking they'll get it elsewhere, otherwise.

Our Solutions

- We help parents and carers to understand why drinking at too young an age and drinking too much can harm their child's short and long term health and also how drinking outside of the home raises the likelihood of other risk taking such as smoking or taking drugs.
- We correct perceived social norms with positive messages on how teenagers are drinking and getting drunk far less than they were 10 years ago.
- We give positive parenting tips that reduce all risk taking such as how to set boundaries, be a good role model and know where their children are.
- We empower parents to resist teen pressure and manipulation.

Reflections on the year by CEO, Helena Conibear



Thanks to our wonderful staff, trustees and funders, the AET has undergone a period of sustained expansion of its remit over the last three years.

Our main focus will always remain early intervention and our key goal of raising the age of onset of drinking and making evidenced alcohol and other substance education universally available to every young person across the UK. This we do by providing free resources for all abilities, plus training to professionals who support children in schools, youth and sports clubs, children's homes, pupil referral units and alternative settings.

Engaging with young people both online and face to face, and empowering parents and carers to embrace their key role as gate keepers form the other two pillars of our holistic approach that effectively reduces alcohol related harms and other negative risk taking among young people.

Key milestones in 2021-22

Including vaping and cannabis awareness as part of our educational outreach

From 2019 it was decided to expand AET's remit to include cannabis education due to the increase in teen use and the dual effects of using alcohol and cannabis together. 77% of under 18s in treatment for substance misuse are there primarily for cannabis and its derivatives including synthetic cannabis.

This stream of work began with a three year programme to train the life coaches who support vulnerable 16 – 25 year olds living in supported accommodation, and has been successfully rolled out in more than 300 settings across England with over 1,000 professionals trained.

Life coaches replace parents to help with cooking skills, job and college applications and day to day living and safer life choices. Young people risk losing their assisted living place if caught using cannabis or being drunk, so our specially designed training and resources enable staff to have timely one to one conversations around higher harms, levels of use, consequences, grooming, consent and other relevant issues and so reduce the risks of displacement and problematic use. We are thrilled that The Longleigh Foundation have extended the programme for a further year (ends April 2024).

This year we have developed a range of materials suitable for use in schools and alternative settings, and especially 6th forms and colleges, including quizzes, fact sheets, myth busters and presentations on cannabis and vaping to address needs and concerns.

Increasing our geographic reach
Extending our reach to young adults to make safer choices alcohol and cannabis in Scotland

It has been a seminal year for us in Scotland thanks to Inspiring Scotland's Youth Action Fund with the launch of a specialised programme supporting more vulnerable 16 – 25 year olds around alcohol and cannabis in strong partnership with three charities. Shona Johnston joined our team in Spring 2022 to lead on our work with Enable, who support young adults requiring learning support to develop training and employability skills, Street League, who use sport and activities to build the confidence and employability of young people and Aberdeen Foyer, who work across Aberdeenshire as well in their own residential setting to support young people with employment, housing and life skills. We are thrilled that Action for Children and FARE have now joined The Inspiring Scotland Youth Action Fund programme and the training of their staff by Shona has already begun!

London and The South East

Thanks to our long term funder Ansvar Insurance, The Inner London Magistrates and Stewarts Law Foundation, we have been able to appoint a specialist regional member of staff to support children, schools, youth and sports clubs across London and The South East for the first time.

Lynsey has made significant progress this year:
PSHE leads from across the whole of East Sussex have been trained and equipped with resources as well as new teachers through Southampton University health training day. We've also been pleased to support schools and youth organisations across The Borough of Newham through funding from Public Health. We have supported a broad range of schools and youth settings across whole of Greater London as well as a Bedfordshire, Cambridgeshire, Norfolk, Suffolk and Essex, for the first time.



Regional reports from our wonderful regional staff will show how we've moved into other new areas in depth too, such as Hull and Humberside through The Lottery Community Fund, and we're also thrilled to have received funding from The North Yorks. Police and Crime Commissioner to extend our 16 – 25 year old outreach across the region with a focus on Drink Spiking over two years.



Expanding our remit from supporting young people from age 11 - 18 to age 25

This has literally doubled our target audience by 7 years and encompasses reaching young adults via University and College. We also partner with organisations who support young adults with employability, opportunity, skills and education. In short, this is because problematic alcohol or drug use is closely interwoven with low attainment, poor self esteem, school exclusions and unemployment with the worst outcomes around alcohol and drugs for the most vulnerable in society.





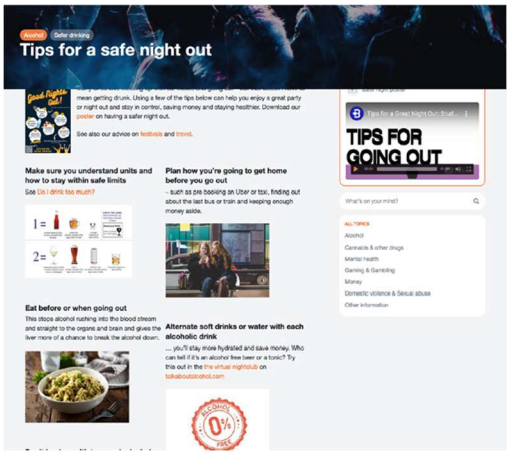
Expanding our digital outreach, training games and interactive materials.

The launch of life-stuff.org

To improve and expand our digital reach to young adults life-stuff.org went live in 2022. It is a supportive non-judgemental advice hub for young people on alcohol, gaming, gambling, cannabis, vaping, money worries and other issues important to young adults.



life-stuff.org has been designed in partnership with young adults and includes short videos, realistic advice and with detailed sign posting. It complements talkaboutalcohol.com for younger teenagers, which has also been enhanced with advice on vaping and cannabis this year.

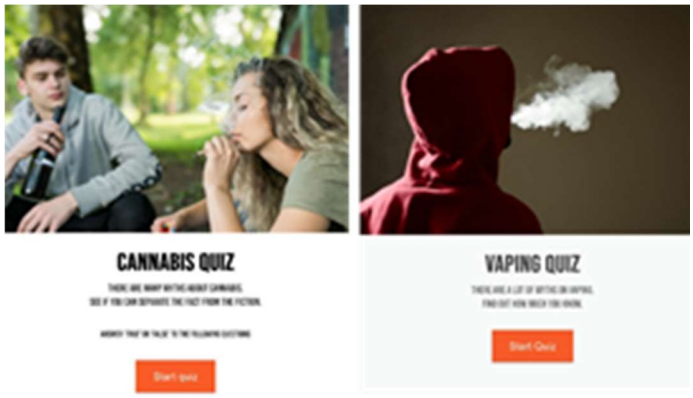


Online quizzes, TikTok and Instagram

Since August 2022, we have begun to communicate directly with young adults directly via social media (TikTok and Instagram) with a campaign using life-stuff. org material. The social media handles for Instagram and TikTok are @life_stuff.0rg



We have always provided interactive games and activities via talkaboutalcohol.com to ensure that young people engage with alcohol and drug education in a meaningful and relevant way and life-stuff complements the interactive this with a broader range of topics for a different level of maturity and life experience.



We have also introduced interactive myth busters on alcohol, cannabis and vaping, which have an average of 1,000 visits to each monthly. You can view these on life- stuff.org via the alcohol, vaping and cannabis sections.

A focus on combatting drink spiking

In response to the shocking prevalence of drink spiking and spiking by injection (estimated to affect 1 in 10 students) beginning in November 2021, we have actively campaigned to raise awareness and address spiking in all its forms. With interviews on Sky News, BBC, ITV, Newsbeat, Vice, The Tab and across the printed press with features from Australia to Sweden this has proved effective in driving change. Written and oral evidence was given by the AET to The House of Commons Inquiry into Drink Spiking in January and we will continue to fight for a new offence of Drink Spiking rather than an amendment to the existing Licensing Act. The Police and Crime Commissioners and local police forces are ensuring victims are supported and that reporting of offences is easier with dedicated police officers for spiking incidents in many forces. Many forces have invested in rapid urine testing kits and are committing to testing victims up to a week after a suspected spiking or injecting incident, which are great steps. We are also impressed with training and guidance for staff in many night time venues, bars and clubs and their commitment to gathering evidence to ensure perpetrators are more likely to be caught.

Drink spiking and safer nights out campaign for Freshers

In reaction to our survey that showed students were not confident as to what to do or who to report drink spiking to (60% said they didn't know where to go for help and support) and the SOS-UK/ NUS survey showing just 36% of students felt confident knowing what to do if a friend's drink had been spiked, we launched a proactive awareness campaign for Freshers in August 2022.

We provided 116 Further Education and University settings with our Freshers campaign, designed by young people, to raise awareness of drink spiking and enjoying 'Good Nights out'. Settings supported across the UK included UWE, Bath Spa Uni, Worcester Uni, Cirencester RAC, Salford Uni, Bolton Uni, Liverpool Uni, Durham Uni, Coventry Uni, Warwick Uni, Nottingham Uni, Newman College Birmingham, Walsall College, Hartpury College. Aberystwyth Students' Union, East Lothian College, The University of Oxford, City of Glasgow College, Huddersfield Uni, University of Wales Trinity St David and LSE.

The Freshers kits included single drink testing kits from CYD, keyrings, posters and credit cards detailing what to do and who to contact. The campaign has been a huge success and we aim to grow the outreach next September. It has included a TikTok and Instagram campaign linked to the life-stuff.org as well as use of QR codes on resources linking to the website.







Local Community outreach and enhancing community cohesion

In 2021 we opened Pavilion in the Park (PiP), an office, community space and revenue generating café for the AET. This has enabled us to expand our remit to deliver diversionary activities such as summer holiday clubs and teenage hang out days, after school art clubs, whole family activities such as Halloween and Easter events, Jubilee celebrations, family fun days and to provide a space for charities that support families such as Home Start and The You Trust (weekly drop ins and support sessions). The café is providing 10 – 15% of our annual financial needs as well as employment opportunities for vulnerable young adults. PiP has more that met its expectations in its 18 months of operation to date. The wonderful playpark was formally opened by the then HRH Price of Wales, now King Charles. You can read our full community report of activities, reach and impact here.

Pavilion in the Park (PiP) and its community space are truly at the heart of the Poundbury community. In addition to the sample of events held detailed above, the building hosts a winter supper club, a second hand book swap and champions art by under 25s and local residents. Thanks to the loos and facilities that PiP provides, the Great Field is able to offer a weekly Park run, fun days, sports and exercise classes and now hosts a defibrillator.

None of the above would be possible without support for us to employ a part time community engagement officer to manage and coordinate our volunteers and events which have become so important to the whole community of Dorchester.



























Resource distribution and reach 2021-22

Kate Hooper, Schools and Youth Organisation Coordinator

Training and workshops



Thanks to the ability to resume face to face sessions, we were able to have many more engagements this year: 349 compared with 274 last year. These include teacher and staff training to a wide range of settings, parent talks and also other engagements such as conferences, meetings and work with young people aged 16+.

Ensuring our work works!

The AET evaluates the impact of its work in ensuring that young people are supported to make safer decisions around alcohol and drugs day to day. From ensuring that teachers and youth workers really are equipped with the confidence, skills and knowledge needed, to ensuring the content of our materials meets evidenced based best practice. This is in addition to independent evaluation of the effectiveness of the Talk About Alcohol programme in raising the age that children choose to start drinking whole drinks, improving their knowledge, resilience and decision making skills.

325 professionals trained in alcohol or cannabis awareness completed an evaluation of our workshops and these showed:

- Attendees' confidence in knowledge and awareness about alcohol increased from 6/10 before the session to 8/10 afterwards.
- Attendees ranked how well-equipped they felt in teaching alcohol education as 5/10 before the session, increasing to 8/10 afterwards.
- Attendees ranked how confident they felt about signposting young people for help and support as 6/10 before the session and this increased to 8/10 afterwards.
- 71% of attendees will change their approaches to social norms when teaching alcohol education following the session.
- 99% will use skills learned in the sessions in their teaching of alcohol education ongoing including more interactive sessions, use of online games and elements and use of film clips as conversation starters.

A few testimonials:

Brilliant, very informative.

Excellent session, interesting activities and brilliant delivery.

It really has been brilliant and increased my confidence levels to start conversations to explore alcohol with young people. The best training I have ever been on.

Feedback from training:



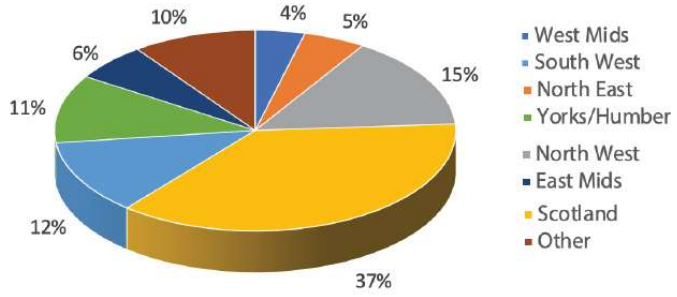


Supporting children in schools and youth organisations

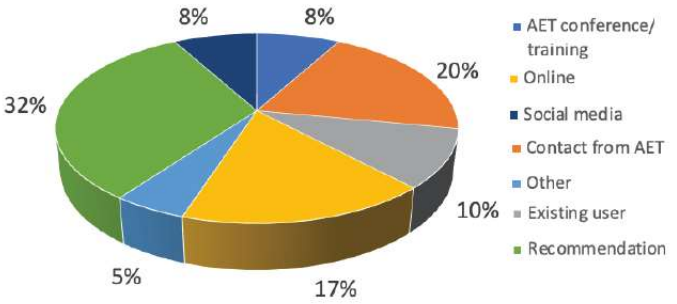
This has felt like a much more regular year following the previous difficult two years due to the pandemic. As such, there has been a noticeable increase in the number of schools and organisations we have supported with hard copies of our resources, 458 this year. There have been particular increases in the number of schools and organisations in Scotland supported as well as schools across Yorkshire and the South West.

If we include the 344 downloads of our 100 teacher workbook and 6 ready to deliver lesson plans and our other resources, schools and organisations using our resources day to day doubles, not to mention the 150,000 website visits (excluding life-stuff.org). This is in addition to the schools and organisations who already have resources – we have an extraordinary 10,600+ teachers and professionals on our database who we support ongoing.

Hard copy resource distribution by region 21-22



Hard copy resource distribution by region 21-22



Supporting young people with additional learning needs

Children with learning difficulties are at significantly higher risk of vulnerability to drugs and alcohol (grooming, county lines and assault, as well as alcohol dependency) so we are also thrilled to have supported 298 settings with our specially designed programme for young people with additional learning needs or for use in alternative settings this year. The four bespoke SEN lesson plans covering important issues such as understanding consent have proved a very popular addition to our suite of resources for use in schools as well. We have also made all our resources available on a USB for the first time for easy use in settings without internet or for more informal settings such as youth and sports clubs.

Supporting 16 – 25 year olds

We are pleased that our relatively new stream of work supporting ages 16+ continues to be in high demand and throughout the year, 221 of our alcohol and cannabis activity boxes were provided and there were 25 downloads of the accompanying 16+ resources.

As always, the type of settings we supported was very wide and included special schools, mainstream schools, PRUs and organisations including YMCA, school nurses, fire and rescue services, police, youth clubs, councils, Barnardo's, The Prince's Trust and foster organisations.

New for this year, we launched an anti-drink spiking campaign which was extremely well-received. We provided posters, keyrings, awareness cards and drink spiking tests to 116 universities, colleges and sixth forms across the country during Freshers' Week and plan to run the campaign again in 2023.

Perhaps the best testament as to the effectiveness and popularity of our programmes, is that the most frequent way in which people requesting our resources had heard about AET was via recommendation from someone else which is great news!



Regional reports from our specialist trainers

We have an invaluable network of employed and consultant PSHE and health professionals based in Scotland, The North, London and The South East plus The Midlands The South and West of England to ensure that teachers and health professionals are shown how to implement the Talk About Alcohol programme, our SEN programme and 16+alcohol and cannabis workshops and in turn cascade their learning to others. The AET regional staff travel throughout England and Scotland. This year we trained over 1,300 teachers and professionals working with young people in a variety of settings including Norfolk, Somerset, Aberdeen, Glasgow, Hull, East Sussex, settings across Lancashire and Hull as well as via conference workshops in areas such as Southampton and London. Teachers and health professionals are given an insight into activities and approaches that inspire young people to learn through enjoyment – by providing evidenced but fun activities, 'bottom up' materials that build resilience, self-esteem, encourage working in groups, role play and 'rehearsal strategies'.

The AET takes a positive engaging approach that does not attempt to induce shock or guilt, but focuses on what young people can do to be healthy, stay safe, enjoy, make a positive contribution and achieve physical and mental wellbeing. By engaging younger people BEFORE they begin drinking in an unsupervised environment, the Talk About Alcohol programme ensures that children think about the consequences of short-term decisions. Talk About Alcohol develops the skills and knowledge needed to make informed choices about when, if and how much to drink as they get older. Following training, those trained are fully supported online via alcoholeducationtrust.org with a fun learning zone for teenagers talkaboutalcohol.com, with regular updates and newsletters. 6th formers and students are supported with a comprehensive wellbeing hub life- stuff.org

Having regionally based staff also ensures that the AET reaches more young people in different settings and can effectively target the geographical areas where alcohol-related harms for under 25s are highest. Our regional staff help train young health champions, students studying health and social care as part of their outreaches to ensure peer mentors are engaging and knowledgeable. Using data from the indices of deprivation as well as Local Alcohol Profiles for England (LAPE) hospital admissions for U18s in England, we focus our resource on young people in areas that need our support most including East Tyneside, Birmingham, Lancashire, Leeds Liverpool and Manchester, Cornwall, The Isle of Wight, Kent and Dorset, as well as all areas of Scotland where alcohol related deaths are nearly twice those in England.

Parents and carers are also supported locally by our specialist coordinators around 'tough love' parenting skills, setting boundaries, the law and how to keep their children safe around alcohol. Research shows that unless parents/ carers are good role models, set boundaries and know where their children are and who they are with, any efforts by schools/other organisations to reduce risk taking, including under age drinking are limited. Parents/ carers are also the key suppliers of alcohol to those under the age of 18. The AET coordinators engage parents and carers via school and the community. We also have a dedicated web area for parents, which enjoyed over 50,000 page views in 2021/22.

Our regionally based staff work to support our three key pillars of:



Supporting and engaging children and young adults



Supporting and training teachers and health professionals



Empowering parents and carers and to protect young people

This helps fulfil our goals of

- Raise the age of onset of drinking whole drinks from the current age of 13 to at least the UK Chief Medical Officers' Guidance of age 15 with a long term goal of the legal age of purchase of 18.
- Reduce the prevalence and social acceptability of binge drinking and drunkenness.
- Ensure the life chances of the children most vulnerable to alcohol harm and abuse are improved.
- Reduce the accidents, violence, assault and harm caused to young people and the community by alcohol.
- Encourage diversionary activities for young people that reduce anti-social behaviour crime and onset of drinking.

The following reports provide a short snapshot of some of our work in the regions.

Kathryn Arnott -Gent, Northern Manager



A fabulous year – such a variety of work spanning across the North of England. I thought that last year I couldn't be any busier, but I was wrong! I love the variety of our work, now including our direct sessions for students attending college and university around spiking. I'm really looking forward to seeing how things develop across Humberside and of course continually searching out new opportunities and partnerships for us to develop.

Prince's Trust

Our partnership with the Prince's Trust went from strength to strength – which led to a large scale piece of work across the North of England. We have supported over 100 staff with our training and resources, who work on the Prince's Trust Team and Explore Programmes for unemployed 16-25 year olds, reaching 1,000s of their young people – just amazing!

"The Lancashire Prince's Trust and Blackburn Youth Zone staff attended the education sessions provided by Kathryn, we gained a clear understanding and overview of the resources we can and will use to support our young people across Lancashire & Cumbria so they can reflect and learn. Really looking forward to putting what we have learnt into practice."

"If someone mentions substances I now have the confidence and I won't shy away ,but will instead confront the issue with the whole group."





Blackpool

Our work across Blackpool has continued to flourish. We have supported around 200 staff with our resources and training and have worked particularly closely with the Adolescent Service, Leaving Care Team and the Awaken team which tackles the threat of child exploitation and continues to offer support to care leavers. The training combined both our Talk About Alcohol training for 11-18 year olds as well as our Alcohol & Cannabis training for 16+.

"Kathryn came in to talk to our newly qualified Social Workers to talk about young people and alcohol use. The group found this really interesting and useful, particularly the kits provided which we could use with groups of young people that we are working with to help support and educate them".

Other work across Blackpool has included Connect Care for residential staff working with on a 1-1 basis with children in care; Blackpool Coastal Housing, supported accommodation for 16+; the Boathouse Youth Club, the largest youth provision in Blackpool, who provide high- quality youth work through a variety of educational and recreational activities that will build confidence and restore self-esteem; and RossCon Training.

RossCon Training, are proven for getting young people into work and apprenticeships that are furthest from employment, especially in the NEET 16 to 24 sectors. I delivered training to staff who teach on their 15 week construction carousel (aimed at young people who don't like a classroom environment) which incorporates boxing and healthy living to increase their personal, social and professional skills as well as boosting confidence and resilience.

"Kathryn from the Alcohol Education Trust did two CPD training sessions. The delivery of the sessions were amazing, as some of our staff are from a none education background they are now confident to deliver sessions. The resources for young people was not "talk and chalk." Fantastic insight and all interactive and educational. Great source of information and help". RossCon Training







Lancashire

So much is happening in Lancashire with support for multiple schools, Lancashire Police and youth provision.



One of the largest pieces of partnership work was with Lancashire Targeted Youth. The service prioritises their resources for young people aged 13 to 19 who are facing key transitions in their lives or who have additional needs, I was delighted (as were they) that we were able to fund our Talk About Alcohol activity boxes and virtual training for such important work, with a huge reach for Youth Workers across the whole of Lancashire.



It's also been great to attend multi agency events, one hosted by Fylde AFC where staff attended a Talk About Training event from Fylde AFC, Fylde Rugby, and Streetwise Youth Club.

16+

Our 16+ resource has supported a wide variety of organisations including supported housing projects in the North East, North West and Yorkshire regions, The Prince's Trust and to staff working with vulnerable young people across Blackpool. It's really satisfying to read feedback and see that staff confidence in delivering sessions around cannabis has gone from 3 to 9 out of 10 in multiple cases.

"The Lancashire Prince's Trust and Blackburn Youth Zone staff attended the education sessions provided by Kathryn, we gained a clear understanding and overview of the resources we can and will use to support our young people across Lancashire & Cumbria so they can reflect and learn. Really looking forward to putting what we have learnt into practice." Princes' Trust

"Great to have access to resources which can be tailored to individual circumstance. Thank you, it was a great training session". Sheffield Foyer

"I have had great feedback from the team and some of the interventions and resources have already been used with clients.

Thank you so much for all of your support and input".

Project 3 - Doncaster

Transforming Lives for Good – TGL National Training

It was a pleasure to finally be able to deliver our TAA training. 9 teachers attended the session who representing the 12 TGL schools across England. So pleased that we were able to support these schools with our training and resources.

