

# drinkaware

The Drinkaware Trust

(A Charitable Company Limited by Guarantee)

## **Annual Report and Financial Statements**

Year ended 31 December 2009

Registered Charity Number: 1094586

Company Number: 4547974

# Annual Report and Financial Statements For the year ended 31 December 2009

## Contents

Report of the trustees .....	2-11
Independent auditors' report.....	12-13
Statement of financial activities (including income and expenditure account) .....	14
Balance sheet.....	15
Notes to the financial statements .....	16-23

# For the year ended 31 December 2009

(Incorporating the Directors' report)

---

The Trustees are pleased to present their report together with the financial statements of the charity for the year ended 31 December 2009.

## Reference and administrative details

<b>Charity number</b>	1094586
<b>Company number</b>	4547974
<b>Registered office</b>	6 St Albans St, London SW1Y 4SQ Website: <a href="http://www.drinkaware.co.uk">www.drinkaware.co.uk</a> Tel: 020 7766 9900 Fax: 020 7504 8217
<b>Auditors</b>	Target Winters Limited, 29 Ludgate Hill, London EC4M 7JE
<b>Bankers</b>	Cafcash Ltd, Kings Hill, West Malling, Kent ME19 4TA
<b>Patrons</b>	The Baroness Susan Greenfield CBE Professor Oliver James

## 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 2009:

Derek Lewis	
Carolyn Bradley	
Tim Clarke	(to 3 November 2009)
Prof David Foxcroft	
Nick Grant	
Dominic Fry	(to 24 September 2009)
Helen Humphreys	(from 13 April 2010)
Srabani Sen	(to 7 April 2009)
Dr Nick Sheron	
Benet Slay	
Jason Stockwood	
Ted Tuppen CBE	(from 13 April 2010)
Prof Gill Valentine	
Dr Michael Wilks	

<b>Company Secretary</b>	Janet Sarll
<b>Chief Executive</b>	Chris Sorek

# Report of the Trustees

## For the year ended 31 December 2009

---

### 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 Commissioners 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) by the Portman Group, the Department of Health, the Home Office, Scottish Executive, Welsh Assembly Government and Northern Ireland Office are to increase awareness, improve attitudes and effect 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 alcohol drinks industry, including producers, pub companies and retailers will be based on turnover with adjustments to recognise producer premium and on trade retailer discount.

The charity is governed by a Board of Trustees comprised of both health professionals and industry representatives. The Board's role is to ensure good governance, maintain independence and deliver the charity's strategic objectives.

### Appointment of Trustees

The charity's governing body reflects its broad base of stakeholders and its responsibility to 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 existing 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 all unpaid volunteers. Trustees 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 and current strategy and activity. Training is provided at the request of Trustees.

### Organisation, management and staffing

The Board meets several times a year. The Chief Executive has responsibility for planning and developing the services and strategies for Drinkaware within clear policies and protocols 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.

### Related parties

During the year The Portman Group made a donation to Drinkaware of £2,267,674 (2008: £2,201,625).

### Risk management

The Trustees have identified that its main risk is not meeting its fundraising target. This risk was mitigated in 2009 by negotiating the Addendum to the 2006 MoU which set out the formula for a long term financial settlement with the alcohol industry.

# Report of the Trustees

## For the year ended 31 December 2009

---

### Objects

The primary objects of the charity, as stated in its Memorandum of Association, are the preservation, protection and promotion of public health through the provision of evidence-based education programmes and research on alcohol-related matters.

Drinkaware has the following strategic objectives:

- To increase awareness of why and how to drink safely and responsibly.
- To increase awareness of the impact of alcohol misuse on society and on the health and well being of individuals, their families and communities.
- To improve attitudes towards the motivation and personal responsibility to drink safely and responsibly.
- To improve attitudes towards the unacceptability of binge drinking and drink-related disorders.
- To effect positive changes in behaviour related to alcohol consumption.

It focuses on three core societal groups:

- Children and young people - broken down further into three separate age groups of 8-10, 11-15 and 16-18.
- At risk adult drinkers - in the 25-44 age range.
- Young adults - in the 18 - 24 age range, (from autumn 2009).

### Principal achievements for the year

#### Campaigns

Drinkaware works with a range of partners to develop campaigns to provide information for the public and deliver its key messages. A key objective of our campaigns is to develop Drinkaware's role as an authority on responsible drinking and position Drinkaware as the consumer's best source for information.

