

drinkaware

The Drinkaware Trust

(A Charitable Company Limited by Guarantee)

Annual Report and Financial Statements

Year ended 31 December 2011

Registered Charity Numbers:
- 1094586 in England and Wales
- SC043163 in Scotland
Company Number: 4547974

Annual Report and Financial Statements For the year ended 31 December 2011

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Report of the Trustees

For the year ended 31 December 2011

(Incorporating the Directors' report)

The Trustees, who are also the directors of the charity, present their report and the financial statements of the charity for the year ended 31 December 2011, which have been prepared in accordance with the Statement of Recommended Practice "Accounting and Reporting by Charities" issued in March 2005 (SORP 2005) and revised in 2008.

Reference and administrative details

Charity number 1094586
Company number 4547974

Registered office 6 St Albans St, London SW1Y 4SQ
 Website: www.drinkaware.co.uk
 Tel: 020 7766 9900 Fax: 020 7504 8217

Auditors Target, 14th Floor, 76 Shoe Lane, London, EC4A 3JB

Bankers CAF Bank Ltd, 25 Kings Hill Avenue, Kings Hill, West Malling, Kent ME19 4TA

Directors and Trustees

The directors of the charitable company (the charity) are the Trustees for the purpose of charity law. Throughout this report they are collectively referred to as Trustees.

The following Trustees have acted since 1 January 2011:

	Derek Lewis	(Chair)
	Carolyn Bradley	
	Nick Grant	
	Prof David Foxcroft	
	Dr Nick Sheron	
	Dr Michael Wilks	
	Helen Humphreys	
	Mark Hunter	
	Benet Slay	
	Ted Tuppen CBE	
	Prof Gill Valentine	
	Alan Maryon-Davies	(Resigned 1 January 2012)
	Alex Hunter	(Appointed 7 June 2011)
Company Secretary	Gillian McKay	(Resigned 11 October 2011)
	Chris Sorek	(Appointed 11 October 2011)
Chief Executive	Chris Sorek	

Report of the Trustees

For the year ended 31 December 2011

(Incorporating the Directors' report)

Structure, governance and management

The Drinkaware Trust (Drinkaware) is a charitable company limited by guarantee, incorporated on 27 September 2002 (company number 4547974) and registered with the Charity Commission as a charity on 13 November 2002 (charity registration number 1094586). The guarantee of each member is limited to £1. The governing document of the charity is the Memorandum and Articles of Association. Its strategic objectives, as set out in a Memorandum of Understanding signed in 2006 (2006 MoU) are to increase awareness, improve attitudes and affect positive changes in behaviour related to alcohol consumption.

In December 2009 an Addendum was added which modified the '2006 MoU', and which was signed by Drinkaware and the Secretary of State for Health and endorsed by 50 companies. It confirms support for the continued operation of Drinkaware and sets out a formula for individual company donations. From January 2010, contributions from across the alcoholic drinks industry, including producers, pub companies and retailers is based on turnover, with adjustments to recognise producer premium and on-trade retailer discount.

Appointment of Trustees

The charity's governing body reflects its broad base of stakeholders and its responsibility for the wider public interest. The governing body has 13 members, including the Chair. Five Trustees are drawn from the alcoholic drinks industry and five from a non-industry alcohol-related background. Three members, including the Chair, have no current professional interest in the alcoholic drinks industry. Trustees serve for a term of three years and may be appointed to serve for one further term. Transitional arrangements for the initial period allow designated Trustees to serve initial terms of between one and four years (but limited to a maximum of six years) in order to give a balance of established, recently recruited and new Trustees.

The Trustees are unpaid but may receive reasonable out-of-pocket expenses. Details of payments made during the year are set out in note 5.

Trustee induction and training

The charity has a formal procedure for inducting Trustees to ensure that they are familiar with past history, current strategy and activity and their responsibilities. Training is provided at the request of Trustees.