North Yorkshire

Our work continues to develop across North Yorkshire. Sessions have included training for Police School Liaison Officers, multi-agency events, parent information sessions, teacher training, training across North Yorkshire Youth Sector, for Inspire Youth and North Yorkshire Youth as well as full day carousel sessions for 6th form students at Richmond High School and Askham Bryan College.



"Fantastic course and training with very user friendly activities and resources". North Yorkshire Police



"I just wanted to follow up your delivery of the training on Wednesday evening to say thank you from all the team. It has already got the team thinking about how they can implement some of the activities but also consider how they deliver other topics too using the method of scenarios ending with a positive one".

Inspire Youth, Harrogate

"We are very grateful to have had the training opportunity and everyone felt the resources and activities you shared in the session were fantastic".

North Yorkshire Youth



I love working directly with young people and it was a pleasure to deliver sessions for BTEC students attending Askham Bryan College and Richmond High School, as well as students on the Prince's Trust programme. Fantastic students, so engaged and loving our activities!



Community Sports Trusts

Community sports trusts offer such valuable projects for some of the most deprived and vulnerable young people. Some run an alternative education provision for while others provide fantastic diversionary programmes for those at risk of offending or already in the criminal justice system.

I was delighted to deliver face to face training to Newcastle United Foundation, Huddersfield Town Foundation and Clayton Amateur Boxing. Our Talk About Alcohol resources are the perfect fit for the young people they are working with - inclusive, fun and engaging. So good to know that our resources will be used with young people across these areas. We loved taking part in the training and I think we all learned a lot about alcohol ourselves too! The group was so engaged in all of the activities and will definitely be using the materials in their practice.

Humberside

Funding from the Lottery has enabled us to provide training and resources to organisations across Humberside. We have developed some excellent partnerships with Hull Public Health and Humberside Police, with a stream of training booked in. The training across Humberside kicked off with teaching staff at IPaSS, Hull's Integrated Physical and Sensory Service, who teach students with hearing impairments. It was a fabulous session, a first for me, with an interpreter in attendance. I'm really looking forward to delivering further sessions for Hull Training, Humberside Police Teams, Hull Youth Offending Service, Sirius Academy, Astra Youth Centre and more in the coming months.



Karen Perryman, Midlands, South and West Manager



Such exciting work taking place across the whole of the region! A combination of virtual and face to face (according to the school/ organisation's preference) ensures effectiveness and great efficiency. I feel privileged to work for AET. I know that throughout the Midlands and South West, thanks to funding received, we are making a real difference, helping to keep young people safe around alcohol and cannabis.

Highlights of my varied, rewarding and impactful work this year are outlined below.

Teacher Training

206 schools and settings have been supported with the Talk About Alcohol programme, activity boxes for children with additional learning needs and 16+ alcohol and cannabis resources this year. I have trained not only teachers in 60 settings but have held an additional 74 sessions to support safeguarding, pastoral and youth professionals across the region to use AET resources which work well with one to one, in small or large groups. We've been thrilled to support secondary schools across Dorset, Lincolnshire, Derbyshire, Shropshire, Staffordshire and Birmingham this year through healthy schools and RSHE training networks too.

"Loved it all! A really enjoyable and interactive session, the resources are great and Karen was really knowledgeable. Thank you!"

Woodside Group

"All of the course was useful and will be really beneficial in my job role. The resources were very helpful."

Eastwood Grange School, Derbyshire

"Great resources - will plan lessons ASAP."

Alternative provision Nightingale Home and Hospital Service



Every year we love hosting workshops for the newly qualified teachers (PGCE) from Southampton University in partnership with NHS Public Health England. This equips new teachers with the skills to teach Health Education in their new roles.

PGCE Health and Wellbeing Conference 2021

University of Southampton

Supporting older students face to face

Whereas the evidence shows that well trained teachers who know younger children well are more effective at supporting them around education and support to prevent drugs and alcohol use, older students benefit from us holding frank and interactive sessions.







city college plymouth

Our sixth form workshops and assemblies are very interactive - communicating social norms messages and harm reduction strategies. Teenagers have been supported at Budmouth College, Weymouth College, The Gryphon, Sherborne Boys, Sherborne Girls, The Thomas Hardye School, Rugby School, Strode College, Huish Episcopi, Plymouth College and at Magna Academy for example – and in informal settings such as Purbeck, SPACE and Dorset Youth Clubs, The YMCA, The Prince's Trust and Young Farmers.



Princes Trust Team Programmes

We have been privileged to work with Prince's Trust Team Programme, training their coordinators to deliver alcohol & cannabis workshops. We also equip Prince's Trust Team participants themselves with the skills to stay safer around alcohol and drugs.

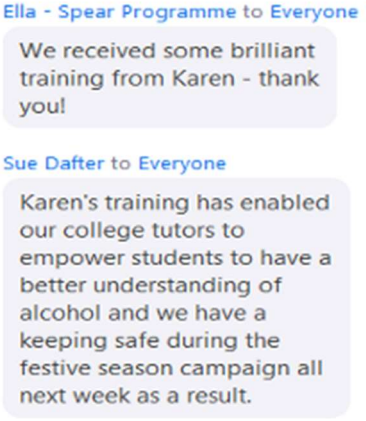




Training staff in youth support roles

We have trained youth workers and staff who support young people around alcohol and drugs in a wide range of organisations including:

- Dorset and Wiltshire Fire Service (for work with the Fire Cadets)
- Sexual Health Dorset
- Foyer Federation life coaches supporting young adults in multiple locations
- Stonewater and Abri Housing association family support staff
- SPACE LBGT+ Charity (working in multiple locations)
- The Ucan Project
- SPEAR Project, Bournemouth (work with 16 – 24 year olds who are not in employment, education or training)
- Dorset NHS Children in Care Nurses Team
- Youth Justice Service
- Children and Family Court Support Service
- Chesil Education and Early Help Team
- Birmingham Youth Services



- 59 staff at Whitehead Ross across The South West (supporting 16 – 24 year olds not in education, employment or training)
- Wessex local Medical Committees
- Creative Youth Services Bristol
- Bungalow Project Devon

"Great training session- thought provoking- great use of resources and information to help within our work. Really useful to know services and support available for young people, carers and professionals."
Dorset NHS CIC Health Team
"Resources will be invaluable during home visits and clinic appointments. I can now be more focused and confident in the discussions I have around alcohol use and awareness." Birmingham Children in Care Team

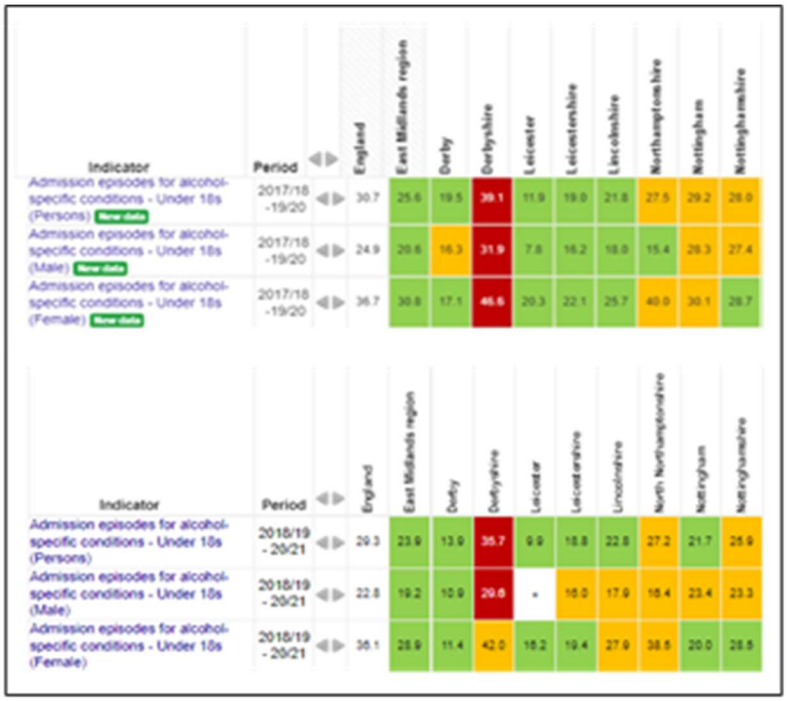
What area/s of the course did you find most useful?

"The trends/ what constitutes binge drinking and amazing resources!"

"All of it! It was tailor suited to inform and support our work with young people. I liked the theory around the impact of alcohol on a developing body."

Derbyshire County Council

Acting on Local Alcohol Profile England data, partnership work with Derbyshire Children's services continues and is showing real results.



Indicator	Period	England	East Midlands region	Derby	Derbyshire	Leicester	Leicestershire	Lincolnshire	Northamptonshire	Nottingham	Nottinghamshire
Admission episodes for alcohol-specific conditions - Under 18s (Persons) New data	2017/18 -19/20	30.7	25.6	19.5	39.1	11.9	19.0	21.8	27.5	29.2	28.0
Admission episodes for alcohol-specific conditions - Under 18s (Male) New data	2017/18 -19/20	24.9	20.6	16.3	31.9	7.8	16.2	18.0	15.4	28.3	27.4
Admission episodes for alcohol-specific conditions - Under 18s (Female) New data	2017/18 -19/20	36.7	30.8	17.1	46.6	20.3	22.1	25.7	40.0	30.1	28.7

Indicator	Period	England	East Midlands region	Derby	Derbyshire	Leicester	Leicestershire	Lincolnshire	North Northamptonshire	Nottingham	Nottinghamshire
Admission episodes for alcohol-specific conditions - Under 18s (Persons)	2018/19 - 20/21	29.3	23.9	13.9	35.7	9.9	18.8	22.8	27.2	21.7	26.9
Admission episodes for alcohol-specific conditions - Under 18s (Male)	2018/19 - 20/21	22.8	19.2	10.9	29.8	*	16.0	17.9	18.4	23.4	23.3
Admission episodes for alcohol-specific conditions - Under 18s (Female)	2018/19 - 20/21	36.1	28.9	11.4	42.0	10.2	19.4	27.9	36.5	20.0	28.5

We also work very closely with Dorset Youth Association and have equipped all their youth workers with resources and training. It is always great when trainees become advocates of the work that AET do!





Parents/ Carers

With parents and carers being the biggest supply of alcohol to under age drinkers, AET's training greatly helps prevent underage drinking. We have been lucky enough to work with numerous organisations and charities this year.

Orange Grove fostercare
support, nurture, grow

"I found the content & delivery of this training session, interesting, informative & relevant, not just with regards to my job role but also as a parent!"
"It was good training which refreshed my dated knowledge. It also highlighted how we are quick to assume, from societies norms, without knowing the figures of those who actually drink."
"Some really thought provoking statistics and facts. I enjoyed the style of the session and felt the delivery was very warm, engaging and informative. The time flew by! Thank you."
Foster Care Associates



Shona Johnston, Scotland Manager



We have been lucky enough to work with and train staff from amazing organisations that support young people in incredibly engaging and creative ways. Staff have been trained participating in our fantastic Train the Trainer 16+ Alcohol and Cannabis workshops. They have benefitted from the interactive and fun resource packs, which they can use with the young people that they support. It is always such a pleasure to meet new organisations and learn about their work.

We are delighted with our impact this year in Scotland, not only in supporting schools, youth clubs, children's homes and other settings with our Talk About Alcohol lesson plans and specialist resources for children with additional learning needs, but also in launching our 16+ alcohol and cannabis programme for young adults aged 16 – 25, and a UK wide campaign to tackle drink spiking in Further Education and University settings taken up widely in Scotland.

It was sad to say goodbye to Brian Gibson as he retired having established The Alcohol Education Trust's work so successfully in Scotland. I joined the AET in March and it has been a seminal year with the launch of a specialised programme supporting more vulnerable 16 – 25 year olds around alcohol and cannabis in strong partnership with three charities (through Inspiring Scotland's Youth Action Fund): Enable who support young adults requiring learning support to develop training and employability skills, Street League who use sport and activities to build the confidence and employability of young people and Aberdeen Foyer who work across Aberdeenshire as well in their own residential setting to support young people with employment, housing and life skills. We are thrilled that Action for Children and FARE have now joined The Inspiring Scotland Youth Action Fund programme.



Since March we have built excellent relationships and equipped 95 fantastic staff from the three organisations with the skills and resources to be able to support young people day to day to tackle peer pressure, their social lives, mental health issues and life choices, not only around alcohol, but also Cannabis for the first time. The life-stuff.org website has proved an invaluable addition to supporting young adults ongoing as well.



Enable staff team participating in training



Aberdeen Foyer with their resource packs
"It was an amazing and very enlightening training." "All good, really well delivered by Shona."
"loved the training, Shona was really relatable and knowledgeable."
"Great content and delivery. Excellent training and made me think differently about alcohol."

Organisations and Youth Professionals

I have thoroughly enjoyed delivering training to an additional 103 professionals in 27 organisations across Scotland that work with vulnerable young people including the Hot Chocolate Trust, The Dean and Cauvin Young People's Trust, PSYV -Alloa , Tullochan, Calman Trust, YoMo and Foster Plus.



YoMo staff team



Calman Trust team

Partnership working

We have developed some wonderful partnership working opportunities and a real highlight was delivering an input to Youth Workers from across Scotland at Youth Scotland's Big Ideas weekend. There was great participation and discussion, with further training sessions booked in by attending organisations. The training input was well received and we are delighted to be delivering another input at a second Youth Scotland event in November.



Big Ideas weekend at Stirling University organised by Youth Scotland

We are currently in early stages of some great partnership working with Street Assist in Edinburgh, who work within the night time economy supporting young people who have been drinking and look forward to training their volunteers in the coming months.

Schools outreach

We have just launched a fully updated Scottish Teacher workbook with the latest statistics, additional materials and embedded lesson plans via the teacher's area of the AET website.

Schools supported with resources and or teacher training this year include Ayrshire College, Keith Grammar School, Elgin High School, Eastbank Academy, Forth Valley High School, Craigmont High School, Coatbridge High School, Lossiemouth High School.

Kinross High school, Milne's High School, Park School Kilmarnack, Mearns, Ellon and Inverurie Academies and Robert Gordon's College in Aberdeen, Skypoint, Glasgow Gaelic School, Jordanhill school and John Paul Academy in Glasgow, The Edinburgh Academy, Boroughmuir, Westerhailes High School, Park School, Royal High School, Casterbrae, Craigroyston Community High Scholl, Knightswood secondary, St Augustines RC High School, Howdenhall School and Forrester High School in Edinburgh.

We have teamed up with Glasgow Girl's Football Club Charity for them to use our fabulous resources in the schools that they deliver activities in as well as with Police Scotland where we have provided training and resources for all of the Edinburgh School Link Officers (SLO's) for them to use in the schools that they support across the City.

Good Nights out and anti drink spiking outreach

The uptake in Scotland in support of safer nights our for Freshers has been excellent, with posters, drink testing kits and what to do and where to go for help and support packs being taken up by: City of Glasgow College, Heriot Watt, Strathclyde University, N E Scotland College, West Lothian College, West College Scotland, Glasgow Caledonian, New College Lanarkshire, Robert Gordon University and The SRUSCA (three campuses) and others.



Our goals and priorities for 2020-2023

The Alcohol Education Trust's mission is to support parents, carers, teachers & community leaders to keep young people safe around alcohol and other substances and to reduce negative risk taking.

Our goals are to:

- ◊ Raise the age of onset of drinking whole drinks from the current age of 13 to at least the UK Chief Medical Officers' Guidance of age 15 with a long-term goal of the legal age of purchase of 18.
- ◊ Reduce the prevalence and social acceptability of binge drinking and drunkenness.
- ◊ Ensure the life chances of the children most vulnerable to alcohol harm and abuse are improved.
- ◊ Reduce the accidents, violence, assault and harm caused to young people and the community by alcohol.
- ◊ Encourage diversionary activities for young people that reduce anti-social behaviour crime and onset of drinking.

We will work to continue to achieve these goals by focusing on the following core objectives:



SUPPORT CHILDREN AND YOUNG PEOPLE

- o Continue to ensure that all young people (aged 11-18) have free access to the *Talk About Alcohol* programme, its websites, games, films and activities across the UK.
- o Support vulnerable young people at higher risk of alcohol and drug related harms with targeted approaches in all settings.
- o Ensure harm minimisation resources for young people to age 25 are freely available on alcohol, cannabis and vaping. Provide workshops, peer to peer training and opportunities for young adults.



SUPPORT SCHOOLS AND ORGANISATIONS

- o Train teachers, health educators (PSHE), youth professionals and community leaders new to the AET programmes face to face and on line on all issues regarding alcohol, cannabis and vaping
- o Support the provision of the Talk About Alcohol programme and other resources, websites, films, games, lesson plans and worksheets and SEN specific activities free of charge to schools and youth supporting organisations.
- o Provide ongoing guidance, training, updates, signposting and new resources to settings currently provided with AET programmes through our regionally based specialist staff throughout England and Scotland.



EMPOWER PARENTS AND CARERS

- o Equip parents and carers, face-to-face and online, with the necessary skills to keep their children safe around alcohol and other substances.

ENHANCE OUR SERVICES

- o Extend our remit and reach to young adults up the age of 25, specifically those more vulnerable to alcohol and drug related harms and student populations.
- o Develop our harm minimisation resources for young people age 16+ preparing them for the legal drinking age and its responsibilities.
- o Expand our digital outreach, training games and interactive materials.
- o Expand the range of resources offered to cover the effects of the combined use of alcohol and drugs.
- o Seek to expand our geographical reach to include London and The South East Northern Ireland & Wales.
- o Enhance local community cohesion in Dorset through our new facilities to include partnership delivery of diversionary activities and opportunities for training and skills for young people. that in turn reduce anti- social behaviour, crime and onset of drinking and drug use.

QUALITY ASSURANCE

- o Ensure all our training and resources are evaluated for their impact and produce regular reports on the outcomes of our work.
- o Seek evaluation by academic specialists of our key programmes and to only deliver evidenced
- o approaches that prevent or reduce alcohol related harm.

Treasurer's report and financial review

The Alcohol Education trust has continued to expand its reach to young adults and more geographical areas this year. We have extended our 16+ work on alcohol & cannabis into Scotland, undertaken a lot of research and campaigns around drink spiking, launched an extremely successful campaign with universities during freshers week, and continued to deliver and extend our training and resources across England & Scotland. Locally, we have firmly established ourselves at the centre of the community with our range of popular diversionary activities for young people and events across the year.

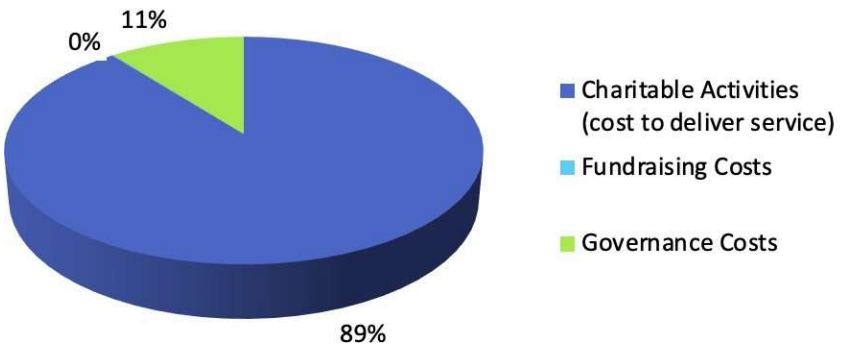
Income for the year amounted to £323,201 (119% of budget) and expenditure amounted to £226,286 (87% of budget). Incoming restricted funds during the year amounted to £162,704. Expenditure from restricted funds during the year amounted to £143,792. This was principally expended on:

- our 16+ project and extending this work into Scotland.
- the continued delivery of training and resources by our regional co-ordinators for Scotland and the Midlands, South & West regions, and extending this work with a dedicated co-ordinator in London & South East region.
- our targeted work in specific areas of the North (Cumbria, Lancashire & North Yorkshire) and the start of a new project in Humber.
- our continued work with schools and organisations with a high degree of special education needs and looked-after children.
- the launch of a new and highly successful university campaign during freshers week which we hope to repeat and expand in 2023.
- really establishing ourselves in the community with a wide selection of community events at the Pavilion, working with local organisations and schools with a range of activities.
- the completion of our Digital project to enhance our online resources & presence.

Incoming general funds amounted to £160,497. This included £30,449 from PiP Café comprising a donation from their profits of £14,134, rental of £6,000 plus a contribution of £4,938 towards the shared costs of the Pavilion and £5,377 for shared staff costs.

Gross expenditure from general funds during the year amounted to £136,512 with the majority funding our central staff and school and regional co-ordinators (plus their associated travel costs) of £108,971, office expenses and associated ground rent for the Pavilion £10,194, printing and postage of resources of £3,607, IT & Software £2,233, accountancy & other professional fees £2,016 and depreciation of £7,873. This was offset by the cost recovery of £18,738 for resources and £35,280 for staff costs, both relating to the delivery of fully funded training & resources as part of our project work.
Income from resources through commissioning and purchases by organisations (schools, youth and sports clubs are supported free of charge), generated £4,220. We also generated an impressive £4,795 from the hire of the community room and £708 commission on arts and crafts sold in the cafe for local young artists. This brought our total unrestricted sales figure to £9,723. We also continued to receive an annual contribution of £3,000 from Dorchester Town Council towards the provision of public toilets at the Pavilion.

OPERATING EXPENDITURE 2021-22



AET – SUMMARY OF ANNUAL ACCOUNTS

INCOME	2021–22	2020–21
Grants & Charitable Donations	£219,849	£197,042
Other Donations	£53,563	£33,576
Donation from PiP Café	£14,134	£0
Community Fundraising	£276	£0
Sales	£16,064	£2,379
Rental Income	£6,000	£0
Other Income from PiP Café	£10,315	£0
Other Income (incl. Job Retention Scheme)	£3,000	£19,026
OPERATING INCOME	**£323,201**	**£252,024**
Funds received for Pavilion Build Fund	£0	£12,161
TOTAL INCOME	**£323,201**	**£264,185**
EXPENDITURE	**2021–22**	**2020–21**
Charitable Activities (Cost to Deliver Service)	£202,267	£147,368
Fundraising Costs	£184	£4,384
Governance Costs	£23,834	£20,901
OPERATING EXPENDITURE	**£226,286**	**£172,653**
Capital Expenditure on the Pavilion	£0	£1,938
TOTAL EXPENDITURE	**£226,286**	**£174,591**

The current economic conditions meant that our investment fell during the year, giving rise to an unrecognised loss of £7,796. However, in the longer term we expect this to recover.
The planned purchase of a Shepherd's Hut for outdoor sales in 2022 was delayed and instead we borrowed a trailer from a local charity. We saw much lower demand then expected from the outdoor sales kiosk over the summer, so the CEO and trustees opted to retain the trailer at a much lower cost. As at the 30th September 2022, we closed the designated build fund and transferred £3k to an Outdoor Kiosk Fund to cover the costs of purchasing and permanently installing the trailer, created a Pavilion Maintenance Fund of £48k for future repairs to our building and the small residual balance was released to general funds. The CEO Succession Reserve remained at £50k recognising that the true market cost of replacing the current CEO would be significantly higher than the existing CEO remuneration. After placing these designated funds aside and adjusting for Stock, Fixed Assets & our investment in PiP Café, our balance of 'Free Reserves' at the year-end was £139,444, providing 12 months cover for our gross operating costs of £136,512 which is in line with our reserves policy.
Overall, our operating expenditure increased by over 30% this year to £226k – this was due to the combination of continued underlying growth of the charity, recovery from COVID which had continued to affect our operations in 2020-21 and the impact of some specifically funded large projects (e.g., our 16+ work in England & Scotland, our new work with universities and our community work at the Pavilion). Our budgeted costs for next year are £321k being an increase of 23% on last years' budget – our focus for 2023 is to build on our 16+ work, consolidate and extend our regional work, expand our existing outreach to universities and relaunch our brand and social media presence to make sure it fully encompasses all the new areas of work and remains relevant and engaging for all of our growing range of users.