#### Youth programme

##### Youth strategy

As we said we would last year the youth programme's strategy was launched in July 2009 and was based on consultations with youth, youth leaders and related local, regional and national government agencies covering education, society and families/parenting as well as external research.

Drinkaware wants to see young people:

- Having the knowledge and skills to make informed choices about alcohol.
- Starting to drink later than they are now (government research shows the average age is 13).
- Being able to access honest, accurate and relevant information about alcohol and its effects.

We know that young people don't always want to know about the effects of alcohol, especially from adults and we're working on innovative ways to give young people the information they need in a way they want to hear it. When we talk to young people, our messages focus on:

- Delay – encouraging young people to wait until they're older to start drinking.
- Harm minimisation (aimed at 16 and 17 year olds only) – when young people do drink, we want them to do it as safely as possible.

#### Campaigns and other initiatives included:

**The Guardian newspaper partnership** - to look at the issue of young people and alcohol misuse. We heard from professionals and young people about how best to tackle the problem. The partnership which started in March 2009 has included:

- An independent survey (conducted by ICM) into the attitudes, behaviours and concerns of young people, parents and youth workers.
- A roundtable debate of opinion leaders chaired by Sarah Bosely, Health Editor at *The Guardian*
- A full page feature in *Guardian Society*.
- A roundtable debate of young people (aged 16 and 17) hosted by Radio 1 DJ Nihal.
- A microsite: [guardian.co.uk/alcoholandyoungpeople](http://guardian.co.uk/alcoholandyoungpeople).

# Report of the Trustees

## For the year ended 31 December 2009

---

**Ultimate Day** competition ran over the summer months to help tackle increased drinking amongst young people due to boredom. We challenged 16 and 17 year olds to come up with their ultimate day without alcohol.

**Have fun. Be careful** was launched in December in partnership with Brook tackling the issue of alcohol and unprotected sex. Both young people and their parents highlighted this as an area of concern. 15,000 'party season survival' packs with a safe drinking and sex message were distributed to seven teenage pregnancy and alcohol hotspot areas across the UK.

**Advice to professionals working with under-18s** - After feedback from professionals about what they would most like from Drinkaware, we launched a dedicated area of our website offering help. The content includes workshops, factsheets, research, good practice, useful resources and details of alcohol education organisations. Professionals will be able to add their own good practice case studies, details of local organisations and local research studies. The aim is to create a hub of information that frontline workers can draw from.

**Advice to parents** features content for parents to use in giving practical advice about alcohol.

### Adult programme

We said last year that adults will continue to be addressed through Drinkaware-branded campaigns which included:

**Drink Less Miss Less (DLML)**, targeted at music and sports fans drinking at events over the summer. The 'DLML' concept encouraged those drinking at events to drink responsibly and raised awareness of the daily guidelines. The creative executions aimed to encourage the audience to drink less without being didactic. A cricket and a music themed video were developed and were on You Tube, Video Jug and the Drinkaware website. Seeding of the videos took place on forums, social networking sites and blog sites.

The sports video featured England bowler James Anderson and was additionally seeded onto key websites including the ECB (England and Wales Cricket Board). Coverage was also achieved through partnership work with WKD and Carling.com.

The music video featured music and TV presenter Lauren Laverne. Coverage also included 60 press syndication sites for link building and awareness. The video was screened extensively at festivals including V Festival, ynot.festival and Cambridge Rock festival. Placement of related posters at V Festival was achieved by working in partnership with Bacardi and at other festivals posters were placed by working in partnership with Beverage Brands.

### What's Britain drinking this Christmas?

This festive campaign made use of the Drinkaware website homepage, PR activity, experiential events and online advertising to raise awareness of units as measurement of alcohol. We invited the UK to be part of an exciting 'live' experiment to investigate the nation's drinking habits over Christmas, asking people how much alcohol they had consumed in the last 24 hours. PR and online activity worked in unison to drive users to our new-look festive 'unit calculator', which appeared on the Drinkaware website, online ads, and on portable touch-screens in city centre locations around the country. All of these channels were used to complete our interactive survey, with the data collected in a central database.

Consumers engaged with the campaign during December, and by taking part they learnt important facts about the daily guidelines for alcohol consumption, and the dangers of exceeding them. This included personalised feedback for each user, based on their drinking consumption. Users could also see how their own drinking habits compared with other participants.