Organisation, management and staffing

The Board meets at least five times a year. The Chief Executive has responsibility for planning and developing the services and strategies for Drinkaware within clear policies set by the Trustees. The Chief Executive ensures that the staff team is recruited and supported to provide the skills and expertise needed to run a successful organisation and that the values of the charity are observed.

The Trustees have considered the major risks to which the charity is exposed and have reviewed those risks and established systems and procedures to manage those risks.

Report of the Trustees

For the year ended 31 December 2011

(Incorporating the Directors' report)

Public benefit

The Trustees have considered the Charity Commission guidance on public benefit when planning the activities of the charity. The Trustees are satisfied that the objectives and activities of Drinkaware meet the Charity Commission guidance on public benefit in that they:

- Provide medically best evidenced, free and accessible facts about alcohol.
- Communicate widely to its key target audiences through its campaigns and other activities.
- Provide a platform and forum for stakeholders to work together and positively change consumer behaviour on alcohol.

Objects of the charity

Drinkaware is an independent alcohol education charity which provides consumers with information to make informed decisions about the effects of alcohol on their lives and lifestyles. Its public education programmes, grants, expert information and resources help create awareness and affect positive change.

To achieve its goals, Drinkaware works with the medical profession, alcohol industry, government and voluntary groups to:

- Affect positive changes in behaviour related to alcohol consumption.
- Increase awareness of the impact of alcohol misuse on society and the health and well-being of individuals, their families and communities.
- Improve attitudes and motivation for drinking safely and responsibly.
- Promote the unacceptability of binge drinking and drink-related disorder.

Main objectives for 2011

Drinkaware's objectives for 2011 had a strong link to the organisation's objects:

- Launch MyDrinkaware lifestyle management tool to consumers.
- Pilot an education resource for primary and secondary schools with the view to rolling it out nationwide (In:tuition).
- Ensure that all campaigns drive improvements in the organisation's KPIs.

Principal achievements for the year

In 2011 Drinkaware:

- Received reinforcement of the commitment made by government and industry to support Drinkaware through its inclusion in the Responsibility Deal, forming one of the seven alcohol pledges announced in March 2011.
- Increased its income base with the addition of 10 new funding companies.
- Presented evidence at the Science and Technology Select Committee on units and responded to the Department of Education's PSHE review, establishing Drinkaware's position as the 'go to' source for information on alcohol.
- Increased industry 'in-kind' support for its 'Why let good times go bad?' campaign by £5million.
- Reported behaviour change across all three campaign audiences – parents & young people, young adults and adults.

Report of the Trustees

For the year ended 31 December 2011

(Incorporating the Directors' report)

Funding and Structure

Drinkaware received £5.1 million in voluntary donations from the UK alcohol industry in 2011. In addition, Drinkaware raised £0.1m from alcohol awareness publications, bank interest and further donations.

In 2011 Drinkaware received an additional £176,890 in pledged support from 10 new funding companies, including Spirit Group, following its demerger from Punch Taverns. Six of these companies were signatories of the Responsibility Deal and Drinkaware is in talks with a further 12 companies who have signed the Drinkaware support pledge.

The income received from funders supported the planning and delivery of social marketing campaigns targeting each of Drinkaware's key audiences, as well as funding Drinkaware's digital, media, research, grants and stakeholder engagement activity. In addition to making financial contributions Drinkaware funding companies provide 'media in kind' to support and extend the reach of Drinkaware campaigns. In 2011 this support was valued at £26.5m for Drinkaware's 'Why let good times go bad?' campaign.

Campaigning for change

Drinkaware runs campaigns to highlight the risks associated with alcohol misuse. It targets parents and young people, young adult binge drinkers and adults drinking to increasing risk levels in the UK.

Campaign evaluation findings show evidence of strong campaign engagement and early indications of behavioural change.