PIP Café

The charity runs PIP Café via a trading subsidiary called Pavilion in the Park (PiPs) Ltd. We set a modest budget for 2021-22 and café trading continued to exceed expectations by some margin, providing a profit level significantly above our original expectations. Turnover for the year was £241k which was an impressive £79k ahead of budget. Our gross profit was £170k and expenditure amounted to £116k resulting in an operating profit of £54k.

The new playpark, adjacent to the Pavilion, opened in May 2022 which was an incredibly busy time for the staff at PiP Café – business then settled down over the following months but the addition of the park has definitely contributed to the increase in our turnover.

PiP Café is making a significant contribution to the charity. In 2020-21, there was £1,320 towards the shared costs of the Pavilion plus a donation of £14,134 from the 2020-21 profits (which was paid to the charity in the 2021-22 financial year). In 2021-22 this has increased significantly - £4,938 towards the shared costs of the Pavilion, £5,377 for shared staff costs, £6k rental (which will increase to £8k from 2022-23 onwards) plus a donation from the 2021-22 profits of £53,105 (which will be paid in the 2022-23 financial year) making a total of £69,420. PiP Café is generating invaluable income for our work with young people across the UK and provides an incredible return on the original investment.

We are expecting 2022-23 to be a much more challenging year financially for the cafe. Our two biggest costs are staff and suppliers, both of which are steadily increasing. With the current economic conditions, we are also expecting customers to be spending less. We have made some modest increases to our prices and will try to hold prices at a reasonable level but will need to constantly review against our monthly management accounts. As always, we are very reliant on the weather and one of our biggest challenges is getting staffing levels right when trade can vary significantly from day- to-day. We supplement our lower winter income with supper club events which are very popular.

For 2022-23, we have budgeted sales of £214k, gross profit of £145k, expenses of £119k and operating Profit of £26k.

PIP CAFÉ – SUMMARY OF ANNUAL ACCOUNTS		
INCOME	**2021–22**	**2020–21**
Sales	£241,235	£96,062
Less Purchases	£71,521	£25,894
GROSS PROFIT	**£169,714**	**£70,168**
EXPENDITURE	**2021–22**	**2020–21**
Staff Costs	£89,435	£30,644
Other Costs	£21,664	£11,077
Shared Costs from AET	£4,938	£1,320
TOTAL EXPENDITURE	**£116,037**	**£43,041**
OPERATING PROFIT	**£53,677**	**£27,127**

Impacts and outcomes

Independent evaluation of our impact, fidelity and effectiveness

- ◊ The *Talk About Alcohol* programme is evidenced to significantly raise the age of onset of drinking through the delivery of 4 lessons in Year 8 and 2 top up lessons in Year 9 (NFER 2013).
- ◊ This effect gets significantly stronger as teenagers get older (NFER 2015).
- ◊ It is equally effective for ethnic minorities (NFER 2013).
- ◊ It is effective in areas of multiple deprivation where alcohol-related harms for under 18s are highest in England (2016 UCL Institute of Education).

The *Talk About Alcohol* programme is selected as best practice by

Early Intervention Foundation

European Platform for investment in Children Promising

NCVO charity ethical principles

The trustees carried out their annual review of the NCVO Charity Ethical Principles which provide a framework for the ethical execution of charitable purpose and help guide decision-making and development of policies and procedures. The trustees report that they are confident that the charity is upholding the Guiding Principles to put Beneficiaries First, act with Integrity and Openness & protect everybody's Right to be Safe. Education).

Data Maturity



The AET has scored 3.8 out of 5 on data maturity, based on the average across the seven themes.
The AET strictly incorporates the principles of evidenced Health Education which are detailed in the International Standards on Drug Use Prevention (unodc.org). The standards clearly define the Characteristics of programmes for prevention education based on social competence and influence deemed to be associated with efficacy and/or effectiveness based on expert consultation. Namely:

- ✓ they use interactive methods;
- ✓ they are delivered through a series of structured sessions (typically 10–15 sessions), taking place once a week, often providing booster sessions over multiple years;
- ✓ they are delivered by a trained facilitator (also including trained peers);
- ✓ they provide an opportunity to practise and learn a wide array of personal and social skills, in particular, coping, decision-making and resistance skills, especially in relation to substance use;
- ✓ they change perceptions of the risks associated with substance use, emphasizing the immediate consequences;
- ✓ they dispel misconceptions regarding the normative nature and the expectations linked to substance use.

Approaches are detailed which are associated with lack of efficacy and/or effectiveness or with adverse effects based on expert consultation which we emphatically avoid;

- × they use non-interactive methods, such as lecturing, as a primary delivery strategy;
- × they rely heavily on merely giving information, in particular to elicit fear;
- × they are based on unstructured dialogue sessions; they focus only on the building of self-esteem and emotional education;
- × they address only ethical and moral decision-making or values;
- × they use former drug users to provide testimony of their personal experience.

The principles below from CEOP are also embraced

icmec.org/wp-content/uploads/2017/03/Key-Principles- of-Effective-Prevention-Education-CEOP-UK.pdf

Awards and recognition

Children and Young People Now! 2022 Finalist for best early intervention awards

Teach Secondary Awards 2021
Best Free Resource

Private Education & Development Awards 2019

Education Resource Awards 2019, Highly Commended for best secondary school resource

Alcohol Awareness for Young People Award (2018) from the Chris Donovan Trust

Inspiring Wellbeing Awards 2018 - Outstanding contribution to Wellbeing

Charity Times Finalist for best small charity of the year 2017

A joined-up approach to reduce alcohol and other substances related harms

ENSURING YOUNG PEOPLE LEARN TO STAY SAFE AROUND ALCOHOL AND OTHER SUBSTANCES

SUPPORT CHILDREN AND YOUNG PEOPLE

- Online games and activities
- Story and picture-led activities for children with learning disabilities
- Films, role play and engaging information and resources
- Assemblies, workshops and peer to peer development.

SUPPORT SCHOOLS AND ORGANISATIONS

- Evidenced resources fully supported online
- Age and ability appropriate
- Training + CPD
- Regular updates
- Printed online guidance/ resources/ evaluation.

EMPOWER PARENTS AND CARERS

- Face-to-face support sessions
- Confidential email advice
- Dedicated online advice and guidance and regular newsletter updates.

QUALITY ASSURANCE MEASURES

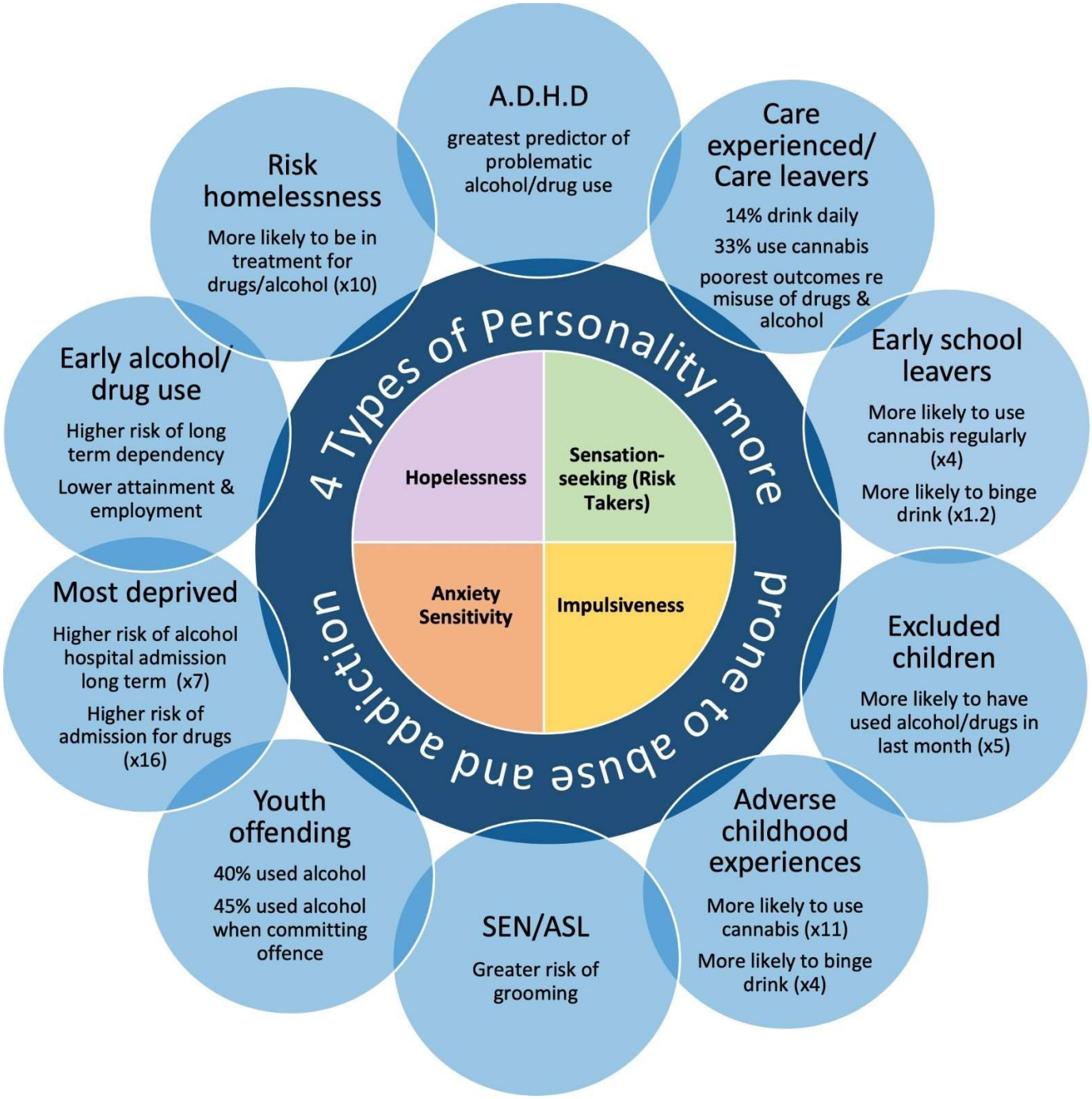
- Third party evaluation to assess impact and regular reporting on outcomes
- Piloting with young people and professionals to assure fidelity and fit for purpose
- Baseline and long term follow-up
- Advisory panel of experts.

FOCUS AREAS

- Special educational needs and looked-after children
- Geographical areas where alcohol-related hospital admissions are highest for under 18s
- Vulnerable young adults up to age 25.

Young people's vulnerabilities for alcohol and other substance related harms

The complexity of the task:



Key AET Intervention points:

- Transition from Primary to Secondary school
- Tipping point Age 13
  - Average age of first whole drink
  - Look away from family to peers
- Transition to college/ university & leaving home

Funding

We are very grateful to our current and past funders and business supporters as well as those who provide support in kind, a range of whom include:

The Alice Ellen Cooper Dean Charitable Trust

Dorset Health Trust

National Lottery

The Stewarts Foundation

Longleigh Foundation

North Yorkshire PCC

Inspiring Scotland

The Distillers' Charity

Inner London Magistrates Poor Fund

Valentine Charitable Trust

Ansvar Insurance

Wine and Spirit Education Trust

Garfield Weston

Low Carbon Dorset

Dorchester Town Council

Leverhulme Trust

Waitrose Community Matter

Hugh Fraser Foundation

Postcode Neighbourhood Trust

Clothworkers' Foundation

Dorchester Round Table

Dorchester Rotary Club

Safer Dorset Fund

Wessex Water Community Fund

Catherine Cookson Charitable Trust

Google Ad Grants

Greater Manchester Fire & Rescue Service Youth Aspiration Fund

St James's Place Foundation

Tesco Bags of Help

The Arts Society, Dorset

Poundbury Wealth Management

Cumbria Constabulary

All Churches

Bernard Sunley Foundation

Savoy Education Trust

Dorset Council

The Cabinet Office

29th May 1961 Charitable Trust

Duchy of Cornwall

The Whittaker Charitable Trust

Dorset Council Youth Opportunity Fund

Lottery Communities Fund

Brigadier DV & Mrs HR Phelps Charitable Trust

The Forsyth Foundation

Herts Community Foundation

The Childhood Trust

The Loveday Charitable Trust

The Fitton Trust

Virgin Giving Money

The Yusef Foundation

Fairfield Charitable Trust

Tesco Centenary Fund

The Bank of Scotland

Foundation Scotland

The Dorset Shrieval Charitable Trust

The Charles & Elsie Sykes Trust

Pocket Parks

Ministry of Housing, Communities & Local Government

Sport England

The Merchant Taylors' Foundation

Cheshire Constabulary's Safer Schools Partnership funded through Crimebeat

The annual report was approved by the trustees of the charity on the 22nd February 2023 and signed on its behalf by:

_____

Vicky McDonaugh, Chair of Trustees Date: 22nd February 2023

SECTION 2

ACCOUNTS

Charity registration number: 1186202

THE ALCOHOL EDUCATION TRUST
ANNUAL REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 SEPTEMBER 2022

Edwards & Keeping

Chartered Accountants

THE ALCOHOL EDUCATION TRUST

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Notes to the Financial Statements	5 to 15

THE ALCOHOL EDUCATION TRUST

REFERENCE AND ADMINISTRATIVE DETAILS

Trustees	Victoria McDonaugh PGCE, Chair Christina Benjamin BSc (Hons) PGCE David Cox Stephen Foster Kate Larard MSc HV RM SRN Andrew Morse BSc Hons Keith Newton ACA Dr Lara Jayne Wear MB BS BSc DCH (SA) MRCGP Alison Winsborough BMus PGCE
Senior Management / Leadership Team	Helena Conibear, Chief Executive
Charity Registration Number	1186202
Principal Office	Pavilion in the Park St John Way Poundbury Dorchester Dorset DT1 2FG
Independent Examiner	S J Hough FCA Edwards & Keeping Chartered Accountants Unity Chambers 34 High East Street Dorchester Dorset DT1 1HA
Bankers	The Co-operative Bank P O Box 250 Skelmerdale WN8 6WT

THE ALCOHOL EDUCATION TRUST

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF THE ALCOHOL EDUCATION TRUST

I report to the trustees on my examination of the accounts of The Alcohol Education Trust for the year ended 30 September 2022.

Responsibilities and basis of report

As the charity trustees of The Alcohol Education Trust you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the The Alcohol Education Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

Since The Alcohol Education Trust's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of The Alcohol Education Trust as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

S J Hough FCA
Edwards & Keeping
Chartered Accountants

Unity Chambers
34 High East Street
Dorchester
Dorset
DT1 1HA

9 March 2023

THE ALCOHOL EDUCATION TRUST

STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 30 SEPTEMBER 2022

	Note	Unrestricted £	Restricted £	Total 2022 £	Total 2021 £
Income and Endowments from:					
Donations and legacies	2	134,182	156,364	290,546	260,420
Charitable activities	3	20,039	6,340	26,379	3,765
Other trading activities	4	6,276	-	6,276	-
Total income		160,497	162,704	323,201	264,185
Expenditure on:					
Raising funds		(184)	-	(184)	-
Charitable activities	5	(82,310)	(143,792)	(226,102)	(174,591)
Total expenditure		(82,494)	(143,792)	(226,286)	(174,591)
(Loss)/gain on investment assets	11	(7,796)	-	(7,796)	7,490
Net income		70,207	18,912	89,119	97,084
Gross transfers between funds		577	(577)	-	-
Net movement in funds		70,784	18,335	89,119	97,084
Reconciliation of funds					
Total funds brought forward		497,132	131,719	628,851	531,767
Total funds carried forward	17	567,916	150,054	717,970	628,851

All of the charity's activities derive from continuing operations during the above two periods.

The funds breakdown for 2021 is shown in note 17.

THE ALCOHOL EDUCATION TRUST

(CHARITY COMMISSION REGISTRATION NUMBER: 1186202)
(OSCR REGISTRATION NUMBER SC050360)
BALANCE SHEET AS AT 30 SEPTEMBER 2022

	Note	2022 £	2021 £
Fixed assets			
Tangible assets	10	284,230	292,103
Investments	11	102,799	85,595
		387,029	377,698
Current assets			
Stocks	12	18,242	7,237
Debtors	13	11,447	401
Cash at bank and in hand	14	374,717	314,567
		404,406	322,205
Creditors: Amounts falling due within one year	15	(73,465)	(71,052)
Net current assets		330,941	251,153
Net assets		717,970	628,851
Funds of the charity:			
Restricted income funds			
Restricted funds	17	150,054	131,719
Unrestricted income funds			
Unrestricted funds		567,916	497,132
Total funds	17	717,970	628,851

The financial statements on pages 3 to 15 were approved by the trustees, and authorised for issue on 22 February 2023 and signed on their behalf by:

Victoria McDonaugh PGCE
Trustee

1 Accounting policies

Statement of compliance
The financial statements have been prepared in accordance with the second edition of the Charities Statement of Recommended Practice issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011.

Basis of preparation
The Alcohol Education Trust meets the definition of a public benefit entity under FRS 102. The accounts (financial statements) have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to these accounts.

Exemption from preparing a cash flow statement
The charity opted to early adopt Bulletin 1 published on 2 February 2016 and have therefore not included a cash flow statement in these financial statements.

Going concern
The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern.

Income and endowments
Voluntary income including donations, gifts, legacies and grants that provide core funding or are of a general nature is recognised when the charity has entitlement to the income, it is probable that the income will be received and the amount can be measured with sufficient reliability.

Donations and legacies

Donations and legacies are recognised on a receivable basis when receipt is probable and the amount can be reliably measured.

Grants receivable

Grants are recognised when the charity has an entitlement to the funds and any conditions linked to the grants have been met. Where performance conditions are attached to the grant and are yet to be met, the income is recognised as a liability and included on the balance sheet as deferred income to be released.

Deferred income

Deferred income represents amounts received for future periods and is released to incoming resources in the period for which, it has been received. Such income is only deferred when:

- The donor specifies that the grant or donation must only be used in future accounting periods; or
- The donor has imposed conditions which must be met before the charity has unconditional entitlement.

Expenditure
All expenditure is recognised once there is a legal or constructive obligation to that expenditure, it is probable settlement is required and the amount can be measured reliably. All costs are allocated to the applicable expenditure heading that aggregate similar costs to that category. Where costs cannot be directly attributed to particular headings they have been allocated on a basis consistent with the use of resources, with central staff costs allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset’s use. Other support costs are allocated based on the spread of staff costs.

Charitable activities

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Support costs

Support costs include central functions and have been allocated to activity cost categories on a basis consistent with the use of resources, for example, allocating property costs by floor areas, or per capita, staff costs by the time spent and other costs by their usage.

Government grants

Government grants are recognised based on the accrual model and are measured at the fair value of the asset received or receivable. Grants are classified as relating either to revenue or to assets. Grants relating to revenue are recognised in income over the period in which the related costs are recognised. Grants relating to assets are recognised over the expected useful life of the asset. Where part of a grant relating to an asset is deferred, it is recognised as deferred income.

Taxation

The charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

Tangible fixed assets

Individual fixed assets costing £1,000 or more are initially recorded at cost, less any subsequent accumulated depreciation and subsequent accumulated impairment losses. However, the Trustees may consider capitalising lower cost items where appropriate,

Depreciation and amortisation

Depreciation is provided on tangible fixed assets so as to write off the cost or valuation, less any estimated residual value, over their expected useful economic life as follows:

Asset class	Depreciation method and rate
Leasehold Buildings	Over the minimum period of the lease straight line
Fixtures and Fittings	20% reducing balance

Fixed asset investments

Fixed asset investments, other than programme related investments, are included at market value at the balance sheet date. Realised gains and losses on investments are calculated as the difference between sales proceeds and their market value at the start of the year, or their subsequent cost, and are charged or credited to the Statement of Financial Activities in the period of disposal.

Unrealised gains and losses represent the movement in market values during the year and are credited or charged to the Statement of Financial Activities based on the market value at the year end.

Unlisted investments, including the investment in the subsidiary are measured at cost less provision for impairment as the fair value cannot be measured reliably.

Stock

Stock is valued at the lower of cost and estimated selling price.

Trade debtors
Trade debtors are amounts due from customers for merchandise sold or services performed in the ordinary course of business.

Trade debtors are recognised initially at the transaction price. They are subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for the impairment of trade debtors is established when there is objective evidence that the charity will not be able to collect all amounts due according to the original terms of the receivables.

Cash and cash equivalents
Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

Trade creditors
are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

Fund structure
Unrestricted income funds are general funds that are available for use at the trustees's discretion in furtherance of the objectives of the charity.

Designated funds are unrestricted funds set aside for specific purposes at the discretion of the trustees.

Restricted income funds are those donated for use in a particular area or for specific purposes, the use of which is restricted to that area or purpose.

2 Income from donations and legacies

	Unrestricted			
	General £	Restricted £	Total 2022 £	Total 2021 £
Donations and grants;				
Grants and charitable donations	103,735	116,114	219,849	209,203
Donation from subsidary of 2020/21 profits	14,134	-	14,134	-
Other donations	13,313	40,250	53,563	33,576
Government grants	3,000	-	3,000	17,641
	134,182	156,364	290,546	260,420

Included in general grants for 2021/22 is £15,000 from the Garfield Weston Foundation to support the core work of The Alcohol Education Trust from March 2022 to February 2023.

3 Income from charitable activities

	Unrestricted General £	Restricted £	Total 2022 £	Total 2021 £
Miscellaneous sales and hire income	20,039	6,340	26,379	3,765

4 Income from other trading activities

	Unrestricted funds General £	Total 2022 £	Total 2021 £
Community fundraising	276	276	-
Property rental income (PIP Cafe)	6,000	6,000	-
	6,276	6,276	-

5 Expenditure on charitable activities

	Note	Unrestricted General £	Restricted £	Total 2022 £	Total 2021 £
Staff costs	7	105,668	48,684	154,352	129,685
Pavilion ground rent		1,500	-	1,500	-
Office expenses		8,694	364	9,058	8,689
Computer software and maintenance		2,233	4,347	6,580	6,281
Printing, postage and stationery		3,607	16,970	20,577	13,559
Travel and subsistence		3,302	6,719	10,021	4,150
Advertising		409	150	559	875
Legal and professional fees		216	7,600	7,816	2,974
Sundry expenses		1,026	2,213	3,239	1,368
Resource allocation		(54,018)	54,018	-	-
Pavilion Event costs		-	2,727	2,727	-
Independent Examiner's remuneration	8	1,800	-	1,800	1,980
Depreciation		7,873	-	7,873	5,030
		82,310	143,792	226,102	174,591

The Resource allocation total of £54,018 consists £35,280 staff costs and £18,738 other costs. Included in expenditure on charitable activities are governance costs of £23,834 (2021 £20,901).