The centrepiece of the campaign was a giant screen in Covent Garden, which displayed live stats from our central database to London's Christmas shoppers. Data was displayed 'live' on the giant screen as it was collected, so that participants could see their name and feedback on their drinking appear immediately. Live events also took place around the UK, in Birmingham, Leeds and Glasgow. A webcam also filmed the big

# Report of the Trustees

## For the year ended 31 December 2009

---

screen in Covent Garden and the activity around it, sending a live video stream to the Drinkaware website homepage. This worked in connecting website users to the real-world regional event, and vice-versa.

The campaign was a success with 111,000 people engaging with the campaign, and 30,400 entries into our central drinking database. The campaign also generated over 100 pieces of media coverage with highlights including Daily Mirror, Evening Standard, AOL and our spokespeople appearing on GMTV, STV and BBC London amongst others.

### Young adult programme

This is a new audience for Drinkaware.

#### Why let good times go bad

Drinkaware partnered with the alcohol industry group Campaign for Smarter Drinking (CFSD) in the “Why let good times go bad?” campaign. The campaign’s messages were communicated through 10,000 ‘street talker’ phone boxes and in-store and on-pack executions as well as at point-of-sale in 9,000 off-trade outlets, 16,000 on-trade and over 10 million packs. To extend the campaign, Drinkaware partnered with young adult targeted media channels - Heat, Nuts, Zoo, London Lite and Now - and carried out competitions to increase the engagement with young adults. The competitions focussed around tips and key messages of the campaign with digital cameras being given out to record ‘good times’. We were able to extend the campaign to Sheffield, Wales and Brighton by partnering with Magners who provided comedy festival and rugby tickets as prizes to reward consumers who engaged with the campaign through local newspapers and online.

The dedicated WLGTTGB section on Drinkaware website attracted more than 20,000 visitors who interacted with the ‘play your night right’ Top Trumps functionality as well as with videos and reading the tips based content for keeping a good time good.

#### A Fresher Perspective

We launched an authentic weekly blog written by a university student who gives a frank portrayal of young people’s drinking habits. Sample topics include ‘pre-drinks’ at home and her regrets about taking part in a drinking game. The blog has attracted constructive visitor comments and gets an average of 100 views a day.

#### Topshop

Drinkaware has formed a strategic partnership with Topshop, which employs 9,000 staff, of which 7,500 are between 18 and 24, giving Drinkaware an invaluable opportunity to reach a large number of people. To start the relationship, Drinkaware held an interactive event focussing on units and calories, in Topshop flagship store’s canteen in London for all staff.

### Website

Our website Drinkaware.co.uk carries full and accurate information on responsible drinking in a format that is both consumer-friendly and easily accessible. We have met last year’s goals of building awareness, driving volumes, improving the reputation of the site as a leading consumer alcohol education resource, and learning more about our audience and how best to engage with them using online channels.

In 2009 1.5 million unique visitors viewed more than 5million pages and spent an average of 2min 20sec per visit. Traffic climbed steadily throughout the year increasingly due to our campaign activity, robust search strategy and ongoing commitment to developing interesting content and innovative ways to deliver it. We received 104,000 unique visitors in January 2009, which grew to 185,000 unique visitors by December, an increase of 77%. With nearly 900,000 visits in 2009, the Drinkaware unit calculator and drink diary was our most visited page.

The Trust secured a Google Grant of \$10,000 (~£7,000) per month to help maximise awareness of Drinkaware through Google’s AdWords.

### Grants programme

As we said last year, the grants programme was re-launched in February 2009. The new schemes more effectively deliver against strategic organisational objectives and have greater impact for beneficiaries.

# Report of the Trustees

## For the year ended 31 December 2009

---

Drinkaware accepts applications from voluntary, community and not-for-profit organisations and partnerships working with any population group anywhere in the UK. 300 enquiries and 100 applications were received in 2009.

Drinkaware commissioned Charities Evaluation Service to conduct a comprehensive assessment of the grants processes in December 2009 reporting in January 2010. Since Theatre in Education (TIE) is one of the most common forms of alcohol education for young people, Drinkaware also commissioned a detailed evaluation of the three strongest TIE projects funded in 2009 to enable TIE best practice standards to be set going forward.