Drinkaware's 'Why let good times go bad?' campaign to reduce the desirability and acceptability of drunkenness among young adults has proved effective in engaging the audience and motivated them to consider drinking differently. The evaluation showed that prompted recall of the campaign was 27%, double the industry average, with at least 850,000 regular drinkers seeing the campaign. 8 out of 10 regular drinkers (680,000) claim to have adopted at least one of the campaign tips and are pacing with soft drinks, drinking more water and eating before drinking.¹ The rate card value of Drinkaware's "Why let good times go bad?" advertising amounted to £6.3 million in the year.² 'In-kind' support was also up, valued this year at £26.5 million, representing a 39% increase in commitment by industry.

'Excuses', the campaign aimed at 30-45 year old 'increasing risk' drinkers, drove a 31% increase in sign-ups to MyDrinkaware, the charity's online drinks tracking tool. Alcohol consumption of active users of MyDrinkaware fell from an average of 5 units per day to 3.9 units. The tool now has more than 108,000 registered users enabling them to self evaluate their drinking, set personal goals and helps them understand their alcohol consumption in terms of units, calorie, exercise and spend.

The 'Your Kids and Alcohol' campaign, which encourages parents to speak to their children about alcohol, couples information and advice on alcohol with an interactive video. Played more than 190,000 times by parents, research showed that 44% of parents went on to have conversations with their children about alcohol after seeing the campaign. In addition, parents ordered more than 35,000 copies of the 'Your Kids and Alcohol' leaflet.

¹ Independent research conducted on behalf of Drinkaware by Millward Brown. 1,000 nationally representative 18-24 year olds surveyed in November 2011 via a web based survey. All research respondents taking part in the evaluation were shown a selection of the Drinkaware campaign materials and ask to identify which materials they recalled seeing. Population figures provided have been extrapolated from the independent research findings.

² The rate card value is defined by the media channel owner and is a combination of the medium used, the target audience reached and the number of the times the advertisement will reach the target audience. This value is only used for guidance, as the actual charges vary according to the bargaining power of the advertiser. The cost to Drinkaware was £0.4 million.

Report of the Trustees

For the year ended 31 December 2011

(Incorporating the Directors' report)

Reaching more people, more often

A 37% increase in web traffic during 2011 ensured the Drinkaware website, www.drinkaware.co.uk, retained the top ranking in Google for 'alcohol', receiving 2.8 million unique visitors in total. There were 10.5 million page views in 2011, a 50% increase on the previous year, due to improvements to the user journey experience and more interactive content on site.

Drinkaware's new digital focus in 2011, as a more cost-effective channel for reaching each target audience, also saw promising results. There were 11,000 unique visitors to the Good Times mobile site and 9,000 downloads of the new Smartphone app. Over 108,000 people signed up to track their drinking with MyDrinkaware, representing 3% of the target audience, and 10% of parents (190,000 out of the 1.9 million ABC1 target) engaged with Drinkaware's interactive video.

Campaign activity in 2012 continues to drive audiences to these online tools.

Review of financial position

The statement of financial activities for the year is set out on page 14 of the financial statements. The net surplus for the year was £199,111 (2010: deficit of £196,595).

Grant making policy

In 2011, Drinkaware offered the majority of grants to organisations promoting alcohol awareness for youth. This was mainly delivered through talks at schools and plays, focussing on life skills such as assertiveness and self-esteem. It also funded the delivery workplace alcohol awareness sessions, supporting the adult strategy.

Reserves policy

Drinkaware has a policy that reserves should be maintained at £350,000, which ensures that Drinkaware's core activity can continue during a period of unforeseen difficulties. The reserves at the end of the year were higher than Drinkaware's policy at £459,055 due to additional costs expected to be incurred in 2012.

Plans for 2012 and beyond

Drinkaware will continue to target the same three audiences in 2012 using digital, out of home, CRM and PR channels:

- Parents and young people
- Young adults
- Increasing risk adult drinkers – 25-44 years.