6 Trustees remuneration and expenses

During the year the charity made the following transactions with trustees:

David Cox
£428 (2021: £104) of expenses were reimbursed to David Cox during the year.

The expenses were reimbursement of travel expenses incurred.

No trustees, nor any persons connected with them, have received any remuneration from the charity during the year.

No trustees have received any other benefits from the charity during the year.

7 Staff costs

The aggregate costs were as follows:

	2022 £	2021 £
Staff costs during the year were:		
Wages and salaries	116,491	96,647
Social security costs	4,431	2,534
Pension costs	2,194	1,789
	123,116	100,970
Self-employed contractors	31,236	28,715
	154,352	129,685

The monthly average number of persons (including senior management / leadership team) employed by the charity during the year (head count) was as follows:

	2022 No	2021 No
All persons employed	6	5

No employee received emoluments of more than £60,000 during the year

8 Independent examiner's remuneration

	2022 £	2021 £
Other fees to examiners		
Examination-related assurance services	1,080	1,080
All other services	720	900
	1,800	1,980

9 Taxation

The charity is a registered charity and is therefore exempt from taxation.

10 Tangible fixed assets

	Land and buildings £	Furniture and equipment £	Total £
Cost			
At 1 October 2021	293,031	4,102	297,133
At 30 September 2022	293,031	4,102	297,133
Depreciation			
At 1 October 2021	3,663	1,367	5,030
Charge for the year	7,326	547	7,873
At 30 September 2022	10,989	1,914	12,903
Net book value			
At 30 September 2022	282,042	2,188	284,230
At 30 September 2021	289,368	2,735	292,103

Included within the net book value of land and buildings above is £Nil (2021 - £Nil) in respect of freehold land and buildings and £282,042 (2021 - £289,368) in respect of leaseholds.

11 Fixed asset investments

	2022 £	2021 £
Shares in group undertakings and participating interests	25,000	25,000
Other investments	77,799	60,595
	102,799	85,595

Shares in group undertakings and participating interests

	Subsidiary undertakings £	Total £
Cost		
At 1 October 2021	25,000	25,000
At 30 September 2022	25,000	25,000
Net book value		
At 30 September 2022	25,000	25,000
At 30 September 2021	25,000	25,000

Other investments

	Unit Trust investment £	Total £
Cost or Valuation		
At 1 October 2021	60,595	60,595
Revaluation	(7,796)	(7,796)
Additions	25,000	25,000
At 30 September 2022	77,799	77,799
Net book value		
At 30 September 2022	77,799	77,799
At 30 September 2021	60,595	60,595

Details of undertakings

Details of the investments in which the charity holds 20% or more of the nominal value of any class of share capital are as follows:

Undertaking	Country of incorporation	Holding	Proportion of voting rights and shares held		Principal activity
			2022	2021	
Subsidiary undertakings					
The Pavilion in the Park (PIPS) Ltd St John Way, Poundbury, Dorchester, DT1 2FG	England & Wales	Ordinary	100%	100%	Running the cafe at Pavilion in the Park

Subsidiaries

The profit for the financial period of The Pavilion in the Park (PIPS) Ltd was £53,677 (2021 - £27,127) and the aggregate amount of capital and reserves at the end of the period was £91,670 (2021 - £52,127).

12 Stock

	2022	2021
	£	£
Stocks	18,242	7,237

13 Debtors

	2022	2021
	£	£
Due from group undertakings	10,957	301
Other debtors	490	100
	11,447	401

14 Cash and cash equivalents

	2022	2021
	£	£
Cash on hand	593	60
Cash at bank	374,124	314,507
	374,717	314,567

15 Creditors: amounts falling due within one year

	2022	2021
	£	£
Trade creditors	21,134	11,069
Other creditors	1	10,149
Accruals	6,830	1,834
Deferred income	45,500	48,000
	73,465	71,052

16 Commitments

Lease commitments
The Alcohol Education Trust leases land from His Royal Highness The Prince of Wales for a 60 year period from 1 April 2021 with a rent starting from 1 April 2022 at £3,000pa, index linked each year.
The total amount contracted for but not provided in the financial statements was £Nil (2021 - £Nil).

17 Funds

	Balance at 1 October 2021 (as restated) £	Incoming resources £	Resources expended £	Transfers £	Other recognised gains/(losses) £	Balance at 30 September 2022 £
Unrestricted						
General						
General funds	393,282	160,497	(82,494)	3,427	(7,796)	466,916
Designated						
Building Fund	53,850	-	-	(53,850)	-	-
CEO Succession Reserve	50,000	-	-	-	-	50,000
Outdoor Kiosk Fund	-	-	-	3,000	-	3,000
Pavilion Maintenance Fund	-	-	-	48,000	-	48,000
	103,850	-	-	(2,850)	-	101,000
Total unrestricted	497,132	160,497	(82,494)	577	(7,796)	567,916
Restricted						
Cumbria & Lancs	-	3,750	(3,170)	(580)	-	-
Dorset	9,772	-	(4,695)	-	-	5,077
16+ (formerly Foyer)	48,551	26,000	(24,450)	-	-	50,101
LAAAs	142	-	(145)	3	-	-
Leeds & Kirklees	1,317	-	(300)	-	-	1,017
Midland & South West	19,555	14,000	(18,586)	-	-	14,969
North Yorkshire	3,174	-	(3,117)	-	-	57
Scotland	23,409	15,000	(17,985)	-	-	20,424
SEN/LAC	10,496	-	(10,479)	-	-	17
Digital	7,211	-	(6,662)	-	-	549
PiPs space	8,092	21,850	(10,051)	-	-	19,891
16+ Scotland	-	36,264	(23,724)	-	-	12,540
Humber	-	10,000	(883)	-	-	9,117
L&SE	-	20,000	(8,342)	-	-	11,658
Newham	-	5,410	(832)	-	-	4,578
University	-	10,430	(10,371)	-	-	59
Total restricted	131,719	162,704	(143,792)	(577)	-	150,054
Total funds	628,851	323,201	(226,286)	-	(7,796)	717,970

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 SEPTEMBER 2022

	Balance at 1 October 2020 (as restated) £	Incoming resources £	Resources expended £	Transfers £	Other recognised gains/(losses) £	Balance at 30 September 2021 £
Unrestricted funds						
General						
General funds	74,268	97,951	(71,490)	285,063	7,490	393,282
Designated						
Building Fund	355,760	12,161	(1,938)	(312,133)	-	53,850
CEO Succession Reserve	25,000	-	-	25,000	-	50,000
	380,760	12,161	(1,938)	(287,133)	-	103,850
Total unrestricted funds	455,028	110,112	(73,428)	(2,070)	7,490	497,132
Restricted						
Cumbria & Lancs	4,058	5,250	(9,883)	575	-	-
Dorset	12,643	-	(2,871)	-	-	9,772
East Midlands	3,793	5,000	(8,806)	13	-	-
16+ (formerly Foyer)	7,954	61,200	(20,603)	-	-	48,551
Greater London	375	-	(926)	551	-	-
Gr.Manchester F&R	741	-	(1,588)	847	-	-
LAAAs	1,890	-	(1,748)	-	-	142
Leeds & Kirklees	1,503	-	(186)	-	-	1,317
Midland & South West	16,368	17,000	(13,813)	-	-	19,555
North Yorkshire	5,959	-	(2,785)	-	-	3,174
Scotland	4,218	39,000	(19,809)	-	-	23,409
SEN/LAC	17,237	-	(6,741)	-	-	10,496
Digital	-	9,690	(2,479)	-	-	7,211
Mersey	-	2,500	(2,584)	84	-	-
PiPs space	-	14,433	(6,341)	-	-	8,092
Total restricted funds	76,739	154,073	(101,163)	2,070	-	131,719
Total funds	531,767	264,185	(174,591)	-	7,490	628,851

The specific purposes for which the funds are to be applied are as follows:

Designated funds:

Building Fund - the new office, community space and income generating cafe (operated by Pavilion in the Park (PiPs) Ltd was completed during 2020/21. The balance has been transferred to unrestricted funds in 2021/22.

CEO Succession Fund - £50,000 is held in a designated fund to recognise that the true cost of replacing the current CEO would be significantly higher than the existing CEO remuneration.

Outdoor Kiosk - £3,000 is held in a designated fund for the planned purchase and fit out of a trailer for use as an outdoor kiosk.

Pavilion Maintenance Fund - £48,000 is held in a designated fund for future Pavilion maintenance costs.

18 Analysis of net assets between funds

	Unrestricted funds		Restricted funds	Total funds at 30 September 2022
	General	Designated		
	£	£	£	£
Tangible fixed assets	284,230	-	-	284,230
Fixed asset investments	102,799	-	-	102,799
Current assets	95,611	101,000	207,795	404,406
Current liabilities	(15,724)	-	(57,741)	(73,465)
Total net assets	466,916	101,000	150,054	717,970

	Unrestricted funds		Restricted funds	Total funds at 30 September 2021
	General	Designated		
	£	£	£	£
Tangible fixed assets	292,103	-	-	292,103
Fixed asset investments	85,595	-	-	85,595
Current assets	57,575	113,939	150,691	322,205
Current liabilities	(41,991)	(10,089)	(18,972)	(71,052)
Total net assets	393,282	103,850	131,719	628,851

19 Related party transactions

During the year the charity made the following related party transactions:

Pavilion in the Park (PIPS) Ltd
(Pavilion in the Park (PIPS) Ltd is a wholly owned trading subsidiary of The Alcohol Education Trust)
During the year, expenses relating to the Pavilion in the Park are shared between The Alcohol Education Trust and Pavilion in the Park (PIPS) Ltd. At the balance sheet date the amount due from Pavilion in the Park (PIPS) Ltd was £10,957 (2021 - £300).

The Talk About Trust

England & Wales - Charity number 1186202

Accounts

Charity Number: 1186202

The Alcohol Education Trust

Trustees Annual Report & Accounts

For the year ended 30th September 2021

www.alcoholeducationtrust.org www.talkaboutalcohol.com

SECTION 1

Trustees Annual Report

REFERENCE AND ADMINSTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS

Trustees	Victoria McDonaugh PGCE (Chair) Keith Newton ACA Alison Winsborough BMus PGCE Dr Lara Jayne Wear MB BS BSc DCH (SA) MRCGP Stephen Foster Christina Benjamin BSc (Hons) PGCE Kate Larard MSc HV RM SRN Andrew Morse BSc Hons David Cox
Chief Executive	Helena Conibear
Charity Registered Number	1186202 England & Wales SC050360 Scotland
Registered Office	Pavilion in the Park St John Way Poundbury Dorchester Dorset DT1 2FG
Bankers	The Co-Operative Bank Business Direct PO Box 250 Skelmersdale WN8 6WT
Independent Examiner	S J Hough FCA Edwards & Keeping Chartered Accountants Unity Chambers 34 High East Street Dorchester Dorset DT1 1HA

TRUSTEES' REPORT
FOR THE YEAR ENDED 30 SEPTEMBER 2021

The trustees submit their annual report and financial statements of the Alcohol Education Trust (AET) for the year ended 30 September 2021.

The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" in preparing the annual report and financial statements of the charity.

Public Benefit

The trustees confirm that to the best of their ability they have consistently complied with their duty to have due regard to the guidance on the public benefit published by the Commission in exercising their powers or duties.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing Document

The Alcohol Education Trust was originally a 'Trust' governed by a Constitution drawn up on 18 October 2010 and registered with the Charity Commission for England & Wales on 2 November 2010 (Reg. No. 1138775) and the Scottish Charity Regulator on 21 June 2018 (Reg No. SC048482). With effect from 1st April 2020, the Alcohol Education Trust changed its legal status from a 'Trust' to a 'Charitable Incorporated Organisation' (CIO) and is now governed by a constitution dated 6th November 2019 and registered with the Charity Commission for England & Wales on the same date (Reg. No. 1186202) and the Scottish Charity Regulator on 31 July 2020 (SC050360).

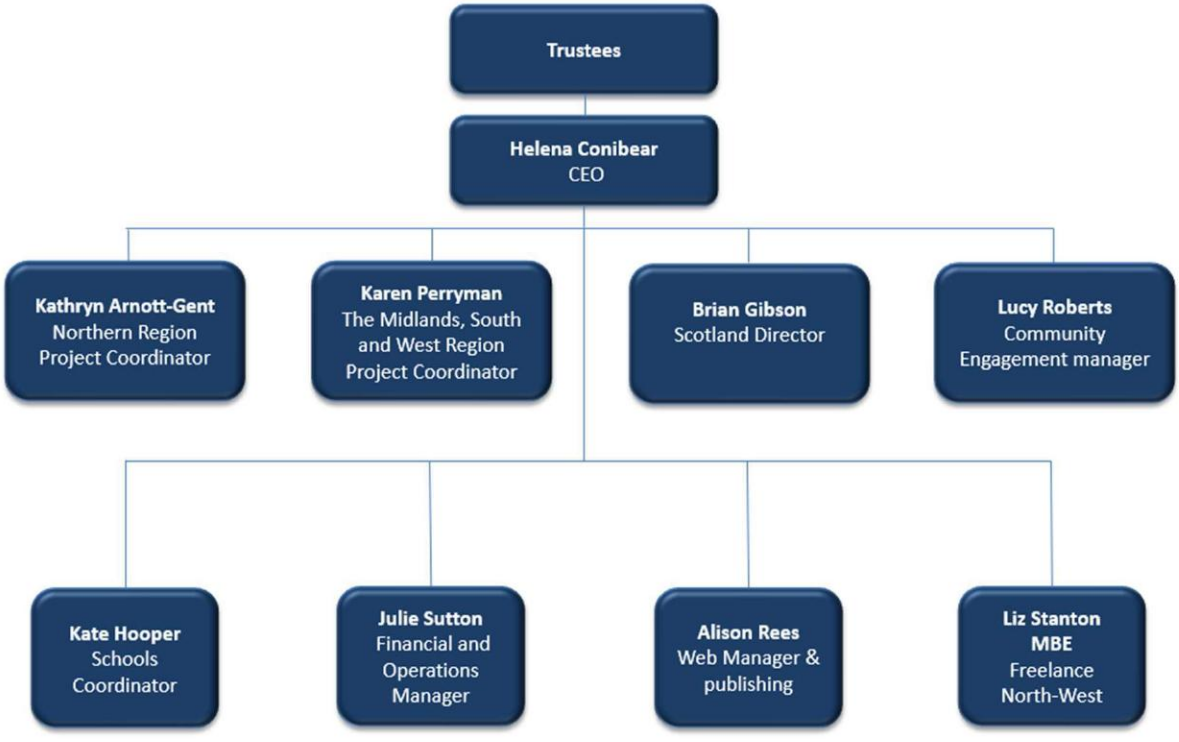
Historical Annual Reports and Accounts have been removed by the Charities Commission from their website but remain available to view at https://alcoholeducationtrust.org/trustees-reports/

Trustee Appointment

Trustees are appointed by the management committee and serve a period of three years at which time they resign by rotation and can offer themselves for re-election.

The Management Team & Trustees

The board of trustees meets four times a year. The Chief Executive runs the charity with support from four part-time employees (the Scotland Director, the Northern Region Project Coordinator, the Schools Coordinator and the Finance Manager), and three other part-time self-employed staff. Three people are based regionally in different parts of England ensuring schools have local support for training and parent sessions.



Trustees

Victoria McDonaugh MA (Hons) PGCE, Chair of Trustees was Head of History and Head of Year with a responsibility for PSHE in a large comprehensive in Cricklewood, London. She is currently a Governor of Bryanston School and was High Sheriff of Dorset in 2009/10.

Keith Newton ACA (Finance and PIP Director) is a member of the Australian Institute of Chartered Accountants. In a career of 33 years at Accenture he worked as a global management consultant specialising in strategic and technology consulting for large scale private and public sector organisations working in Sydney, Chicago, Seoul and Hong Kong. He is a company director, an investor, and advisor to a number of UK and international businesses and charities. He is currently Chairman of the West Country branch of the Britain-Australian Society (BAS); a director of the National Britain-Australia Society; a trustee of the BAS Education Trust – BASET; and an advisor to the board of an English public school having previously served as a Member of the Board and Chairman of the Finance and General Purpose committee. He serves as a charity trustee with a specialty in finance.

Alison Winsborough BMus, PGCE (Resources, framework and implementation) has strong experience of delivering PSE, previously as Head of PSHE and Citizenship at the Sir John Colfox School and currently as Head of Citizenship and Head of Sixth Form at the Isle of Portland Aldridge Community Academy.

Alison has worked with an abundance of outside agencies such as AA, SSCT, Safer partnerships, healthcare professionals, Ansbury and other local stakeholders. She is currently Designated Safeguarding Lead for the 6th Form and part of the Academy's Safeguarding Team. She has 3 children.

Dr Lara Jayne Wear MB BS BSc DCH (SA) MRCGP (Medical content and safeguarding) trained at Imperial College London including a BSc in Physiology, qualifying in 2007. Lara moved on to hospital rotations at Frimley Park, Surrey and Brighton, Sussex. She lectured in Anatomy at Brighton Medical School before moving to Cape Town where she specialised in Paediatrics and gained the Diploma in Child Health in 2011. Lara decided to pursue her career in General Practice from this point and enrolled in the Wessex GP training programme which brought her to Dorchester, Dorset in 2012. She completed her GP specialist training in 2015 and has been working as a GP in Dorset since this time, becoming a GP Partner at The Prince of Wales Surgery, Poundbury in 2019.

Stephen Foster (Legal) is Head of the Divorce and Family partner team at Stewarts Law. In the Legal 500 2016, Stephen is recommended for his "pragmatism and gravitas" and his reputation as "a strong leader who can manage any situation or individual and steer things to a successful outcome". Chambers describes him as "a great lateral thinker" and Stephen is named as one of the top 10 high asset family lawyers in Spear's Family Law Index.

Christina Benjamin BSc (Hons) PGCE (Legal and Governance) studied German and Law at Surrey University. She went on to qualify as a solicitor and worked in local government and industry for 15 years. Following a spell living in Germany, Christina returned to the UK in 1996 and obtained a PGCE from Cambridge University. She then worked in a large comprehensive in the Fens, in both teaching and pastoral roles, until finishing her teaching career with 5 terms at the Thomas Hardye School in Dorchester. After retiring, Christina spent some 2 years as a volunteer with the Dorset Youth Offending Team sitting on referral panels for young offenders.

Kate Larard MSc, BSc (Hons), HV, RM, SRN (Safeguarding and Policy) first qualified as a nurse, midwife and health visitor and enjoyed many years as a clinician. In the 1990s she went on to study Social Policy and Social Research at the University of Bath. Following this she focused on safeguarding, holding a variety of operational and strategic roles. She finished her full-time career in the NHS as Head of Safeguarding in Birmingham, gaining invaluable and diverse experience. Kate now works part-time as a specialist safeguarding trainer.

Andrew Morse BSc (Hons) (Project Management and PIP's Director) recently retired from the Royal Navy after 35 years as an officer in the Fleet Air Arm flying and instructing on the Lynx helicopter and simulators before transferring into Programme/Project/Requirements Management in 2004. He brings a range of skills to the AET including project development and management, an understanding of evaluation, training, support and infrastructure, plus time, budget and cost management skills. Andy continues to work part-time as a Reservist in the field of procurement and programme management for the Wildcat helicopter. Having served in the RN and as a father of two, he has an excellent understanding of the need for life skills education to ensure young people are able to make more informed responsible choices about alcohol.

David Cox retired as the Chief Executive of the Benevolent charity (now named The Drinks Trust) at the end of 2018, a role he took up in April 2013. The Drinks Trust supports current and past employees of the UK drinks trade with practical, emotional and financial help when faced with a variety of difficult circumstances, including serious illness, disability, issues with stress or depression, with debt or any family crisis such as a seriously ill partner or child. David has built a deep understanding of issues concerning alcohol and the importance of early intervention and alcohol education. David is a Liveryman of three City Livery Companies and brings a wealth of skills to The Alcohol Education Trust in governance, fund raising and management.

Introduction from Vicky McDonaugh, Chair of Trustees



In spite of Covid 19, 2021 has been a very full and busy for us. The gloom of successive lockdowns faded fast and our dedicated staff were able to support over 1,200 settings throughout England and Scotland this academic year, hosting some 300 training sessions and workshops.

What is most pleasing this year is the success of Pavilion in the Park (PIP). It's one thing to plan an office, community space and cafe in such an iconic setting but to get it opened on time in April and find it already so much part of the Dorchester and Poundbury community by December is truly wonderful. It has exceeded all our expectations in terms of both its community remit and popularity. Indeed, at the official opening on December 6th the Prince of Wales wondered if it was going to be big enough!

A huge step for us in 2021 has been the extension of our remit to age 25 and to include the use of cannabis and its dangers. I look forward to the completion of an all-encompassing wellbeing website being developed for 2022 to support young adults (www.life-stuff.org).

I salute the hard work of our CEO and her team who responds to needs so innovatively, most recently on Drink Spiking, and who has done so much to make PIP a reality.

I thank all of you who make our work in ensuring young people make safer choices possible and hope many of you will find an opportunity to visit us at Pavilion in the Park and see just how well it has settled into its role on the green!

The annual report was approved by the trustees of the charity on 28th February 2022 and signed on its behalf by:

Victoria McDonaugh

Mrs V M McDonaugh, Chair of Trustees



HRH The Prince of Wales with Helena Conibear CEO and Trustees at the official opening of PiP, 6th December 2021
Left to right: Stephen Foster, Andy Morse, Vicky McDonaugh, Chris Benjamin, Kate Larard, HRH The Prince of Wales, Helena Conibear, David Cox, Keith Newton, Dr Lara Wear, Alison Winsborough

OBJECTIVES AND ACTIVITIES

Charitable Objectives

To advance education for the benefit of the public in the issues of alcohol, health and drinking habits of young people (age 11 and upwards) in the UK and their safety around alcohol, in such ways as the trustees decide, and including through the development and delivery of holistic, life skill and evidence-based approaches and diversionary resources and activities that build resilience, reduce underage drinking and alcohol related harms amongst such young people (age 11 and upwards).

Our Impact and reach 2020/21 academic year

500,000+

Allowing 1 year group per school, we estimate that over 500,000 children in over 3,000 settings used Talk About Alcohol games, films and lesson plans.

1,219

schools, youth clubs, sports clubs, special schools, children's homes and charities received AET resources during the 2020/21 year. 733 organisations were provided with the Talk About Alcohol workbook, our PowerPoints, games and activities in 2020/21.