In 2009 £265,531(2008: £41,061) has been awarded to 13 projects under Drinkaware's new grants schemes; three Ideas Fund Projects (up to £2,000), eight Awareness Projects (up to £25,000) and one Big Impact Award (up to £100,000). Summary details of all funded projects can be found online at [drinkaware.co.uk](http://drinkaware.co.uk). Projects funded included:

- Alcohol specific youth work in local communities including street outreach accredited and unaccredited workshops
- Rolling out alcohol education materials developed with input from local young people to schools county-wide
- Trialling intensive approaches to theatre in education

The Big Impact Award to London Active Communities: £99,600 was for the alcohol education element of their sports focussed youth inclusion work in partnership with Premiership Rugby. The funding has enabled LAC, and their partner Premier Rugby, to develop and produce resources so 12 Premiership clubs can begin delivering an alcohol misuse programme to young people aged 13–19.

### Drinkaware Challenge

The “Drinkaware Challenge” was a peer mentoring project aimed at tackling and preventing alcohol misuse among young people in the UK developed in conjunction with UK Youth. It was funded in part by a grant from Big Lottery Fund (BLF) spread over three years and ending in February 2009. The BLF grant had partly funded the old grant scheme and we were able to add the remaining unspent BLF grant of £19,202 to the funds available for distribution.

### Publications and other resources

To complement Drinkaware campaigns we produced a range of materials to help educate adults and young people about alcohol. Resources are currently free of charge although those ordering larger quantities are encouraged to make a donation. During the year we distributed almost 800,000 unit calculators and 125,000 drinks diaries.

Reflecting the economic downturn we commissioned a new resource, Alcohol and Redundancy, a practical guide to getting back into work and staying healthy, which gives helpful tips on keeping focused and getting back into work.

During the year we continued to produce Factsheets for download on a series of health related issues all cleared by our medical panel. We now have 15 factsheets on subjects ranging from alcohol, mental health and well being to alcohol and heart disease.

### Communications

The communications team delivered more than 1,000 media hits in 2009. The Advertising Value Equivalent for media coverage was £3,130,954. The circulation reach was 436,385,541 and total opportunities to see were 1,309,156,623.

### Alcohol Awareness Week - Scotland

Drinkaware supported Scotland's third Alcohol Awareness Week by providing 120,000 unit measure cups and participating in the planning meetings throughout the year. The theme of this year's campaign was 'making positive lifestyle choices, changing drinking habits and drinking more responsibly will enable you to get more out of your day, week or weekend'. The unit measure cups were used at both the main campaign launch at the Millennium Hotel in Glasgow on 5<sup>th</sup> October and at more than 50 local campaign launches across Scotland.



# Report of the Trustees

## For the year ended 31 December 2009

---

### Research

Drinkaware's research programme grew extensively in 2009. We have developed a research strategy to meet three main objectives: inform our work; keep up to date with emerging alcohol related research findings and contribute to a wider debate about alcohol misuse. A partnership with the Alcohol and Education Research Council was established which led to the commissioning of three projects on effectiveness of alcohol education, UK national drinking cultures and social norming interventions in Wales. Further insight research into Drinkaware's target audiences was conducted including measurement of its Key Performance Indicators in December by IpsosMORI. The Trust will maintain and publish performance indicators that show the Trust's progress in achieving the objectives in the 2006 MoU.

### Medical Advisory Panel

Following the appointment of Drinkaware's Chief Medical Adviser, Professor Paul Wallace, a panel of experts was established to support him and Drinkaware's work. The panel consisting of Professor Jonathan Shepherd, Dr Jonathan Chick, Professor Mark Bellis, Dr Russell Vine, Professor Chris Day and Professor Graham Ogden met for the first time at the start of 2010.

### Evaluation of our work

As we were required to do by our Memorandum of Understanding, Drinkaware commissioned an external, independent audit of the effectiveness of Drinkaware's performance against its objectives to inform our future work. The Compass Partnership reported in June 2009.

The research involved a review of the policy context, an analysis of Board papers and a wide range of other documents supplied by Drinkaware, a questionnaire completed by individuals from the drinks industry and 38 semi-structured interviews designed to triangulate data from the other sources.

It concluded "that people need to be better informed about alcohol, that this is best delivered by a charity and that Drinkaware has the potential to perform this role more effectively in the future. It should continue to focus on raising awareness, recognising that this needs to be combined with other measures to achieve behaviour change."

### Steering Group

The original MoU covered the period January 1 2007 to 31 December 2009. To secure the future of the trust a Steering Group was constituted under the chairmanship of Chris Heffer of the Department of Health. The primary tasks of the Group were to secure an agreement on future funding, update the original MoU, and transfer management responsibility for the Campaign for Smarter Drinking (CFSD) to the Trust.