Drinkaware will conduct an audit of its activities from 2010 through 2012. This will be done through an external consultant with the report being made available to the public in 2012. Drinkaware will also conduct a review of its work to improve its effort from 2013 onwards as well as address its campaign/communications programmes, organisational structure, governance and funding.

Report of the Trustees

For the year ended 31 December 2011

(Incorporating the Directors' report)

Trustees' responsibilities

The Trustees are responsible for preparing the Trustees' Report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources of charitable company for that period. In preparing these financial statements, the Trustees are required to:

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

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Statement of disclosure of information to auditors

So far as the Trustees are aware, there is no relevant audit information (as defined by Section 418 of the Companies Act 2006) of which the company's auditors are unaware, and each Trustee has taken all the steps that s/he ought to have taken as a Trustee in order to make himself aware of any relevant audit information and to establish that the company's auditors are aware of that information.

Auditors

The current auditors, Target, have expressed their willingness to continue in office.

By order of the Board

Derek Lewis
Chair of Trustees

12 June 2012

Independent Auditor's Report to The Members of The Drinkaware Trust

We have audited the financial statements of The Drinkaware Trust for the year ended 31 December 2011 which comprise the Statement of Financial Activities, the Balance Sheet, and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). This report is made solely to the charity's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charity's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of trustees and auditor

As explained more fully in the Trustees' Responsibilities Statement on page 6, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's [(APB's)] Ethical Standards for Auditors.

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the charitable company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the trustees; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the Report of Trustees to identify material inconsistencies with the audited financial statements. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Opinion on financial statements

In our opinion the financial statements:

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

Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Trustees' Annual Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

Independent Auditor's Report to The Members of The Drinkaware Trust

Matters on which we are required to report by exception

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

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Chris Evans (Senior Statutory Auditor)
for and on behalf of Target
Chartered Accountants
Statutory Auditor
14th Floor
76 Shoe Lane
London
EC4A 3JB

Date:.....

Statement of Financial Activities for the year ended 31 December 2011

(incorporating the income and expenditure account)

	Note	Unrestricted Funds £	Restricted Funds £	Total 2011 £	Total 2010 £
Incoming resources					
<i>Incoming resources from generated funds:</i>					
Voluntary income - Donations	2.1	5,248,814	-	5,248,814	5,158,544
Investment income - Bank interest	2.1	11,957	-	11,957	5,284
<i>Incoming resources from charitable activities:</i>					
Consumer information	2.2	71,035	-	71,035	131,602
Other incoming resources	2.3	60,432	-	60,432	2,001
Total incoming resources		5,392,238	-	5,392,238	5,297,431
Resources expended					
<i>Cost of generating funds</i>	3	42,131	-	42,131	23,225
<i>Charitable activities</i>					
Welsh Government		-	-	-	115,000
Grants Programme fund	3	196,997	-	196,997	202,663
Consumer information	3	4,840,599	-	4,840,599	5,015,631
<i>Governance costs</i>	3	113,400	-	113,400	137,507
Total resources expended	3	5,193,127	-	5,193,127	5,494,026
Net incoming resources before transfers		199,111	-	199,111	(196,595)
Transfers between funds		-	-	-	-
Net surplus / (expenditure) for the year		199,111	-	199,111	(196,595)
Fund balances brought forward as at 31 December 2010		259,944	-	259,944	456,539
Fund balances carried forward as at 31 December 2011	10	459,055	-	459,055	259,944

The statement of financial activities includes all gains and losses recognised in the year. For Companies Act purposes total income is £5,392,238 (2010: £5,297,431) and total expenditure is £5,193,127 (2010: £5,494,026) which is total incoming resources and total resources expended as shown above. All incoming resources and resources expended are derived from continuing activities.

The notes on pages 11 to 20 form part of these financial statements.