21,000+

vulnerable children and children with additional learning needs were supported in 422 new settings such as special schools, children's homes and pupil referral units through activity packs tailored for young people at higher risk of alcohol-related harms.



144,000

unique page views were made to our websites through our youth facing website, talkaboutalcohol.com, and accessing resources and advice via the professional resources website, alcoholeducationtrust.org including 30,000 to pages on alcohol and the law and 37,300 on units and guidelines.

13,000

teachers and professionals were trained and supported through 274 workshops, conferences and familiarisation sessions. In 2020/21 13,720 teachers and professionals received our bi-termly updates and advice.

DELIVERING AN EVIDENCED-BASED PROGRAMME THAT REDUCES ALCOHOL-RELATED HARM NATIONWIDE

FOR LESS THAN 50P A CHILD

Who we are

A small focused charity which works across the UK to keep young people safe around alcohol. We are a leading early intervention charity that supports young people aged 11 – 25 in making more informed life choices through the schools and youth organisations we support free of charge with our award-winning resources and training.

Our mission

To support parents, carers, teachers and community leaders to keep young people safe around alcohol and to reduce negative risk taking.

What we do

INTERVENE EARLY	We aim to reach children before they begin drinking and help them work out why it makes sense to wait until they are older (if they choose to drink) and how early and heavy drinking increases their risk of injury, accidents and assault and makes them more vulnerable to others. We build young people's resilience and life skills, helping them make responsible, informed choices as they encounter alcohol.
HARM REDUCTION	As young people begin to navigate the world of parties, pubs, clubs, festivals and independence, we equip young adults with the knowledge, awareness and strategies needed to stay safer around alcohol and drugs.
TRAIN THE WORKFORCE	We train teachers and professionals working with children and young people in how to deliver evidence-based, interactive and enjoyable alcohol awareness to young people of different abilities and backgrounds in a variety of settings.
IMPROVE LEARNING AND LIFE CHANCES	Our interactive activity-based and award-winning Talk About Alcohol programme is evidenced to improve knowledge and delay the age that teenagers choose to drink whole drinks. We focus on regions where alcohol harms are highest and have bespoke approaches for those most vulnerable to alcohol, such as looked-after children.
SUSTAINABLE, AFFORDABLE LEGACY	Those we train become our ambassadors and cascade their learning to others, meaning Talk About Alcohol costs just 50p per child. We continue to update resources, provide professional development and ongoing phone/email support.
STRENGTHEN ROLE MODELS AND BOUNDARY SETTING	As parents and carers are the prime suppliers of alcohol to children, we build parental confidence, knowledge and skills around alcohol. We encourage parents to monitor their children and to understand the risks associated with underage drinking, particularly in unsupervised settings.
PROVIDE DIVERSIONARY ACTIVITIES	Encourage diversionary activities for young people that help reduce anti-social behaviour, crime and the onset of drinking

CHILDREN AND YOUNG PEOPLE

The Problems

- The average age at which young people first consume a whole alcoholic drink is just 13 in Britain. Early and regular use of alcohol can affect brain development and increases the risk of dependency later in life.
- Children who drink regularly and heavily before the age of 15 are significantly more likely to try drugs, smoke, engage in unprotected or risky sex, be injured or assaulted. GCSE predictions fall by 20 points, the difference between a grade 9 and a grade 5.
- Children who experience childhood adversity are twice as likely to binge drink and children with attention deficit hyperactivity disorder (ADHD) are three times more likely to face addiction when older. Children with learning difficulties are three times more likely to be abused, with alcohol a factor in grooming and violence.
- Between 2017/18 -2019/20 there were 10,986 alcohol-specific hospital admissions for under 18s in England - that's 10 per day. The UK is one of the few countries in the world where more girls are admitted than boys.
- In 2019/20, 8,099 children were excluded for a fixed period and 513 were excluded permanently from state schools in England due to alcohol or drugs.
- In 2018, 30% of 15 year-olds in England thought it was OK to try cannabis, and 17% thought it was OK to use it once a week. The number of young people attending specialist substance misuse services in 2017/18 was 15,583. In 77% of cases, cannabis was the primary substance. Drugs other than cannabis were the primary substance for only 8% of persons.





Our Solutions

- We engage children with an interactive online platform talkaboutalcohol.com that encourages them to build knowledge and find out in a fun way, through games and quizzes, about the effects of alcohol on their physical and mental wellbeing.
- Our activities, rehearsal strategies and role play allow young people to work out for themselves the effect of impulsive behaviour or drinking too much, enabling them to make more responsible, informed choices.
- We focus our training and support workers in areas of high deprivation where alcohol-related harms are highest. We have developed story and picture-led activities and games around alcohol for those who find reading a barrier to learning. We have targeted streams of work supporting looked-after children and those with learning difficulties who face a greater risk of alcohol dependency and misuse.
- We reduce the potential harms from alcohol and cannabis to 16 – 25 year olds by equipping them with the knowledge, awareness and life skills to make safer choices.



SCHOOLS & YOUTH PROFESSIONALS

The Problems

- ◊ Health Education became a statutory requirement for schools to deliver in September 2020, including alcohol and drug education. Teachers and youth workers cite not having enough time and not being subject experts as barriers to delivering effective health education.
- ◊ The time dedicated to health education (RSHE) decreased by 32% in KS3/KS4 between 2011-15.
- ◊ A record number of school exclusions were issued in 2016/17 in England due to drugs and alcohol.
- ◊ RSHE from 2020 is statutory, but schools have little budget, training or guidance.

Our Solutions

- ◊ We provide an easy one stop shop for busy, time-poor teachers where they can download lesson plans, implementation and evaluation guidance by topic or by ability for each year group.
- ◊ We make our evidenced programme available free of charge to all secondary schools across Britain.
- ◊ We train teachers and provide ongoing guidance so they feel confident and knowledgeable in teaching about alcohol.
- ◊ We provide games, one to one and small group activities suitable for use with young people in alternative settings, sports and youth clubs together with free training.
- ◊ We provide workshops, training and resources to life coaches and mentors of young adults in settings such as Foyers, Housing Associations and for organisations such as The Prince's Trust.

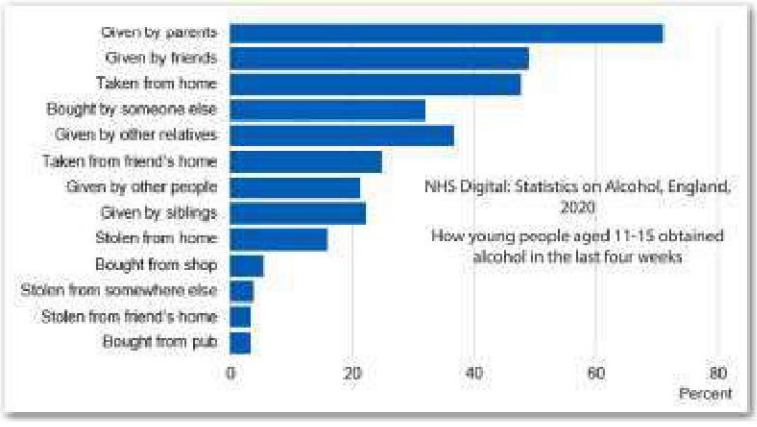
COMMUNITIES AND FAMILIES

The Problems

- ◊ Parents and carers are the prime suppliers of alcohol to under 18s.
- ◊ Children living in households where parents drink to excess are more likely to drink early and problematically.
- ◊ Our research shows that 93% of parents and carers overestimate the number of teenagers who drink and get drunk and so supply their children with alcohol, thinking they will get it elsewhere otherwise.

Our Solutions

- ◊ We help parents and carers to understand why drinking at too young an age and drinking too much can harm their child's short and long-term health and also how drinking outside of the home raises the likelihood of other risk taking such as smoking or taking drugs.
- ◊ We correct perceived social norms with positive messages on how teenagers are drinking and getting drunk far less than they were 10 years ago.
- ◊ We give positive parenting tips that reduce all risk taking such as how to set boundaries, be a good role model and know where their children are.
- ◊ We empower parents to resist teen pressure and manipulation.



Reflections on an extraordinary year, Helena Conibear CEO and Founder, The Alcohol Education Trust



I think we can truly say that 2020/21 has been a transformative year for the Alcohol Education Trust.

First of all, we completed the build and moved to our wonderful bespoke premises, Pavilion in the Park (PiP), in the heart of lockdown in April. We haven 't looked back since and really have made it a community hub as well as our office and a wonderful cafe that helps generate funds for our

work in helping young people make safer choices.

Having adapted our training and support to be able to deliver virtually via zoom and Microsoft teams last year, it has been wonderful to return to some face-to-face work, but to be able to offer a 'hybrid' of both going forward. This enables us to reach more people in more places more cost efficiently.

In fact, we held a remarkable 274 workshops and familiarisation sessions this year. In addition, we were able to host our fully booked Alcohol and Drugs Education conference at The London Guildhall in June in partnership with The Daniel

Spargo-Mabbs (DSM) Foundation and The London Alcohol and Drugs Forum, albeit a year late!

Furthermore, we have used the extra time generated by not being able to physically be in schools and other settings as much to enhance our online resources. This helps to ensure that alcohol education remains as interactive and participatory (film clips on drink spiking, activities and a suite of ready to deliver lessons for SEN with full guidance, for example) as possible.

As Health Education (RSHE) is now compulsory in schools, we are and will experience unprecedented demand for our highly evidenced, interactive and engaging Talk About Alcohol universal programme in addition to our targeted resources for young people at greater risk of alcohol related harms including those in or leaving care, those with learning disabilities or young people who have faced adverse childhood experiences.

We thank our wonderful staff, trustees, supporters, funders and volunteers who make our work possible.

The Alcohol Education Trust work is built around three pillars of supporting young people, their parents and carers and the professionals who work with them:



Early intervention and prevention approaches for children and young people

Ensuring we equip young people with the knowledge and life skills to make safer choices before any potential problems begin. This primary goal has been enhanced with targeted work for children most vulnerable to alcohol harm plus harm reduction approaches for older teenagers and young adults.



Supporting teachers and youth professionals with everything they need to deliver effective and engaging alcohol education (training and resources)

Evidence shows that trusted adults who know the children well are best equipped to deliver health education. The AET therefore provides workshops, training, online and face-to-face support and resources for teachers, youth workers, health professionals and those working day-to-day with 11- 25 year-olds of all abilities and backgrounds. This is both an affordable and sustainable model as those trained are then confident and equipped to use positive life skill approaches and can cascade their learning to others.



Empower parents and carers

Parents and carers are the key suppliers of alcohol to young people (70%) and play an essential part in setting boundaries and being good role models. These 'tough love' skills delay the age that young people drink and the amount that they drink. The AET therefore holds workshops and seminars, and has a dedicated web area for parents and carers, with advice varying from the law to hosting parties and top parenting tips.

Key milestones in 2021

Additional goals for 2021-23 approved by our Trustees are to:

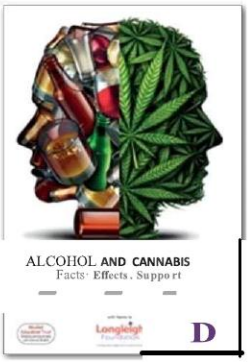
- Maintain and expand our digital and web engagement offer to young people across the UK including reaching 16 to 25 year-olds.
- Develop our harm minimisation resources for young people age 16+ preparing them for the legal drinking age and its responsibilities.
- Extend our remit and reach to young adults up the age of 25, specifically those more vulnerable to alcohol related harms and student populations.
- Expand the range of resources offered to cover the effects of the combined use of alcohol and drugs.
- Encourage diversionary activities for young people that reduce anti-social behaviour, crime and onset of drinking.

Doubling our remit to support young adults to age 25

2021 has seen the completion of the pilot in the South West, in partnership with Stonewater Housing and the Longleigh Foundation, of our ambitious extended remit to support vulnerable young adults up to age 25 who are more at risk of alcohol misuse and all addictions. This has effectively doubled the number of young people that we support day to day in brand new community settings.

Covering cannabis in context with drinking

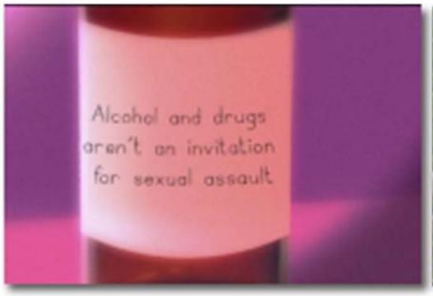
We have developed workshops and resources on cannabis use for the first time in context with drinking as the prevalence of treatment for poly-use for under 18s and hospital admissions are increasing, levels of harmful tetrahydrocannabinol (THC) are increasing and its links with dependency and psychotic incidences are life changing. This work is now being rolled out post the successful trial and pilot stage.



The pilot took place in Dorset/Devon/Wilts with Stonewater Housing and settings that offer supported housing for 16 - 25s such as Foyer Federation members and the YMCA. We are now extending the project to support settings for young people not in employment, education or training (NEET) through provision to organisations such as Key2futures, Step by Step and The Prince's Trust TEAM project (12-week course for 16 to 25 year-old NEET) across England.

Improve and expand our digital reach to young people

Thanks to a wonderful grant from the Postcode Neighbourhood Trust, we ran a competition for young people age 16 + to make short films on alcohol awareness or how to look after each other and stay safer on nights out. You can view the winning short films on our youtube channel (see the alcohol awareness competition playlist). This is in addition to short guidance videos by our team on how to use our games and interactive techniques to bring alcohol education to life for teachers and youth professionals.







A focus on drink spiking

In reaction to the shocking reports on drug injecting in bars and clubs, we conducted a snap poll of young adults aged 16 - 25 in England and Scotland to provide more evidence as to the levels of drink spiking, where it is taking place and how often it is being reported. The poll was open for a week from the 12th October with 747 responses, of these 461 were female, 252 were male and 34 identified as 'other'. Overall, 12% of respondents (94 people) had experienced their drink being spiked, (15% of female s, 7% of males and 17% of those identifying as other).

In 77% of cases their drink had contained alcohol. For 23% the drink had been alcohol-free, confirmation that any drink can be spiked, alcoholic or not. The most common location of spiking was at a private party (35%) followed by at a night club (28%). 13% was in a bar/pub, 7% at a festival and 17% in another location. Shockingly, 92% of participants who had been a victim of drink spiking didn't report it. We were pleased to be asked to present evidence to the House of Commons review in January and are encouraged by recent responses of police forces, universities and the night time economy in addressing the shocking prevalence of spiking at last. You can read the full report here and press reports here.





A national conference on alcohol and drugs education awareness for schools

In June, the AET hosted a conference, welcoming the lead for PSHE from OFSTED and speakers from Public Health England and The School Health Education Unit. The day of speakers and 8 workshops for 90 teachers and health professionals, kindly hosted by The London Guildhall with the support of The London Alcohol and Drugs Forum and in partnership with the DSM Foundation, gave professionals a wonderful opportunity to learn the skills needed to build young people's knowledge, resilience and life skills and so reduce negative risk taking.



Our outreach 2020/21

Training and workshops

It is very important that we know that our train the trainer model equips teachers and youth professionals with the knowledge, skills and confidence to deliver alcohol awareness using positive and activity-based approaches. Evaluation shows attendees' confidence rises on average from 6/10 before training to 9/10 post workshop regarding alcohol awareness and knowledge, being equipped to teach alcohol education and confidence in signposting young people for help and support.

65% of participants said they will change their approach to social norms when teaching alcohol following the session and 99% will use skills learned in the sessions in their teaching of alcohol education ongoing including more interactive sessions, use of online games and elements and use of film clips as conversation starters.

A few testimonials:

Brilliant, very informative.

Excellent session, interesting activities and brilliant delivery.

It really has been brilliant and increased my confidence levels to start conversations to explore alcohol with young people. Thank you.

Supporting children in schools and youth organisations



An amazing 1,219 settings have been provided with our highly evidenced Talk About Alcohol programme this academic year with ready to deliver power point lesson plans, our 100-page teacher workbook and top tips guidance for young adults (Alcohol and You) or parent guides (Talking About Alcohol). This is in addition to the schools and organisations who are already using our resources day to day- we have an extraordinary 13,000+ individuals and organisations on our database who we support ongoing.

Supporting young people with additional learning needs

Children with learning difficulties are at significantly higher risk of vulnerability to drugs and alcohol (grooming, county lines and assault, as well as alcohol dependency) so we are also thrilled to have supported 422 schools and providers with our resources that use colours, stories and emojis as well as distancing techniques especially designed for young people with SEN. In 2021, we launched a completely revised set of 4 ready to deliver PowerPoint lesson plans and guidance to complement the game and activities in our resource boxes.





We have also made all our resources available on a USB for the first time for easy use in settings without internet or for more informal settings such as youth and sports clubs.

The opening of Pavilion in The Park (PiP) April 2021

Following three years of fundraising, thanks to the amazing individuals, patrons, grant makers and local councils, Pavilion in the Park (PiP) opened in the heart of lockdown on April 16th and in a very short amount of time, has established itself at the heart of the Dorchester and Poundbury community.

Thanks to the Alice Ellen Cooper Dean Charitable Trust, we were able to employ Lucy Roberts part time as a Community Engagement Officer, which has been invaluable and as a result we have been able to provide diversionary activities for Dorset children for the first time in partnership with Dorchester Town Council. Evidence shows that young people who feel a sense of belonging to their community, who engage in volunteering, clubs and activities are significantly less likely to engage in any kind of risky or anti-social behaviour.

We provided 'hangout days' for 9 to 14 year-olds, that were fully booked for 100 children on each day, as well as two 4-hour sessions a week for vulnerable children (statemented or receiving free school meals), including a hot lunch, throughout the whole of August.

This Autumn we started hosting art and craft clubs for local children, welcomed 150 children for free Halloween activities, hosted a day of activities in The Christmas holidays as well as Santa's grotto/carols with the Dorchester Lions.

You can read the community report here.









We loved it, really good to spend time with J outside of the home so no distractions. J said it was her favourite thing we have done together in a long time.

After school Art club

Thank you for arranging all the adventures for the children over the holidays, they've loved every second of it

I just wanted to say thank you so much to you and all the volunteers who made the activities possible. Our children really enjoyed the two days.

Holiday Hangouts

It's been a fantastic programme and really broken up the school holidays and made it much more enjoyable for my daughter.

Kids Club

My Family went to the carol service at the Pavilion last night. What a lovely evening was had by all. Merry Christmas!

Christmas Music at the Pavilion

Training and employment opportunities for young people



PiP is also enabling us to offer work experience and volunteering opportunities as well as regular work for young people. We have already welcomed a Prince's Trust placement from Weymouth College as well as a weekly placement from Employ my Ability (SEN specialist charity). We have three regular volunteers and employ four young people aged 18 or younger.

Community provision





The final strand to our important community engagement is our community space, which is providing a host of wellbeing activities for every age group in the Dorchester community. Events have included a talking cafe (run by a local GP surgery), drop ins for those at risk of domestic abuse or homelessness (The You Trust), as well as a monthly coffee morning for over 65s (Senior Social), Brain training (Age UK) and first aid training. The space is also regularly used by The Rotary and the retired magistrates. We hosted free Music in the Park over the Summer and now have the Park Run operating from PiP every Saturday morning with 350+ participants!

PiP also hosts a very successful book swap and champions art work for under 25s (for sale). We launched a monthly supper club in October, and hosted an exhibition by the local Casterbridge Art Club during Nov/December.

Partnership support

Working in partnership to improve outcomes for young people has always been at the heart of our work at the AET and this year has proved no exception. We are pleased to provide the alcohol elements of new RSHE resources for schools for Coram Life Education, 360° for schools and Bounce Forward. It was a pleasure to host the 3rd Alcohol and Drug Education Conference with The DSM Foundation at The Guildhall and as you will see from our regional reports, we deliver training and resources to literally hundreds of youth charities and organisations across England and Scotland from The Prince's Trust to Foyer Federation members and Youth Scotland. Finally, we've been very pleased to join a new federation of alcohol and drug education providers to ensure good practice and evaluation and to provide a voice for this under represented sector.

Public Health and Local Authorities

Working closely with Public Health at local level as well as with the police and fire services is a crucial way for us to ensure we reach as many young people as possible. We have developed excellent partnerships with Public Health in Blackpool and Derbyshire this year, in particular, and look forward to supporting children in all schools across Newham in 2022. In the North, we are also working with Public Health in Doncaster and Salford.

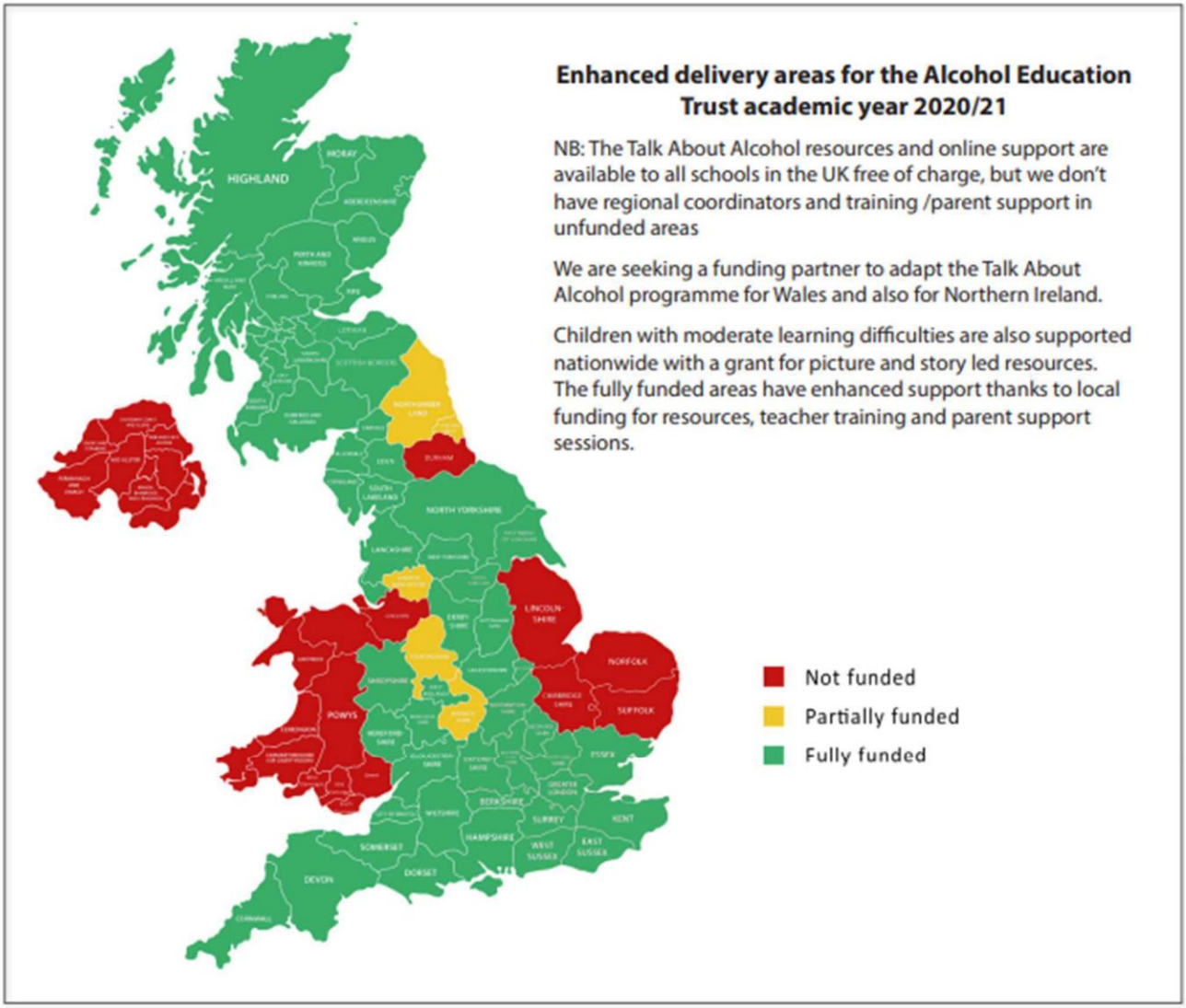
Next Steps

Building an advice and guidance website for 16 - 25s

Dovetailing in with the new workshop for young adults, we are in the process of building an advice hub for 16 to 25 year-olds covering every aspect of wellbeing from mental health, money worries, drugs and alcohol, gaming and gambling. www.life-stuff.org will be launched in The New Year.