A sub-group of the trade associations under the leadership of Richard Evans and including active engagement of the BRC on behalf of the supermarkets was formed to agree future funding. The consultancy firm Accenture partly pro bono and partly funded by Drinkaware assisted in developing the business case for support of the Trust and recommending a funding allocation formula.

### drinkaware.co.uk - brand guide lines

The Drinkaware brand mark is trademarked and its use is regulated through a licensing agreement. The industry voluntary code on labelling states that wherever possible, the drinkaware.co.uk website address should feature on all brand labels so that consumers are readily directed to an authoritative source of advice and information on responsible drinking. It also features on TV, cinema and print advertising. Thousands of pubs and supermarkets also feature drinkaware.co.uk as part of the "Challenge 25" initiative.

During the year Drinkaware developed a new visual identity and brand guidelines which provide the basis for the use of the brand, including use of the visual identity, agreed 'strap lines', colours and in-situ examples, support statements and an updated licensing agreement.

**drinkaware.co.uk** for the facts

**drinkaware.co.uk** for the facts about alcohol

# Report of the Trustees

## For the year ended 31 December 2009

---

### Review of financial position

The statement of financial activities for the year is set out on page 14 of the financial statements. The net deficit for the year was £844,095 (2008: deficit of £465,757).

### Grant making policy

The Trustees have approved a policy of authorising grants of the order of up to £1 million in a full year.

### Reserves policy

Drinkaware has a policy that reserves should be maintained at a level which ensures that Drinkaware's core activity could continue during a period of unforeseen difficulties. The aim is to build Drinkaware's reserves to six months annual expenditure. The calculation of the required level of reserves is considered as part of the annual budgeting process.

### Plans for 2010 and beyond

Looking forward, Drinkaware will continue to address the key target audiences:

- Children and young people – broken down into three separate age groups of 8–10, 11–15, and 16–18.
- At risk adult drinkers in the 25–44 age range.
- Young adults - in the 18 – 24 age range.

### Youth programme

A new updated leaflet full of practical advice for parents on how to talk to their children about alcohol, including the Government's new guidance, will be available from January 2010.

In 2010 we will again be partnering with *The Guardian* newspaper, this year to examine the attitudes and role of parents. In March we will hold a question time event for parents and representatives of parenting organisations to discuss, 'Young people and alcohol misuse: Are parents to blame?' In June we will explore the issue of young people drinking to excess to celebrate the end of their GCSE's, using Newquay as a case study and highlighting the proposed Drinkaware campaign in the seaside town in summer 2010.

### Adult programme

#### Drink Less, Be More

This campaign which is also aimed at young adults will be launched early in January 2010. The aim of the campaign will be to encourage people to drink within the daily guidelines as part of their New Year's resolution and continue to stick to it throughout the year.

#### World Cup

In 2010 there will be a responsible drinking campaign to coincide with the World Cup. The campaign will target the approximate 30,000 fans travelling to South Africa with 'safe drinking overseas' messages and will be conducted in partnership with the Foreign and Commonwealth Office (FCO), the Industry Association for Responsible Alcohol Use (ARA) in South Africa, the Football Supporter's Federation, the FA and England Fans. There will also be a digital and experiential campaign targeting fans in the UK.

#### Christmas 2010

The 2010 Christmas campaign will be aimed at those who drink almost entirely at home. The primary objective of the campaign will be to encourage moderate drinking throughout the Christmas period and the secondary objective will be to educate on units and unit guidelines.

### Young adult programme

In 2010 we will be developing our role and relevance to this audience group. We will seek to increase organisational recognition, primarily through partnering with brands trusted by this age group. Our work

# Report of the Trustees

## For the year ended 31 December 2009

---

with NUS (intended as a multi-year partnership) will enable us to have access to a large number of the 7.5 million registered students in the UK. The first major public (student) campaign will be during Fresher's week in 2010. We will also form a partnership with Club 18-30, one of the most recognised brands among this age group in the UK.

Direction and management of the 'Why let good times go bad?' campaign will move to Drinkaware from January 2010. The 2010 campaign is being planned and the launch is planned for the second week in September.

Drinkaware will be working in collaboration with the Welsh Assembly to carry out a social norms study in Wales.