Balance Sheet as at 31 December 2011

	Notes	Total 2011 £	Total 2010 £
Fixed assets			
Intangible assets	6	16,811	57,038
Tangible assets	6	61,267	82,722
		78,078	139,760
Current assets			
Debtors	7	111,304	86,186
Cash at bank and in hand		801,283	874,861
		912,587	961,047
Creditors: amounts falling due within one year			
Creditors	8	(531,610)	(840,863)
		380,977	120,184
Net current assets		380,977	120,184
Net assets		459,055	259,944
Funds			
Restricted funds		-	-
Unrestricted funds		459,055	259,944
Total funds	10	459,055	259,944

The financial statements were approved and authorised for issue by the Board of Trustees on 12 June 2012 and signed on their behalf by:

Derek Lewis
Chair of Trustees

Nick Grant
Treasurer

The notes on pages 11 to 20 form part of these financial statements.

Company No. 04547974

Notes to the financial statements

For the year ended 31 December 2011

1 Principal accounting policies

The following accounting policies have been used consistently in dealing with items which are considered material in relation to the financial statements.

1.1 Basis of accounting

The financial statements are prepared in accordance with the historical cost convention. The financial statements have been prepared in accordance with applicable Accounting Standards in the United Kingdom and the Statement of Recommended Practice "Accounting and Reporting by Charities" (SORP 2005) and the Companies Act 2006. A summary of the principal accounting policies, which have been applied consistently, are set out below.

1.2 Incoming resources

All income is accounted for as soon as Drinkaware has entitlement to the income and there is certainty of receipt and the amount is measured with sufficient reliability.

No amounts are included in the financial statements for services donated by volunteers.

Grants receivable are credited to the statement of financial activities in the year in which they are receivable.

Donations receivable are credited to the statement of financial activities in the year in which they are received.

1.3 Deferred income

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

1.4 Resources expended

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with use of the resources.

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

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

Grants payable are recognised in the year when the offer is made, providing that any related conditions within the control of the Trustees have been fulfilled. Grants offered subject to conditions which remain within the control of the Trustees and have not been met at the year end are noted as a commitment, but not accrued as an expense.

Cost of generating funds include an allocation of staff and overhead costs apportioned to this activity.

Support costs are apportioned as a percentage of management time spent on these activities.

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

Notes to the financial statements

For the year ended 31 December 2011

1.5 Irrecoverable VAT

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

1.6 Recognition of liabilities

Liabilities are recognised when an obligation arises to transfer economic benefits as a result of past transactions or events.

1.7 Tangible fixed assets

Tangible fixed assets are stated at cost less depreciation and impairment. Individual fixed assets costing less than £500 are not capitalised. Depreciation on tangible fixed assets is provided at rates calculated to write off the cost of those assets, less their estimated residual value, over their expected useful lives on the following basis:

Fixtures, furniture and fittings	-	33 ⅓ % straight line.
Leasehold depreciation	-	over the life of the lease

1.8 Website development costs and amortisation

Website development costs are stated at cost less amortisation and impairment. Amortisation is provided at rates calculated to write off the cost of those assets, less their estimated residual value, over their expected useful lives on the following basis:

Website development costs	-	33 ⅓ % straight line
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1.9 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes. The cost of raising and administering such funds is charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Investment income and gains are allocated to the appropriate fund.

1.10 Pensions policy

Drinkaware operates a defined contribution pensions policy in compliance with the stakeholder pension requirements. Drinkaware matches the percentage that the employee contributes up to a maximum of 5%. Contributions payable are charged to the profit and loss account in the year they are payable.

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

1.11 Cash Flow Statement

The financial statements do not include a cash flow statement because the charity, as a small reporting entity, is exempt from the requirement to prepare such a statement under Financial Reporting Standard 1 "Cash flow statements".

1.12 Operating leases

Rentals arising under operating leases are charged to the statement of financial activities in the year they fall due.