Extending our 16 to 25 year-old support programme into Scotland

Working in partnership with Inspiring Scotland, Enable, Street League and Aberdeen Foyer we are extending our support for vulnerable 16 to 25 year-olds across Scotland between 2021 and 2023. This will include island communities such as Islay and will carefully monitor the health and wellbeing and economic progress of young adults most at risk of unemployment, isolation and disadvantage in remote communities.



Supporting London and the South East with a locally based manager

Our wonderful team of Kathryn in the North, Karen working across the Midlands and South West and Brian in Scotland will be joined in the New Year with a locally based regional coordinator to support settings across London and The South East and East of England for the first time. This has been made possible through a three-year grant from ANSVAR Insurance and The Stewarts Foundation. This means we will be able to provide workshops, assemblies, training and alcohol and cannabis awareness face to face and can truly say we have national coverage in England.

Eventually we hope to be able to support Wales and Northern Ireland in the same way.

Adapting for all 16+ young adults

To complement the resources and outreach to more vulnerable young adults we are also building more resources for sixth formers, covering key issues such as reducing the risk of drink spiking, staying safer in the night time economy, festivals and the transition from leaving school to going to College/training/work. This is work in progress and involves the making of short films by young people.

We are also, sparked by the wide coverage of drink spiking and the concern over spiking injection, beginning to work with universities and student organisations to build knowledge, awareness and campaigns around safer nights out. This is a huge piece of work but much needed.

Peer to peer element

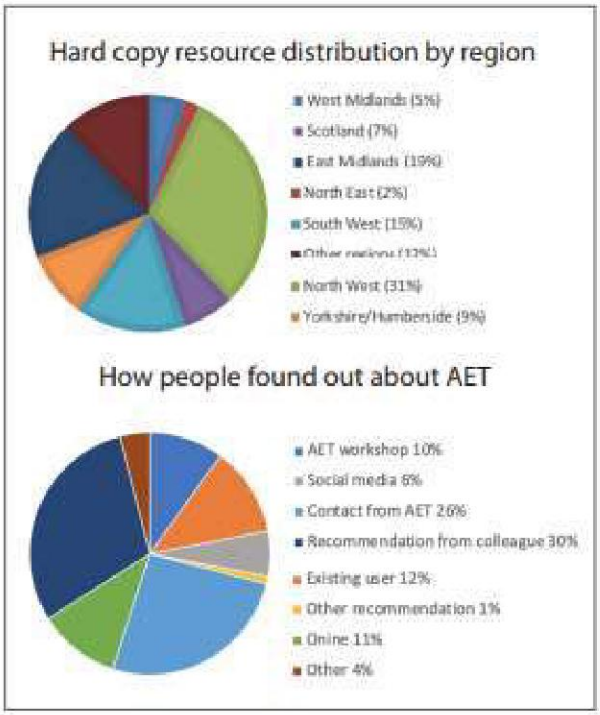
Finally, in 2022/23 we will be developing a peer-to-peer element allowing young adults to gain certification in alcohol and cannabis knowledge and awareness, enabling them to cascade their learning and to give support to other vulnerable young adults, building their confidence, resilience and employment skills.

Resource distribution and reach 2020 - 21

Kate Hooper, schools and youth organisation coordinator

Despite this still not being a 'normal' year in terms of school closures and lockdowns, it has been a very busy year for us with over 1,200 settings accessing our resources this year and a number of new resources being introduced both digitally and in hard copy format. We were delighted that our postponed conference was able to go ahead face to face in June and it is wonderful that training sessions are able to take place in person again although virtual support has remained crucial.

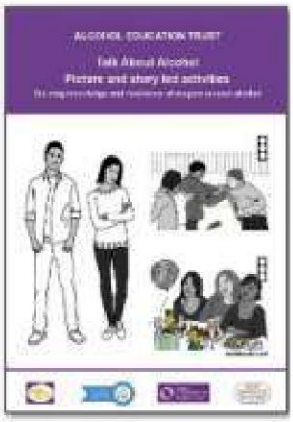
Overall, distribution of the hard copies of our resources was up slightly compared with last year to 437 settings and there was increased resource distribution to a



number of settings and regions as follows: schools in the West Midlands, schools in the North East, organisations in the North West, schools in Yorkshire/Humberside and organisations in the East Midlands.

We distributed 216 hard copies of our Teacher Workbook, 9,953 copies of our 'Talking About Alcohol' guide for parents and 14,291 copies of our pupil guide, 'Alcohol and You'. Increasingly, access to our resources is digital and there were a further 486 downloads of our Teacher Workbook this academic year, as well as 203 downloads of our set of six ready to deliver lesson plans for KS3 with accompanying PowerPoints and teacher guidance.

The number of activity boxes supported for alternative settings such as youth and sports clubs and for young people with moderate learning needs has risen quite significantly from 282 last year to 337 this year. This is particularly good news because these activities are especially designed to support the most vulnerable young people who have special needs or are looked after. As always, the range of settings we supported with this resource is hugely varied and includes: Special schools, police cadets, fire cadets, foster carers, nurses looking after Looked After Children, Public Health, school nurses, football clubs, Young Offender Institutions.



The activity box is complemented with 4 ready to deliver lesson plans and guidance designed to support those working with young people with special needs. Launched in April, these lessons have been very well-received with 85 downloads.



Just before the end of the academic year, we launched a bespoke workshop and suite of resources for use with young adults aged 16+ on alcohol and cannabis. Following an extensive pilot, this has enabled us to increase the age group we support greatly up to age 25. The resources include PowerPoints, discussion cards and a range of activities for use one to one and in small groups and are designed for settings such as Foyers and YMCA.

Over the year, we delivered 274 parent talks, training sessions and other engagements such as assemblies, health days and student workshops.

226 staff training attendees completed a post-session survey and this showed that, following the session:

- 86% felt more confident in their knowledge and awareness of alcohol.
- 86% felt better equipped to teach alcohol education.
- 77% felt more confident around knowing where to signpost young people for help and support.
- 98% will change their approach to social norms when teaching alcohol education.

The testimonials and thanks that we receive from the wonderful teachers and professionals that we work with day to day makes us feel doubly confident, together with continued evaluation and piloting of our resources, that we are doing all that we can to ensure that young people of all abilities are equipped with the resilience and life skills to prevent or reduce alcohol and drug related harms.

It is a rare thing to find an organisation who really understands how to reach young people in different year groups effectively. AETs resources are pitched brilliantly for different age groups and the activities are just the sort of active and engaging activities which make for effective PSHE.

Chew Valley School, Bristol

The resources from AET have been hugely appreciated, they have enabled our pupils to review their thoughts and misconceptions around alcohol in an interactive and engaging way that has fuelled positive and reflective discussions. Pupils have been able to access the resources independently to support them come to their own answers on how they could better lead healthier lifestyles and make more informed choices around the use of alcohol.

The Compass School (Alternative Learning Provision) Southampton

Regional reports from our specialist trainers

The Alcohol Education Trust (AET) has a network of employed and consultant PSHE and health professionals based in Scotland, The North, The Midlands, South and West England to ensure that teachers and health professionals are shown how to implement the Talk About Alcohol programme and in turn cascade their learning to others. The AET regional staff travel throughout England and now Scotland. This year we trained over 1,000 teachers and professionals working with young people in a variety of settings including North Yorkshire, Derby, Edinburgh, Dorset, Liverpool across Lancashire and Blackpool as well as via conference workshops in areas such as Southampton and London. Teachers and health professionals are given an insight into activities and approaches that inspire pupils to learn through enjoyment - by providing engaging, fun activities, 'bottom up' materials that build resilience, self-esteem, encourage working in groups, role play and 'rehearsal strategies'.

The AET takes a positive engaging approach that does not attempt to induce shock or guilt, but focuses on what young people can do to be healthy, stay safe, enjoy, make a positive contribution and achieve economic

wellbeing. By engaging pupils BEFORE they begin drinking in an unsupervised environment, the Talk About Alcohol programme ensures that children think about the consequences of short-term decisions. Talk About Alcohol develops the skills and knowledge needed to make informed choices about when, if and how much to drink as they get older. Following training, those trained are fully supported online via alcoholeducationtrust.org with a fun learning zone for teenagers talkaboutalcohol.com, plus with regular updates and newsletters.

Having regionally based staff also ensures that the AET reaches more children in different settings and can effectively target the geographical areas where alcohol-related harms for under 18s are highest. Our regional staff help train young health champions, students studying health and social care as part of their outreaches to ensure peer mentors are engaging and knowledgeable. Using data from the indices of deprivation as well as Local Alcohol Profiles for England (LAPE) hospital admissions for U18s in England, we focus our resource on children in areas that need our support most including East Tyneside, Birmingham, Lancashire, Leeds Liverpool and Manchester, Devon and Dorset, as well as all areas of Scotland where alcohol related deaths are nearly twice those in England. The

AET has developed a complex set of resources for children with moderate learning difficulties that can be used in informal settings, on a one-to-one or small group basis.

Thanks to the renewal of specific grants our regional staff are able to offer both training and these bespoke story and picture led resources to young people in need all over the country, supporting 422 such settings in 2020/21 (up from 282 the previous year). According to the NSPCC, children with special educational needs and disability (SEND) are three times more likely to be abused and alcohol can be used for 'grooming'. Pupils with ADHD are three times more likely to suffer addiction. By teaching about consent and how alcohol affects decision making, we help ensure safety. Parents and carers are also supported locally by our specialist coordinators around 'tough love' parenting skills, setting boundaries, the law and how to keep their children safe around alcohol. Research shows that unless parents/ carers are good role models, set boundaries and know where their children are and who they are with, any efforts by schools to reduce risk taking, including under-age drinking are limited. Parents/ carers are also the key suppliers of alcohol to those under the age of 18. The AET coordinators engage parents and carers via school and the community. We also have a dedicated web area for parents, which enjoyed over 25,000 page views in 2020/21.

Our regionally based staff work to support our three key pillars of:

Supporting and engaging children

Supporting and training teachers and health professionals

Empowering parents and carers and young people

This helps fulfil our goals of

- Raising the age of onset of drinking whole drinks from the current age of 13 to at least the UK Chief Medical Officers' Guidance of age 15 with a long term goal of the legal age of purchase of 18.
- Reducing the prevalence and social acceptability of binge drinking and drunkenness.
- Ensuring the life chances of the children most vulnerable to alcohol harm and abuse are improved.
- Reducing the accidents, violence, assault and harm to young people and their communities caused by the misuse of alcohol.

The following reports provide a short snapshot of some of our work in the regions.

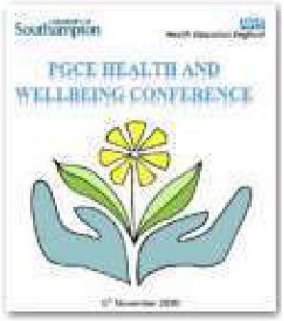
Karen Perryman, Regional Manager South West/ Midlands



I love the variety of settings I work with. The brilliant young people and professionals I come into contact with are a testament to that! Looking at the wonderful feedback regarding training and resources, I feel privileged to be part of the amazing Alcohol Education Trust team and proud of all that we have achieved.

The best training I have ever been on!
Derbyshire Children's Services
Fantastic power points, resources and informative training session, thank you.
Riversides School, Worcester
Great tools to use with young people - this is so easy to go on to use straight away.
Chapel-en-le-Frith High School, Derbyshire

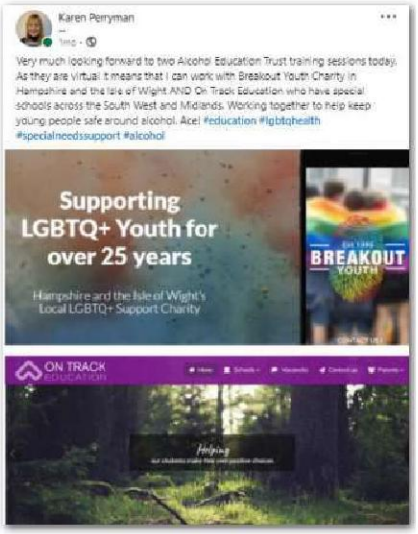
Training for Schools and Colleges



These training sessions encompass those involved with health education, safeguarding, pastoral and support roles. This year, nearly all sessions have been virtual and have included schools in Hampshire, Devon, Dorset, Somerset, East and West Midlands.

I enjoyed being part of the annual PGCE Health and Wellbeing Conference organised by University of Southampton and NHS Public Health England where student/newly qualified teachers received Talk About Alcohol training.

In addition, a multitude of schools were reached during the Secondary Education National RSHE Schools Conferences where Kathryn and I enjoyed presenting jointly.



Youth Professionals Training

I have provided a wealth of training to professionals who work with young people. Amongst the plethora of youth organisations across the South West and Midlands who have received training, Space Youth Services with eight youth clubs covering the whole of Devon commented:"/ think this type if training is very helpful and interesting. It is extremely good to have packs that have so much more additional information that can be used in sessions to make them much more interactive, fun and interesting for young people and it has given me the confidence to hold sessions surrounding alcohol with young people much more."

Staying in the South West, Young People Cornwall and Young Somerset also praised AET training and resources. 'Thank you so much for a great informative session, I felt like I learnt a lot in a short space of time and have some really great info; ideas and resources to take away and support young people with.'

There has been a lot of work this year with Police and Fire and Rescue Services including Devon and Somerset, Dorset and Wiltshire, Hampshire and the Isle of Wight, Derbyshire, Northamptonshire and Nottinghamshire. These professional organisations have received training and resources to enable discussions with the young people they work with.



Acting on Local Alcohol Profile England data, I teamed up with Derbyshire Children's services to promote our training sessions and resources.

Resources for Vulnerable 16 - 25 Year-olds

The addition of resources for Cannabis and associated training are much needed and I have enjoyed being part of the piloting process. I have delivered around twenty train the trainer sessions throughout my region. Feedback on these new resources is very encouraging.

A great session that demonstrates the fantastic online resources.
Young Somerset

Good knowledge and length of training to help build my knowledge.
Nottinghamshire Police

Great resources, really interactive.
Avon and Somerset Police

It is thanks to Karen and the AET that across all area's within Derbyshire we now have knowledgeable trained professionals, volunteers and community groups who are ready to engage and support young people and the wider communities with much needed and up to date resources that meet their needs.
Jo McGuire, Derbyshire County Council

Great training and much needed.
Prince's Trust Team Programme/ Dorset and Wiltshire Fire Service

I think that I had believed a lot more young people were using cannabis than actually are. I felt a bit hopeless at the thought of trying to reduce consumption with young people as in my head the numbers were inflated. I think it will help the young people to see that they are in a small minority of people and that actually most people their age are not using cannabis.
Step by Step Foyer, Hampshire

Very helpful and informative. Improved confidence in discussions around alcohol and the risks and harm reduction to empower young people to make more healthy choices.
Gloucestershire Healthy Living and Learning

Partnership Working

I work in partnership with a wide variety of networks. These include the Young Person Substance Misuse Group (Bath and North East Somerset), Dorset Public Health, Dorset 0-25 VCS Forum, Southampton PSHE Network, Derbyshire PSHE Network and Gloucestershire Healthy Living and Learning.

Working With Young People

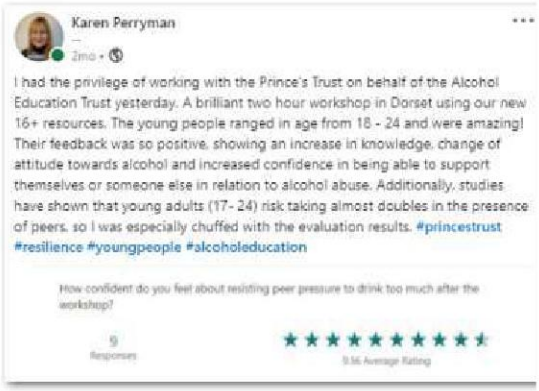
I enjoy working with young people themselves. Notable events this year include a virtual health day at Regents Park Community College, Southampton, a workshop with Prince's Trust Team 123, Poole and student health days at both Kingston Maurward, Dorchester and Weymouth College. Witnessing how our positive, engaging guidance, games and activities are received and how well they work makes my heart sing!

Next steps

Herefordshire: The High Sheriff is assisting us with supporting as many settings as possible across the County.

West Midlands: Targeting schools/ multi academy trusts and colleges.

Working with Foyer settings (supported housing for 16-25) across the region to support vulnerable young adults and also with The Prince's Trust Team Programmes across the Midlands and other organisations working with young people not in education, employment or training (NEET) including Key2Futures and YMCA.


Karen Perryman
2mo •
I had the privilege of working with the Prince's Trust on behalf of the Alcohol Education Trust yesterday. A brilliant two hour workshop in Dorset using our new 16+ resources. The young people ranged in age from 18 - 24 and were amazing! Their feedback was so positive, showing an increase in knowledge, change of attitude towards alcohol and increased confidence in being able to support themselves or someone else in relation to alcohol abuse. Additionally, studies have shown that young adults (17- 24) risk taking almost doubles in the presence of peers, so I was especially chuffed with the evaluation results. #princestrust #resilience #youngpeople #alcoholeducation
How confident do you feel about resisting peer pressure to drink too much after the workshop?
9 Responses
9.56 Average Rating

Supporting young adults with workshops in Sixth forms and FE Colleges with new AET resources and short films including drink spiking.

Working with Universities such as Bristol, Hereford, Bath, Exeter, Southampton, Bournemouth and Birmingham supporting NUS/students with safer drinking advice.

Kathryn Arnott-Gent, Regional Manager, North



2020/21 year for us has been a huge learning curve in terms of virtual delivery across a wide range of agencies. That said, despite some trepidation about how impactful it would be, it has been a great success, not only in terms of being able to reach numerous agencies at once, but by also being able to showcase our virtual Talk About Alcohol resources which can be delivered face to face or virtually should/when young people have to work from home.

As the year has progressed, and once schools were opened again, more face-to-face sessions have taken place resulting in the delivery of a blend of virtual and face to face sessions to schools, youth settings, fire service, police and children's services as well as continuing to develop some excellent partnerships with new areas across the whole of the North.

Schools & Teacher Training

Alliance for Learning

Working in partnership with Alliance for Learning, it was a pleasure to delivering a Talk About Alcohol session on their RSHE Training Programme. Teachers from 20 secondary schools attended the session and I am pleased to say, due to 400 secondary schools now in the Alliance for Learning RSHE hub and the success of the training from last year, I have been invited back to deliver a further session.

Transforming Lives for Good (TLG)- Education Centres

I was delighted to meet with TLG who are an alternative education provider, with 12 church-based education centres across the UK. In addition to providing an important, safe, alternative space for vulnerable young people who are struggling in a mainstream environment, TLG also offer early intervention for schools, before a young person is excluded and to date have offered over 30,000 hours of 1-1 support for children who are struggling. I'm so pleased that we are able to support this organisation with our activity boxes and resources specifically designed for hard-to-reach groups and to deliver a national training event in Bradford, for all centres, in December.

The Heights - Burnley

It was amazing to be back delivering my first face to face session at The Heights in Burnley. In fact, I would say that this could have been the highlight of my year! The Heights is an Alternative Provision School for pupils aged 5 to 16, catering for pupils who have found it difficult to achieve in a mainstream setting. As well as offering the core curriculum, The Heights include learning outside of the classroom and personal and social development, so that pupils are prepared for their future working lives. I'm looking forward to hearing how the sessions have been received.



Face to face teacher training has continued across the region with sessions at the Liverpool College School in Merseyside, Shaftesbury High School in Chorley and Rotherham ASPIRE with some great feedback from staff. Further sessions are booked in later this year and well into next year for schools across North Yorkshire and Blackpool.



Aspire, Rotherham

I would just like to say a big thank you for the activity box that has been provided, I have used these with my EAL students, and they have been fantastic. The students have used the resources to improve their knowledge and understanding and as a result they have been able to complete the tasks in the NCFE Alcohol Awareness workbook. After assessing the students, I am proud to say that they have been able to achieve the knowledge required for me to submit these for certification. Amazing support from Kathryn fantastic resources and training it's a pleasure to work with you and thank you for your excellent service for my students.

Rotherham ASPIRE

I delivered 6 x 50 min. workshops to yr 10 boys today. Thankfully, due to your zoom tuition, all went extremely well. Can't thank you enough for your kindness and support.

Merseyside

Youth Development







There has been so much development with youth organisations over the last year it's difficult to know where to begin. Here's a flavour of some of the work I've been doing.

I have been working with North Yorkshire Youth Commission for a couple of years now, but this year we have developed our work further by integrating our Alcohol Clock Game into North Yorkshire's scenario based KYMS Game (Keeping Your Mates Safe). KYMS game is delivered directly by the Youth Commissioners into schools and focuses on the most prevalent topics as identified by young people. I had great pleasure upskilling some of the Youth Commissioners with our training around the Alcohol Clock Game and co-delivering the first couple of sessions with them to 3 groups of year 10 students from high schools in York.

I was also delighted to expand our partnership work with the Youth Commission and have provided Talk About Alcohol Activity boxes to both Lancashire Youth Commission and Cheshire Youth Commission. All commissioners have now been trained to deliver our Talk About Alcohol sessions directly to pupils in school, with a peer education approach.

In other areas of our youth engagement work, it was a pleasure to return to Rochdale FC to deliver our 16+ session directly to sports BTEC students. We discussed units, tips, staying safe and what to do if things go wrong - a great session where all the students participated and engaged very positively.