Notes to the financial statements
For the year ended 31 December 2011

2 Incoming resources

2.1 Incoming resources from generated funds

	Consumer Information	Total 2011	Total 2010
	£	£	£
Unrestricted funds			
Voluntary donations	5,248,814	5,248,814	5,158,544
Bank interest	11,957	11,957	5,284
Total unrestricted funds	5,260,771	5,260,771	5,163,828

2.2 Incoming resources from charitable activities

	Consumer Information	Total 2011	Total 2010
	£	£	£
Unrestricted funds			
Consumer information	71,035	71,035	16,602
Total unrestricted funds	71,035	71,035	16,602
Restricted funds			
Grants – Welsh Government	-	-	115,000
Total restricted funds	-	-	115,000
Total incoming resources from charitable activities	71,035	71,035	131,602

2.3 Other incoming resources

	Total 2011	Total 2010
	£	£
Unrestricted funds		
Sundry receipts	60,432	2,001
Total unrestricted funds	60,432	2,001
Total incoming resources	5,392,238	5,297,431

Notes to the financial statements
For the year ended 31 December 2011

3 Resources expended

3.1 Analysis of total resources expended

	Staff costs £	Support costs £	Other direct costs £	Total 2011 £	Total 2010 £
Unrestricted funds					
Cost of generating funds	31,967	10,164	-	42,131	23,225
Charitable activities					
Grants programme fund	43,225		153,772	196,997	202,663
Consumer information	680,969	330,365	3,829,265	4,840,599	5,015,631
Governance	24,182	10,889	78,329	113,400	137,507
Total unrestricted resources expended	780,342	351,418	4,061,366	5,193,127	5,379,026
Restricted funds					
Charitable activities					
Welsh Government	-	-	-	-	115,000
Total restricted resources expended	-	-	-	-	115,000
Total resources expended 2011	780,342	351,418	4,061,366	5,193,127	5,494,026
<i>Total resources expended 2010</i>	<i>779,329</i>	<i>347,204</i>	<i>4,367,493</i>		<i>5,494,026</i>

3.2 Analysis of grants programme

	Total 2011 £
Other direct costs	
Alcohol Education Trust: Enhancement and Expansion of Resources	30,000
Norcas: Safer Drinking Training for Companies	25,000
Pintsize Theatre: I Want, I Want	24,486
Vita Nova: The Community Challenge	23,112
Drinksense: Knowing It All	22,354
Sole Purpose Productions: A Wee Taste	15,975
Central Scotland Rape Crisis and Sexual Abuse Centre: Central Scotland Youth Project	5,635
Skye & Lochalsh Drug & Alcohol Partnership: Alcohol Awareness Project	5,500
Act On It: It's on the Cards	1,710
Total direct costs	153,772

Notes to the financial statements

For the year ended 31 December 2011

3.3 Analysis of support costs

	Cost of generating funds	Consumer Information	Governance	Total 2011	Total 2010
	£	£	£	£	£
Unrestricted funds					
Premises	4,440	144,320	4,757	153,517	154,004
Depreciation	832	27,054	892	28,778	29,876
Communications and IT	1,184	38,483	1,268	40,935	35,656
Postage and printing	183	5,926	195	6,304	12,793
Travel costs	700	22,773	751	24,224	19,154
Employee related costs	2,825	91,809	3,026	97,660	95,721
Total unrestricted funds	10,164	330,365	10,889	351,418	347,204

3.4 Analysis of governance costs

	Total 2011 £	Total 2010 £
Auditors' remuneration	9,600	9,600
Auditors' remuneration – non audit services	13,398	4,118
Other direct costs	15,784	52,304
Legal and professional fees	39,547	22,797
Support costs	10,889	9,722
Staff costs	24,182	38,966
Total	113,400	137,507

4 Net (outgoing) / incoming resources

These are stated after charging:

	Total 2011 £	Total 2010 £
Auditors' remuneration	9,600	9,600
Amortisation	40,227	102,632
Operating lease rental - office	70,732	47,209
Depreciation	28,778	13,028

Notes to the financial statements

For the year ended 31 December 2011

5 Trustee and employee information

5.1 Trustee information

During the year under review, no Trustees received any remuneration or benefits-in-kind (2010:£Nil).

Expenses totalling £1,918 were incurred for the provision of travel, subsistence and telephone costs (2010: £3,011). These expenses were incurred on behalf of six Trustees (2010: four Trustees).

5.2 Employee information

Employee costs during the year were:

	Total 2011	Total 2010
	£	£
Salaries	672,764	681,509
Social security	61,824	70,143
Pension	45,755	27,677
Total	780,342	779,329
The average number of staff employed during the year was	17	16

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

	Total 2011	Total 2010
£70,000 to £80,000	-	-
£90,000 to £100,000	-	1
£110,000 to £120,000	-	-
£120,000 to £130,000	1	1
Total	1	2

The contributions in the year for the provision of a defined contributions scheme for one employee were £5,000 (2010: two employees, £8,400).

Notes to the financial statements
For the year ended 31 December 2011

6 Fixed assets

6.1 Intangible fixed assets

	drinkaware. co.uk	Healthy Living Tool	Total
	£	£	£
Cost			
At 1 January 2011	224,545	50,432	274,977
Additions	-	-	-
Disposal at cost			
Total	224,545	50,432	274,977
Amortisation			
At 1 January 2011	201,128	16,811	217,939
Charge for the year	23,417	16,810	40,227
Amortisation on disposal			
Total	224,545	33,621	258,166
Net book value			
At 31 December 2011	-	16,811	16,811
<i>At 31 December 2010</i>	<i>23,417</i>	<i>33,621</i>	<i>57,038</i>

6.2 Tangible fixed assets

	Fixtures, Furniture and Equipment	Leasehold Improvements	Total
	£	£	£
Cost			
At 1 January 2011	46,858	84,242	131,100
Additions	7,323	-	7,323
Total	54,181	84,242	138,423
Depreciation			
At 1 January 2011	31,530	16,848	48,378
Charge for the year	11,930	16,848	28,779
Total	43,460	33,696	77,157
Net book value			
At 31 December 2011	10,721	50,546	61,267
<i>At 31 December 2010</i>	<i>15,328</i>	<i>67,394</i>	<i>82,722</i>

Notes to the financial statements

For the year ended 31 December 2011

7 Debtors

	Total 2011 £	Total 2010 £
Trade debtors	8,460	950
Other debtors	44,154	44,481
Prepayments and accrued income	58,690	40,755
Total	111,304	86,186

Included within other debtors is an amount of £39,809 (2010: £39,809), which is due in greater than one year.

8 Creditors

Amounts falling due within one year:

	Total 2011 £	Total 2010 £
Trade creditors	309,762	577,790
Grants Programme fund grants payable	11,177	69,106
Other creditors	4,382	2,815
Taxation and social security	19,016	-
Accruals	187,273	191,152
Total	531,610	840,863

Included within other creditors are £3,325 (2010: £Nil) related to accrued pension costs.

9 Taxation

Drinkaware is a registered charity and as such is entitled to certain tax exemptions on income and profits from investments and surpluses on any trading activities carried on in furtherance of the charity's primary objectives, if these profits and surpluses are applied solely for charitable purposes.

Drinkaware is not registered for VAT and all their expenditure is recorded inclusive of any VAT incurred.

Notes to the financial statements

For the year ended 31 December 2011

10 Funds

	Balance 31 December 2010 £	Incoming Resources £	Resources Expended £	Transfers between funds £	Balance 31 December 2011 £
Restricted funds					
Unrestricted funds					
General Reserve	259,944	5,392,238	5,193,127	-	459,055
Total funds	259,944	5,392,238	5,193,127	-	459,055

There were no restricted funds as at 31 December 2011.

11 Analysis of assets between funds

Fund balances at 31 December 2011 are as follows:

	Unrestricted Funds £	Restricted Funds £	Total Funds £
Fixed assets	78,078		78,078
Net current assets	380,977		380,977
Total	459,055		459,055