Other virtual sessions have included staff working on a variety of projects at Manchester Youth Zone, St Helens Youth Offending Service, Wetherby Young Offenders Institute, Sheffield Targeted Services for Young People, Lancashire County Council Youth Workers working across the Burnley & Pendle areas of Lancashire, Lancashire School Nurses, Merseyside Fire, Lancashire Fire, and Lancashire and Cumbria Police - Community Safety Teams! My latest face to face session being held at Fylde FC - Community Trust, where we had representatives from Street Wise youth project and Fylde Rugby Community Trust.

Sessions are booked well into next year and we have had great pleasure supporting North Yorkshire Youth with our TAA Activity Boxes for their 17 Direct Delivery Youth Clubs which run approximately 70 different projects! Looking forward to delivering their virtual session soon!

Partnership Development Blackpool

I am absolutely delighted to be working in partnership with Blackpool Council. I have been working closely with Public Health, to coordinate a stream of training for staff working with young people across Blackpool. To date we have a blend of 7 face to face and virtual sessions booked in. 2 sessions booked purely for Blackpool Schools and the remainder have been booked by Children's Services for a variety of different teams including their Adolescent Team, YOT, Family Workers, Leaving Care, Early Intervention and MASH.

I delivered my first session in October where staff from the assessment and support team and strengthening and supporting families team attended and I am really looking forward to delivering further sessions.

It's great to be working in partnership once again with Doncaster Public Health researching the hidden harms of parental problem drinking and we are looking at developing a parental engagement strategy.

Work across Salford is continuing to flourish, and it was good to meet with their Public Health Specialist who invited me to their Head Teachers meeting. We are looking to roll training out to Salford schools on an individual basis with 2 sessions delivered already.

Prince's Trust

Early discussions with the Prince's Trust took place just before the pandemic, where we were looking to roll out our Talk About Alcohol training to staff delivering their 12-week Team programme for unemployed 16 to 25 year-olds across Lancashire.

I am pleased to say that we are now back on track, and we are now not only providing resources and training across Lancashire, but for the Prince's Trust across the whole of the North, for staff and volunteers working on both their Explore and Team programmes.

Due to the all the hard work and development of our 16-25 Alcohol & Cannabis toolkit during the 'lockdown' we are now able to offer this to the Prince's Trust who are also identifying young people who may be able to deliver sessions in a peer education led approach. The first session is booked in for early next year at Askham Bryan

College, who are The Princes Trust largest delivery partner of the 12-week Team programme in Yorkshire & Humber, this will be followed by further virtual sessions for the North West and North East.

16+ Alcohol & Cannabis Toolkit

I have been inundated with requests for our brand new Alcohol & Cannabis Toolkit and training. I have delivered sessions already for Foyer Projects across the North and have bookings well into the New Year for other 16+ organisations, including the Princes Trust, YMCA, Foyer Federation and Leaving Care Services.

Overview

Despite there still being challenges this year, particularly in the earlier months when many organisations were once again closed, I am astounded by what we have managed to achieve. It's certainly been a huge learning curve in terms of adapting to the new way of virtual life, but this is now something that I am embracing, this flexibility has meant that I am able to now offer even more training sessions to organisation than ever! The year has ended on a high and I can honestly say that I have never been as busy as our reach to young people extends out further. I'm so excited to see what next year brings and look forward to our partnerships developing far and wide!

Our work in Scotland, Brian Gibson



During the last academic year, we are thrilled to have been able to support 166 schools, youth clubs and youth settings, across the whole of Scotland. This includes a mix of settings with 109 schools selecting the Talk About Alcohol Teacher Workbooks, 46 choosing to use the six ready to deliver power points lesson plans. Other settings are using our Special Education Needs power point and guidance, meeting the change in need to on line delivery with COVID 19.

The above adds further settings to those already provided with the Talk About Alcohol programme over the last three years, resulting in AET successfully supporting children to make safer choices around alcohol in Scotland. We estimate that around 150,000 young people in Scotland will be equipped to make informed, knowledgeable decisions with regard to alcohol and they will also be more confident in where to go for help and support.

This year commenced still in the grips of the pandemic, with a number of factors in play, the most prevalent being the stringent lockdown in the five biggest local authority areas. This prevented people from traveling more than five miles and meeting within anyone indoors. However, we did manage to get our evidenced based resources into schools across Scotland including John Paul Academy in Glasgow, Annan Academy in Dumfries & Galloway, Duncanrigg Secondary School in South Lanarkshire, Bertha Park High School in Perth & Kinross (One of Scotland's newest schools), Hazlehead Academy in Aberdeen, Whalsay School in Shetland, Forfar Academy in Angus and St Aloysius' College in Glasgow.

Our young people are engaging really well with the resources. They have found the quizzes and activities informative and really enjoyed some of the fun interactives on the Talk About Alcohol website. They were also particularly moved by the young people's testimonies in the 'just a few drinks' series.
St Aloysius' College

The PSE Lead from St Aloysius' College, an Independent School in Glasgow which was one of the initial schools I engaged with during my first year, reached out again to ask if I could deliver a familiarisation session with their new teachers as the school are now giving term time for PSE lessons across S3 and S4.

Katrina Cuthbertson is the Principal Teacher for Guidance at Bertha Park, a brand-new school which is now developing its PSE curriculum that will include Talk About Alcohol. The school also has an Intensive Support Division and they have 23% more pupils with additional support needs (ASN) than any other school in the Perth & Kinross area, meaning our SEN resources are very much needed.

One of this year's highlights was delivering an on-line presentation to the West of Scotland Partnership's PSE Leads and colleagues. There are 7 Local Authority Areas in the partnership, these are North Lanarkshire, South Lanarkshire, Renfrewshire, East Renfrewshire, Inverclyde, East Dunbartonshire and Glasgow. There were 56 staff from schools across the LAs noted above and although we much prefer face to face workshops, the AET presentation was well received.



Larkhall Academy – South Lanarkshire

Follow up training sessions have been delivered in a number of schools across these areas, including the Mary Russell School in Renfrewshire, a special school supporting young people with special educational needs. There were 7 Teachers in attendance and they loved the resources particularly the Toolkit. As I was taking them through the Talk About Alcohol website one of the Teachers (English Teacher) asked a fantastic question which was does the Talk About Alcohol website support text speak because many of their learners cannot read? I had never been asked that question and to be fair did not know the answer, however we tested it through one of the quiz games and happily it does support text speak which they and we are delighted about.
Rossie School in Montrose is a secure unit and includes Looked After Children within its role, I delivered a virtual training session with the PSE Lead and five other members of staff involved with pupil support, the feedback was really good and we look forward to taking training further face to face when possible.
There have been a couple of new Local Authority areas engaged this year one of which was East Renfrewshire Council, whose Quality Improvement Officer has a working group of Pastoral Care Teachers updating their schools PSE curriculum and I will be presenting our evidenced based resources to them early next year.
It has been a pleasure to work with the Health and Wellbeing Education Manager for South Ayrshire Local Authority Area; with a remit for quality improvement. We are now providing resources and training to the 8 secondary schools and 4 special/ASN schools in the area. To date we have delivered familiarisation sessions in 6 of their schools, which included Carrick Academy.


Carrick Academy – South Ayrshire

It has also been a pleasure to develop partnership work with Youth Scotland and their members delivering Youth Work programmes. Youth Scotland provide a whole range of services to the sector including training and resource sharing among their large membership.
We are also developing links and support for the uniformed services, like the Scouts, and Youthlink Scotland as well as with grassroots organisations such as the Ripple project in Leith working in the Restalrig community. They work with young people 11-18 years as well as with their parents. With training sessions booked for their staff and sessional workers we also link in another new youth organisation, Muirhouse Youth Development Group.
We are developing wonderful work with The Boy's Brigade. They have 1100 groups across the UK working with approximately 37,000 young people, of which 17,000 are between 11-18. They have a very well-structured programme for young people which is delivered across the three term times and their Leaders have a menu to pick their materials from Talk about Alcohol fits very well with their Get Active - health and wellbeing strand, not only in Scotland but across the UK.
We have also supported community organisations with resources and training such as Rossie Young People's Trust in Angus, Healthier Inverclyde Project in Renfrewshire, North Kelvin Sports in Glasgow, Edinburgh Council's Lifelong Learning Team, Police Scotland and Community Alcohol Partnerships across Scotland.
I have been liaising with Police Scotland through MS Teams with regard to their Youth Volunteers (PSYV) and a familiarisation session is in the diary for November at their college in Tulliallan.
In addition, our Special Educational Needs/ Additional Support Needs Toolkit and lesson plan PowerPoints for young people more vulnerable to alcohol harms have supported Park School in East Ayrshire, Flexible Learning Renfrew in Renfrewshire, Kear Campus in South Lanarkshire and Paisley Grammar school in Renfrewshire.
Next year we will be working with several new local authority areas, including Argyll & Bute, East Dunbartonshire and North Lanarkshire to take our Talk About Alcohol programme into their schools, which between them numbers around 50 settings.
We will also be looking to develop our partnership working with a number of community organisations like Street Assist in Edinburgh, who work within the night time economy supporting young people who have been drinking. Also, with Police Scotland's Youth Volunteer coordinators following the familiarisation session referenced above.
One of the really exciting pieces of news with regard to next year is our newest venture which will be working with three partner organisations, Aberdeen Foyer, Enable-Scotland and Street League in conjunction with Inspiring Scotland's Youth Action Fund. Through the Fund we will provide expertise on reducing alcohol-related harm, this will be provided through training for staff who are delivering support to young people through the Youth Action Fund portfolio charities, ensuring that they are able to deliver interactive workshops for those young people.

Our goals and priorities for 2020-2023

The Alcohol Education Trust's mission is to support parents, carers, teachers & community leaders to keep young people safe around alcohol.

Our goals are to:

- ◊ Raise the age of onset of drinking whole drinks from the current age of 13 to at least the UK Chief Medical Officers' Guidance of age 15 with a long-term goal of the legal age of purchase of 18.
- ◊ Reduce the prevalence and social acceptability of binge drinking and drunkenness.
- ◊ Ensure the life chances of the children most vulnerable to alcohol harm and abuse are improved.
- ◊ Reduce the accidents, violence, assault and harm caused to young people and the community by alcohol.
- ◊ Encourage diversionary activities for young people that reduce anti-social behaviour crime and onset of drinking.

We will work to continue to achieve these goals over the next three years by focusing on the following core objectives:



SUPPORT CHILDREN AND YOUNG PEOPLE

- o Continue to ensure that all young people (aged 11-18) have free access to the *Talk About Alcohol* programme across the UK.
- o Support 30,000 vulnerable young people at higher risk of alcohol related harms with targeted approaches.
- o Expand our harm minimisation resources for young people. Provide workshops, peer to peer training and opportunities for young adults.

QUALITY ASSURANCE

- ◊ Ensure all our training and resources are evaluated for their impact and produce regular reports on the outcomes of our work.
- ◊ Seek evaluation by academic specialists of our key programmes and to only deliver evidenced approaches that prevent or reduce alcohol-related harm.



SUPPORT SCHOOLS AND ORGANISATIONS

- o Train 1,000 more teachers, health educators (PSHE), professionals and community leaders each year and support 100,000 online.
- o Support the provision of the Talk About Alcohol resources free of charge to 1,500 schools and organisations.
- o Provide ongoing guidance, updates, new resources and training to the 5,000 plus settings provided with *Talk About Alcohol* and training ongoing.
- o Offer training and support to teachers and youth professionals by regionally based AET specialists throughout England and Scotland.



EMPOWER PARENTS AND CARERS

- o Equip 150,000 more parents and carers, face-to-face and online, with the necessary skills to keep their children safe around alcohol.

ENHANCE OUR SERVICES

- o Extend our remit and reach to young adults up the age of 25, specifically those more vulnerable to alcohol related harms and student populations.
- o Expand our digital outreach, training games and interactive materials.
- o Develop the range of resources offered to cover the effects of using alcohol and drugs (polyuse).
- o Enhance local community cohesion in Dorset through our new facilities to include partnership delivery of diversionary activities and opportunities for training and skills for young people.
- o Seek to expand our geographical reach to include Northern Ireland and Wales.

Treasurer's report and financial review

This has been a very exciting year for the Alcohol Education Trust with the completion of our new Pavilion building in March 2021 which now provides a wonderful permanent office for the charity staff, an income generating cafe (PiP Cafe) and a welcome community and training space. PiP Cafe opened its doors in April 2021 and became a success from day one, delivering valuable income for the AET which was well ahead of expectations. Another big milestone is extending our harm minimisation approaches from age 18 to age 25 with the 16+ project which runs from April 20 to March 2023 (£100k spanning the 3 years).

Whilst COVID 19 continued to impact our work with schools & youth organisations this year, our regional coordinators were well placed to offer a good mix of remote and face to face training sessions to keep our core and project work on track despite periods of furlough.

Income for the year amounted to £264,185 with £12,161 going directly to our designated building fund for the Pavilion capital project leaving operating income of £252,024 (121% of budget). Expenditure amounted to £174,591 (with £1,938 expended on one-off items for the Pavilion which came from the designated build fund), leaving £172,653 operating expenditure which was below budget (83% of budget).

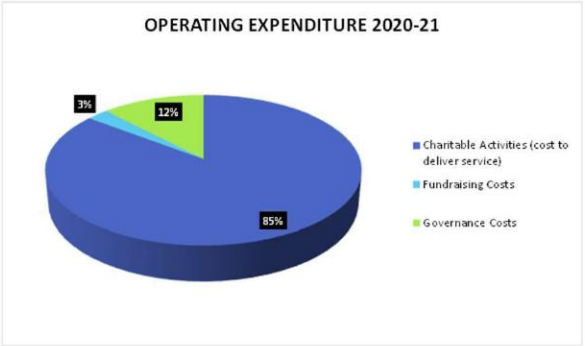
AET – SUMMARY OF ANNUAL ACCOUNTS		
INCOME	**2020-21**	**2019-20**
Grants & Charitable Donations	£197,042	£147,653
Corporate Partnerships	£33,576	£45,075
Community Fundraising & Other Income (incl. Gift Aid)	£0	£2,902
Sales of Resources	£2,379	£4,070
Other Income (incl. Job Retention Scheme)	£19,026	£19,066
OPERATING INCOME	**£252,024**	**£218,766**
Funds received for Pavilion Build Fund	£12,161	£210,963
TOTAL INCOME	**£264,185**	**£429,730**
EXPENDITURE	**2020-21**	**2019-20**
Charitable Activities (Cost to Deliver Service)	£147,368	£125,867
Fundraising Costs	£4,384	£7,961
Governance Costs	£20,901	£14,541
OPERATING EXPENDITURE	**£172,653**	**£148,369**
Capital Expenditure on the Pavilion	£1,938	£0
OPERATING EXPENDITURE	**£174,591**	**£148,369**

Incoming restricted funds during the year amounted to £154,073. Expenditure from restricted funds during the year amounted to £101,163 and was principally expended on our 16+ project, the delivery of training and resources by our regional co-ordinators for Scotland and the Midlands, South & West regions, our targeted work in specific areas of the North (Cumbria, Lancashire, North Yorkshire & Mersey), a Digital project to enhance our online resources and our continued work with schools and organisations with a high degree of special education needs and looked-after children. We were also able to employ a Community Engagement Manager to run a wide selection of community events at the Pavilion, working with local organisations and schools with a range of activities.

Incoming general funds amounted to £97,951 which

included £14,641 from the Job Retention Scheme.

Gross expenditure from general funds during the year amounted to £107,280 with the majority funding our central staff and school and regional co-ordinators (plus their associated travel costs) of £82,474, printing and postage of resources of £5,509, IT & Software for the new building £4,528 and offset by the cost recovery of £35,790 relating to the delivery of fully funded training & resources. The charity invested £25,000 in PiP Cafe to cover the initial cafe fit-out and set-up costs and working capital requirements.



With the opening of the new cafe there was no time for community fundraising activities this year but we did raise over £700 in donations from generous cafe customers which was wonderful. Income from the sale of our resources to commercial organisations (other than schools, youth and sports clubs who we support free of charge), was unusually low this year at just £352 but the Pavilion generated two new income streams being £1,295 from the hire of the community room and £256 commission on arts and crafts sold in the cafe for local young artists.

As at the 30th September 2021, the designated build fund stood at £53,850 and will be used to finish the exterior landscaping and add a kiosk to increase the capacity of the cafe for events and the busy summer months as we anticipate that the footfall will increase significantly with the opening of the new playpark in 2022. We added a further £25k to our CEO Succession Reserve bringing the total to £50k recognising that the true market cost of replacing the current CEO would be significantly higher than the existing CEO remuneration. After placing these

designated funds aside and adjusting for Stock and Fixed Assets, our balance of 'Free Reserves' at the year-end was £93,942, providing just over ten months cover for our gross operating costs of £107,281 which is in line with our reserves policy.

Our budgeted costs for next year are £261k being an increase of 25% on last years' budget - reflecting the focus on our key financial areas for 2022 of maximising our community outreach, extending our 16+ work into Scotland, engaging a regional co-ordinator to cover the London & South East Regions and developing a new project to work specifically with universities for the first time.

PiP Cafe

The charity runs PiP Cafe via a trading subsidiary called Pavilion in the Park (PiPs) Ltd. Cafe trading exceeded expectations by some margin in the first 6 months to September 2021. Turnover for this period was £96,062 which was just under £30k ahead of budget - this was partially due to not being liable for VAT and partially due to higher daily sales than anticipated right from the opening date. PiP Café registered for VAT on the 1st October 2021.

Hot Drinks accounted for 38% of our turnover, followed by Bakery Items and Main Dishes at 17% each. Our gross profit was £70,168 and expenditure amounted to £43,041 resulting in an operating profit of £27,127 which was well ahead of budget.

PiP Cafe will donate all profits to the charity and the donation in 2021-22 will be £14k providing an incredible return on the original investment and invaluable income for our work with young people across the UK.

PIP CAFÉ – SUMMARY OF ANNUAL ACCOUNTS	
INCOME	**2020-21**
Sales	£96,062
Less Purchases	£25,894
GROSS PROFIT	**£70,168**
EXPENDITURE	**2020-21**
Staff Costs	£30,644
Other Costs	£11,077
Shared Costs from AET	£1,320
TOTAL EXPENDITURE	**£43,041**
OPERATING PROFIT	**£27,127**

It will continue to be difficult to confidently predict the cafe turnover until it is fully established and we are finding that daily sales as we enter the winter months can vary considerably with rainy days being particularly quiet which is not surprising. As a result, our staffing requirements can vary significantly on a day-to-day basis so we try to supplement our regular staff with volunteers where possible. We also run a number of supper club events in the quieter months to supplement income.

We are anticipating that the completion of the amazing new play facility adjacent to the Pavilion will attract a lot more visitors to the Great Field in 2022 and the addition of an outdoor sales kiosk will enable us to maximise sales during these busy summer months.
For 2021-22, we have budgeted sales of £162k, gross profit of £106k, expenses of £92k and a lower operating Profit of £14k.

Impacts and outcomes

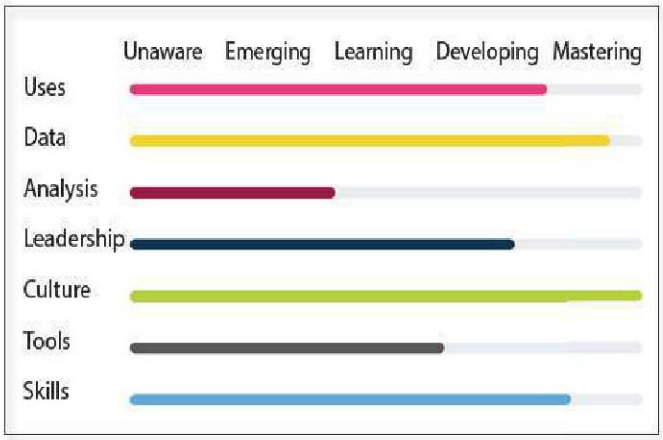
Independent evaluation of our impact, fidelity and effectiveness

- ◊ The *Talk About Alcohol* programme is evidenced to significantly raise the age of onset of drinking through the delivery of 4 lessons in Year 8 and 2 top up lessons in Year 9 (NFER 2013).
- ◊ This effect gets significantly stronger as teenagers get older (NFER 2015).
- ◊ It is equally effective for ethnic minorities (NFER 2013).
- ◊ It is effective in areas of multiple deprivation where alcohol-related harms for under 18s are highest in England (2016 UCL Institute of Education).

NCVO charity ethical principles

The trustees carried out their annual review of the NCVO Charity Ethical Principles which provide a framework for the ethical execution of charitable purpose and help guide decision-making and development of policies and procedures. The trustees report that they are confident that the charity is upholding the Guiding Principles to put Beneficiaries First, act with Integrity and Openness & protect everybody's Right to be Safe.





Data maturity

The AET has scored 3.8 out of 5 on data maturity, based on the average across the seven themes.

The *Talk About Alcohol* programme is selected as best practice by

Early Intervention Foundation

European Platform for Investment in Children Promising Practice

Evidence review and recommendations, PSHE Association and Child Exploitation and Online Protection Command (CEOPS)

The AET embrace the principles of evidenced Health Education which are:

1. Varied teaching styles addressing a range of factors
2. A whole-school approach including multicomponent interventions
3. Active skills-based learning
4. Psychosocial aspects and normative education
5. A developmental programme which is appropriate to pupils' age and maturity
6. Differential approaches for pupils with learning disabilities who are often more vulnerable to both online and offline abuse
7. Learning which is inclusive of difference and socio culturally relevant
8. Well-trained teachers
9. Theory/research-based and factual
10. A positive approach, avoiding 'scare tactics' or confrontational strategies
11. Clear goals and outcomes, and effective monitoring and evaluation
12. Community, parent and pupil engagement
13. Intervention must be of adequate length or intensity

There is considerable consensus on the hallmarks of effective programmes, including a focus on a developmental approach, skill-building and active learning; engagement of stakeholders including pupils, parents, teachers and the broader community; and clarity on intended outcomes and ongoing evaluation of these.
PSHE Association report to CEOP April 2016.

Awards and recognition

Private Education & Development Awards 2019

Education Resource Awards 2019, Highly Commended for best secondary school resource

Alcohol Awareness for Young People Award (2018) from the Chris Donovan Trust

Inspiring Wellbeing Awards 2018 - Outstanding contribution to Wellbeing

Charity Times Finalist for best small charity of the year 2017

Children and Young People Now! 2017 Finalist for best early intervention awards

GSK King's Fund Health Impact runner-up award 2016

A joined-up approach to reduce alcohol-related harm

ENSURING YOUNG PEOPLE LEARN TO STAY SAFE AROUND ALCOHOL

SUPPORT CHILDREN AND YOUNG PEOPLE

- Online games and activities
- Story and picture-led activities for children with learning disabilities
- Films, role play and engaging information and resources
- Assemblies, workshops and peer to peer development.

SUPPORT SCHOOLS AND ORGANISATIONS

- Evidenced resources fully supported online
- Age and ability appropriate
- Training + CPD
- Regular updates
- Printed online guidance/ resources/ evaluation.

EMPOWER PARENTS AND CARERS

- Face-to-face support sessions
- Confidential email advice
- Dedicated online advice and guidance and regular newsletter updates.

QUALITY ASSURANCE MEASURES

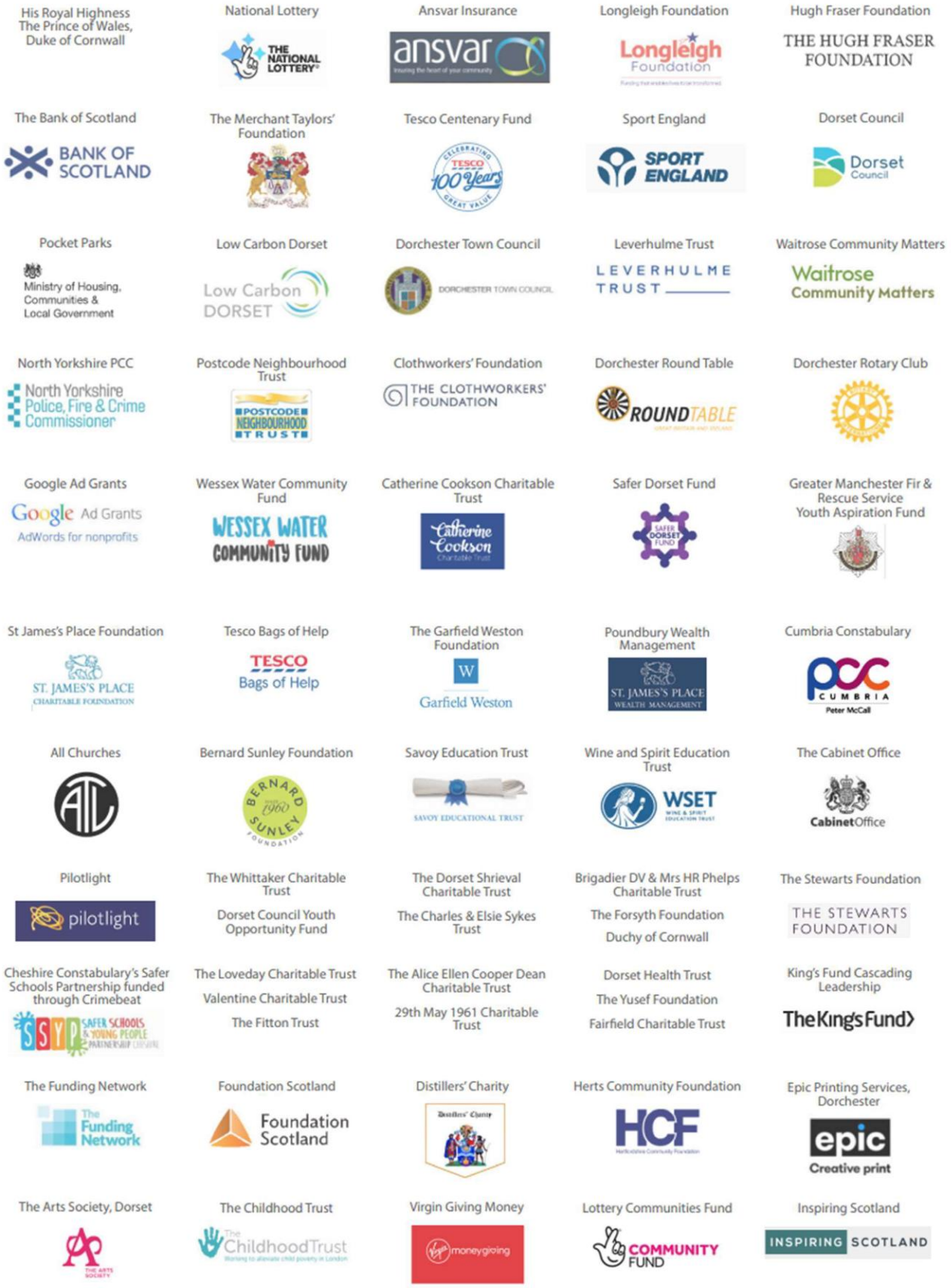
- Third party evaluation to assess impact and regular reporting on outcomes
- Piloting with young people and professionals to assure fidelity and fit for purpose
- Baseline and long term follow-up
- Advisory panel of experts.

FOCUS AREAS

- Special educational needs and looked-after children
- Geographical areas where alcohol-related hospital admissions are highest for under 18s
- Vulnerable young adults up to age 25.

Funding

We are very grateful to our current and past funders and business supporters as well as those who provide support in kind, a range of whom include:



The annual report was approved by the trustees of the charity on the 28th February 2022 and signed on its behalf by:

_____ 29th March 2022

Vicky McDonaugh, Chair of Trustees Date

SECTION 2

ACCOUNTS

Charity registration number: 1186202

THE ALCOHOL EDUCATION TRUST
ANNUAL REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 SEPTEMBER 2021

Edwards & Keeping

Chartered Accountants

THE ALCOHOL EDUCATION TRUST

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Statement of Financial Activities	3
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Notes to the Financial Statements	5 to 17

THE ALCOHOL EDUCATION TRUST

REFERENCE AND ADMINISTRATIVE DETAILS

Trustees	Victoria McDonaugh PGCE, Chair Christina Benjamin BSc (Hons) PGCE David Cox Stephen Foster Kate Larard MSc HV RM SRN Andrew Morse BSc Hons Keith Newton ACA Dr Lara Jayne Wear MB BS BSc DCH (SA) MRCGP Alison Winsborough BMus PGCE
Senior Management / Leadership Team	Helena Conibear, Chief Executive
Charity Registration Number	1186202
Principal Office	Pavilion in the Park St Johns Way Poundbury Dorchester Dorset DT1 2FG
Independent Examiner	S J Hough FCA Edwards & Keeping Chartered Accountants Unity Chambers 34 High East Street Dorchester Dorset DT1 1HA
Bankers	The Co-operative Bank P O Box 250 Skelmerdale WN8 6WT

THE ALCOHOL EDUCATION TRUST

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF THE ALCOHOL EDUCATION TRUST

I report to the trustees on my examination of the accounts of The Alcohol Education Trust for the year ended 30 September 2021.

Responsibilities and basis of report

As the charity trustees of The Alcohol Education Trust you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the The Alcohol Education Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

Since The Alcohol Education Trust's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of The Alcohol Education Trust as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

S J Hough FCA
Edwards & Keeping
Chartered Accountants

Unity Chambers
34 High East Street
Dorchester
Dorset
DT1 1HA

4 April 2022

THE ALCOHOL EDUCATION TRUST

STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 30 SEPTEMBER 2021

	Note	Unrestricted £	Restricted £	Total 2021 £	(As restated) Total 2020 £
Income and Endowments from:					
Donations and legacies	2	106,623	153,797	260,420	421,443
Charitable activities	3	3,489	276	3,765	4,071
Fundraising income		-	-	-	4,216
Total income		110,112	154,073	264,185	429,730
Expenditure on:					
Charitable activities	4	(73,428)	(101,163)	(174,591)	(148,369)
Total expenditure		(73,428)	(101,163)	(174,591)	(148,369)
Gains/losses on investment assets	10	7,490	-	7,490	(3,174)
Net income		44,174	52,910	97,084	278,187
Gross transfers between funds		(2,070)	2,070	-	-
Net movement in funds		42,104	54,980	97,084	278,187
Reconciliation of funds					
Total funds brought forward		455,028	76,739	531,767	253,580
Total funds carried forward	15	497,132	131,719	628,851	531,767

All of the charity's activities derive from continuing operations during the above two periods.

The funds breakdown for 2020 is shown in note 15.

THE ALCOHOL EDUCATION TRUST

(CHARITY COMMISSION REGISTRATION NUMBER: 1186202)
(OSCR REGISTRATION NUMBER SC050360)
BALANCE SHEET AS AT 30 SEPTEMBER 2021

	Note	2021 £	2020 £ (As restated)
Fixed assets			
Tangible assets	9	292,103	53,797
Investments	10	85,595	53,106
		377,698	106,903
Current assets			
Stocks	11	7,237	12,201
Debtors	12	401	40,539
Cash at bank and in hand	13	314,567	428,585
		322,205	481,325
Creditors: Amounts falling due within one year	14	(71,052)	(56,461)
Net current assets		251,153	424,864
Net assets		628,851	531,767
Funds of the charity:			
Restricted income funds			
Restricted funds	15	131,719	76,739
Unrestricted income funds			
Unrestricted funds		497,132	455,028
Total funds	15	628,851	531,767

The financial statements on pages 3 to 17 were approved by the trustees, and authorised for issue on 28 February 2022 and signed on their behalf by:

Victoria McDonaugh PGCE
Trustee

1 Accounting policies

Statement of compliance
The financial statements have been prepared in accordance with the second edition of the Charities Statement of Recommended Practice issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011.

Basis of preparation
The Alcohol Education Trust meets the definition of a public benefit entity under FRS 102. The accounts (financial statements) have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to these accounts.

Exemption from preparing a cash flow statement
The charity opted to early adopt Bulletin 1 published on 2 February 2016 and have therefore not included a cash flow statement in these financial statements.

Going concern
The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern.

Prior period errors
The comparatives have been restated to reflect the market value of the investments as at 30th September 2019 and 2020 with the unrealised loss in 2019/20 shown in the Statement of Financial Activities comparatives.

Income and endowments
Voluntary income including donations, gifts, legacies and grants that provide core funding or are of a general nature is recognised when the charity has entitlement to the income, it is probable that the income will be received and the amount can be measured with sufficient reliability.

Donations and legacies

Donations and legacies are recognised on a receivable basis when receipt is probable and the amount can be reliably measured.

Grants receivable

Grants are recognised when the charity has an entitlement to the funds and any conditions linked to the grants have been met. Where performance conditions are attached to the grant and are yet to be met, the income is recognised as a liability and included on the balance sheet as deferred income to be released.

Deferred income

Deferred income represents amounts received for future periods and is released to incoming resources in the period for which, it has been received. Such income is only deferred when:

- The donor specifies that the grant or donation must only be used in future accounting periods; or
- The donor has imposed conditions which must be met before the charity has unconditional entitlement.

Expenditure
All expenditure is recognised once there is a legal or constructive obligation to that expenditure, it is probable settlement is required and the amount can be measured reliably. All costs are allocated to the applicable expenditure heading that aggregate similar costs to that category. Where costs cannot be directly attributed to particular headings they have been allocated on a basis consistent with the use of resources, with central staff costs allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use. Other support costs are allocated based on the spread of staff costs.

Charitable activities

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Support costs
Support costs include central functions and have been allocated to activity cost categories on a basis consistent with the use of resources, for example, allocating property costs by floor areas, or per capita, staff costs by the time spent and other costs by their usage.

Government grants
Government grants are recognised based on the accrual model and are measured at the fair value of the asset received or receivable. Grants are classified as relating either to revenue or to assets. Grants relating to revenue are recognised in income over the period in which the related costs are recognised. Grants relating to assets are recognised over the expected useful life of the asset. Where part of a grant relating to an asset is deferred, it is recognised as deferred income.

Taxation
The charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

Tangible fixed assets
Individual fixed assets costing £1,000 or more are initially recorded at cost, less any subsequent accumulated depreciation and subsequent accumulated impairment losses. However, the Trustees may consider capitalising lower cost items where appropriate,

Depreciation and amortisation
Depreciation is provided on tangible fixed assets so as to write off the cost or valuation, less any estimated residual value, over their expected useful economic life as follows:

Asset class	Depreciation method and rate
Leasehold Buildings	Over the minimum period of the lease straight line
Fixtures and Fittings	20% reducing balance

Fixed asset investments
Fixed asset investments, other than programme related investments, are included at market value at the balance sheet date. Realised gains and losses on investments are calculated as the difference between sales proceeds and their market value at the start of the year, or their subsequent cost, and are charged or credited to the Statement of Financial Activities in the period of disposal.

Unrealised gains and losses represent the movement in market values during the year and are credited or charged to the Statement of Financial Activities based on the market value at the year end.

Unlisted investments, including the investment in the subsidiary are measured at cost less provision for impairment as the fair value cannot be measured reliably.

Stock
Stock is valued at the lower of cost and estimated selling price.

Trade debtors
Trade debtors are amounts due from customers for merchandise sold or services performed in the ordinary course of business.

Trade debtors are recognised initially at the transaction price. They are subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for the impairment of trade debtors is established when there is objective evidence that the charity will not be able to collect all amounts due according to the original terms of the receivables.

Cash and cash equivalents
Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

Trade creditors
are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

Fund structure
Unrestricted income funds are general funds that are available for use at the trustees's discretion in furtherance of the objectives of the charity.

Designated funds are unrestricted funds set aside for specific purposes at the discretion of the trustees.

Restricted income funds are those donated for use in a particular area or for specific purposes, the use of which is restricted to that area or purpose.

2 Income from donations and legacies

	Unrestricted				
	General £	Designated £	Restricted £	Total 2021 £	Total 2020 £
Donations and grants;					
Grants and charitable donations	57,245	12,161	139,797	209,203	357,302
Other donations	19,576	-	14,000	33,576	45,075
Government grants	17,641	-	-	17,641	19,066
	94,462	12,161	153,797	260,420	421,443

Included in Restricted Fund grants is £15,000 from the Bank of Scotland Foundation.

Government grant income includes income from the Coronavirus Job Retention Scheme.

3 Income from charitable activities

	Unrestricted				
	General £	Designated £	Restricted £	Total 2021 £	Total 2020 £
Miscellaneous sales and hire income	3,489	-	276	3,765	4,071

4 Expenditure on charitable activities

	Note	Unrestricted General £	Designated £	Restricted £	Total 2021 £	Total 2020 £
Staff costs	6	80,743	-	48,942	129,685	120,504
Office expenses		5,214	1,741	1,734	8,689	4,296
Computer software and maintenance		4,530	197	1,554	6,281	1,337
Printing, postage and stationery		5,659	-	7,900	13,559	10,957
Travel and subsistence		1,731	-	2,419	4,150	10,289
Advertising		329	-	546	875	450
Legal and professional fees		696	-	2,278	2,974	48
Fundraising costs		-	-	-	-	266
Sundry expenses		1,368	-	-	1,368	222
Resource allocation		(35,790)	-	35,790	-	-
Independent Examiner's remuneration	7	1,980	-	-	1,980	-
Depreciation		5,030	-	-	5,030	-
		71,490	1,938	101,163	174,591	148,369

5 Trustees remuneration and expenses

During the year the charity made the following transactions with trustees:

David Cox
£104 (2020: £247) of expenses were reimbursed to David Cox during the year.

The expenses were reimbursement of travel expenses incurred.

No trustees, nor any persons connected with them, have received any remuneration from the charity during the year.

No trustees have received any other benefits from the charity during the year.

6 Staff costs

The aggregate payroll costs were as follows:

	2021 £	2020 £
Staff costs during the year were:		
Wages and salaries	125,362	115,179
Social security costs	2,534	3,483
Pension costs	1,789	1,842
	129,685	120,504

The monthly average number of persons (including senior management / leadership team) employed by the charity during the year (head count) was as follows:

	2021 No
All persons employed	5

No employee received emoluments of more than £60,000 during the year

7 Independent examiner's remuneration

	2021 £	2020 £
Other fees to examiners		
Examination-related assurance services	1,080	-
All other services	900	-
	1,980	-

8 Taxation

The charity is a registered charity and is therefore exempt from taxation.

9 Tangible fixed assets

	Land and buildings £	Furniture and equipment £	Total £
Cost			
At 1 October 2020	53,797	-	53,797
Additions	239,234	4,102	243,336
At 30 September 2021	293,031	4,102	297,133
Depreciation			
Charge for the year	3,663	1,367	5,030
At 30 September 2021	3,663	1,367	5,030
Net book value			
At 30 September 2021	289,368	2,735	292,103
At 30 September 2020	53,797	-	53,797

Included within the net book value of land and buildings above is £Nil (2020 - £Nil) in respect of freehold land and buildings and £289,368 (2020 - £53,797) in respect of leaseholds.

10 Fixed asset investments

	2021 £	2020 £ (As restated)
Shares in group undertakings and participating interests	25,000	1
Other investments	60,595	53,105
	85,595	53,106

Shares in group undertakings and participating interests

	Subsidiary undertakings £	Total £
Cost		
At 1 October 2020	1	1
Additions	24,999	24,999
At 30 September 2021	25,000	25,000
Net book value		
At 30 September 2021	25,000	25,000
At 30 September 2020	1	1

Other investments

	Unit Trust investment £	Total £
Cost or Valuation		
At 1 October 2020	53,105	53,105
Revaluation	7,490	7,490
At 30 September 2021	60,595	60,595
Net book value		
At 30 September 2021	60,595	60,595
At 30 September 2020	53,105	53,105

Details of undertakings

Details of the investments in which the charity holds 20% or more of the nominal value of any class of share capital are as follows:

Undertaking	Country of incorporation	Holding	Proportion of voting rights and shares held		Principal activity
			2021	2020	
Subsidiary undertakings					
The Pavilion in the Park (PIPS) Ltd St John Way, Poundbury, Dorchester, DT1 2FG	England & Wales	Ordinary	100%	100%	Running the cafe at Pavilion in the Park

Subsidiaries

The profit for the financial period of The Pavilion in the Park (PIPS) Ltd was £27,127 (2020 - £Nil) and the aggregate amount of capital and reserves at the end of the period was £52,127 (2020 - £1).

11 Stock

	2021 £	2020 £
Stocks	7,237	12,201

12 Debtors

	2021 £	2020 £
Due from group undertakings	301	-
Other debtors	100	40,539
	401	40,539

13 Cash and cash equivalents

	2021 £	2020 £
Cash on hand	60	-
Cash at bank	314,507	428,585
	314,567	428,585

14 Creditors: amounts falling due within one year

	2021 £	2020 £
Trade creditors	11,069	5,718
Other creditors	10,149	1
Accruals	1,834	42
Deferred income	48,000	50,700
	71,052	56,461

	2021 £
Deferred income at 1 October 2020	50,700
Resources deferred in the period	48,000
Amounts released from previous periods	(50,700)
Deferred income at 30 September 2021	48,000

15 Funds

	Balance at 1 October 2020 (as restated) £	Incoming resources £	Resources expended £	Transfers £	Other recognised gains/(losses) £	Balance at 30 September 2021 £
Unrestricted						
General						
General funds	74,268	97,951	(71,490)	285,063	7,490	393,282
Designated						
Building Fund	355,760	12,161	(1,938)	(312,133)	-	53,850
CEO Succession Reserve	25,000	-	-	25,000	-	50,000
	380,760	12,161	(1,938)	(287,133)	-	103,850
Total unrestricted	455,028	110,112	(73,428)	(2,070)	7,490	497,132
Restricted						
Cumbria & Lancs	4,058	5,250	(9,883)	575	-	-
Dorset	12,643	-	(2,871)	-	-	9,772
East Midlands	3,793	5,000	(8,806)	13	-	-
16+ (formerly Foyer)	7,954	61,200	(20,603)	-	-	48,551
Greater London	375	-	(926)	551	-	-
Gr.Manchester F&R	741	-	(1,588)	847	-	-
LAAAs	1,890	-	(1,748)	-	-	142
Leeds & Kirklees	1,503	-	(186)	-	-	1,317
Midland & South West	16,368	17,000	(13,813)	-	-	19,555
North Yorkshire	5,959	-	(2,785)	-	-	3,174
Scotland	4,218	39,000	(19,809)	-	-	23,409
SEN/LAC	17,237	-	(6,741)	-	-	10,496
Digital	-	9,690	(2,479)	-	-	7,211
Mersey	-	2,500	(2,584)	84	-	-
PiPs space	-	14,433	(6,341)	-	-	8,092
Total restricted	76,739	154,073	(101,163)	2,070	-	131,719
Total funds	531,767	264,185	(174,591)	-	7,490	628,851

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 SEPTEMBER 2021

	Balance at 1 October 2019 (as restated) £	Incoming resources £	Resources expended £	Transfers £	Other recognised gains/(losses) (as restated) £	Balance at 30 September 2020 (as restated) £
Unrestricted funds						
General						
General funds	72,436	119,517	(89,511)	(25,000)	(3,174)	74,268
Designated						
Building Fund	119,797	210,963	-	25,000	-	355,760
CEO Succession Reserve	25,000	-	-	-	-	25,000
	144,797	210,963	-	25,000	-	380,760
Total unrestricted funds	217,233	330,480	(89,511)	-	(3,174)	455,028
Restricted						
Cumbria & Lancs	-	11,200	(7,142)	-	-	4,058
Dorset	7,142	7,000	(1,499)	-	-	12,643
East Midlands	-	6,000	(2,207)	-	-	3,793
16+ (formerly Foyer)	-	15,300	(7,346)	-	-	7,954
Greater London	646	-	(271)	-	-	375
Gr.Manchester F&R	741	-	-	-	-	741
LAAAs	1,890	-	-	-	-	1,890
Leeds & Kirklees	1,503	-	-	-	-	1,503
Midland & South West	7,590	20,000	(11,222)	-	-	16,368
North Yorkshire	7,480	-	(1,521)	-	-	5,959
Scotland	596	24,750	(21,128)	-	-	4,218
SEN/LAC	8,759	15,000	(6,522)	-	-	17,237
Total restricted funds	36,347	99,250	(58,858)	-	-	76,739
Total funds	253,580	429,730	(148,369)	-	(3,174)	531,767

The specific purposes for which the funds are to be applied are as follows:

Designated funds:

Building Fund - the new office, community space and income generating cafe (operated by Pavilion in the Park (PiPs) Ltd was completed during 2020/21. The remaining fund balance will be spent on completing the external landscaping and installing a kiosk.

CEO Succession Fund - £50,000 is held in a designated fund to recognise that the true cost of replacing the current CEO would be significantly higher than the existing CEO remuneration.

16 Analysis of net assets between funds

	Unrestricted funds		Restricted funds	Total funds at 30 September 2021
	General	Designated		
	£	£	£	£
Tangible fixed assets	292,103	-	-	292,103
Fixed asset investments	85,595	-	-	85,595
Current assets	57,575	113,939	150,691	322,205
Current liabilities	(41,991)	(10,089)	(18,972)	(71,052)
Total net assets	393,282	103,850	131,719	628,851

	Unrestricted funds		Restricted funds	Total funds at 30 September 2020
	General	Designated		
	£	£	£	£
Tangible fixed assets	-	53,797	-	53,797
Fixed asset investments	53,106	-	-	53,106
Current assets	35,498	326,963	118,864	481,325
Current liabilities	(14,336)	-	(42,125)	(56,461)
Total net assets	74,268	380,760	76,739	531,767

17 Related party transactions

During the year the charity made the following related party transactions:

Pavilion in the Park (PIPS) Ltd
(Pavilion in the Park (PIPS) Ltd is a wholly owned trading subsidiary of The Alcohol Education Trust)
During the year, expenses relating to the Pavilion in the Park are shared between The Alcohol Education Trust and Pavilion in the Park (PIPS) Ltd.. At the balance sheet date the amount due from Pavilion in the Park (PIPS) Ltd was £300 (2020 - £Nil).