### **Digital projects**

2010's digital projects all have a focus on converting volume traffic into interactions that will have a measurable impact on consumers. We intend to ensure the site delivers directly against the organisational KPIs. We will conduct usability qualitative work, quantitative surveys and in-depth site architecture analysis to better understand how people currently use the site in order to map actual and idealised user journeys.

From this we will weight all areas of Drinkaware content and create analytics funnels to assess the quality of visits alongside the quantity.

### **Multi-platform Drinkaware tool development**

In 2010 we will be launching a multi-platform tool that will offer personalised, goal-driven information and clear next steps for people looking to understand and monitor the effects of alcohol on their lives and lifestyles. This tool is intended to offer enough information to really make people stop and consider the impact of their drinking, whilst still being useable enough to appeal to a mass consumer market. As part of an integrated solution we will offer a number of ways for people to use this tool that will not be confined to the Drinkaware website - be it mobile, user desktop/ iGoogle page or through relevant third party sites.

### **Social media strategy**

In 2010 we will be developing a new social media strategy after having listened to the conversations taking place around Drinkaware and alcohol issues on blogs and in social networking spaces and conducted a competitor review to learn from the successes and failures of other relevant organisations.

### **Grants programme**

The Charities Evaluation Service assessment of the grants processes and the detailed evaluation of Theatre in Education will inform giving and enable Drinkaware to set best practice standards in 2010.

### **Publications**

In 2010 we will develop a wider publications strategy that will ensure the charity's branding, visual identity and messaging is consistent and well recognised and launch an online shop to help make our publications more easily available to a wider audience.

### **Research**

During 2010 we will be commissioning research on National Drinking Cultures, a Literature review on social harms and research on Alcohol Education Effectiveness. Building on the Baseline research for KPIs carried out in 2009 KPI research will be repeated at the end of 2010.

### **Campaign for Smarter Drinking**

As agreed in the Addendum to the Memorandum of Understanding, the industry will transfer responsibility for the management of the activities of the CFSD to the Trust together with remaining funds. The industry will continue to provide in kind support to achieve the committed aggregate £20m per annum rate card value. A company implementation group will be established to maximise industry amplification of the "Why let good times go bad?" campaign.

# Report of the Trustees

## For the year ended 31 December 2009

---

### Communications with stakeholders

In 2010 two consultants will take responsibility for communications with industry and public health communities. Drinkaware will hold a quarterly marketing/communications forum, the membership of which will include balanced representation from across the industry as well as Trust representatives. The first "Drinkaware Industry workshop" will be held in Westminster in February where 2009 achievements will be showcased and plans for 2010 presented, with a particular focus on the Campaign for Smarter Drinking. Starting in December 2010 there will be an annual stakeholder conference to which all parties to the Addendum will be invited as well as representatives of the health community. An improved communications strategy for the drinks industry trade press will be developed.

### Office move

In March 2010 Drinkaware moved to new premises.

### 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 proper 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.

### Auditors

A resolution to re-appoint Target Winters Limited as the company's auditors will be proposed at the Annual General Meeting.

### By order of the board

**Derek Lewis**  
**Chair of Trustees**

1 June 2010

# Independent Auditors' Report to the Members of The Drinkaware Trust

---

We have audited the financial statements of The Drinkaware Trust for the year ended 31 December 2009 which comprise the Statement of Financial Activities, the Balance Sheet and the related notes. The financial statements have been prepared under the accounting policies set out therein.

This report is made solely to the charity's members, as a body, in accordance with Sections 495 and 496 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 Auditors' 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 auditors

The Trustees' (who are also the directors of the company for the purposes of company law) responsibilities for preparing the Annual Report and the financial statement in accordance with applicable law and United Kingdom Accounting Standard (United Kingdom Generally Accepted Accounting Practice) and for being satisfied that the financial statement give a true and fair view are set out in the Statement of Trustees' Responsibilities.

Our responsibility is to audit the financial statements in accordance with relevant legal and regulatory requirements and International Standards on Auditing (UK and Ireland).

We report to you our opinion as to whether the financial statements give a true and fair view, have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice, and have been prepared in accordance with the Companies Act 2006. We also report to you if, in our opinion, the Trustees' Annual Report is consistent with the financial statements.

In addition we report to you if, in our opinion, the charity has not kept adequate accounting records, if the charity's financial statements are not in agreement with the accounting records and returns, if we have not received all of the information and explanations we require for our audit, or if certain disclosures of Trustees' remuneration specified by law are not made.

We read other information contained in the Trustees' Annual Report and consider the implications for our report if we become aware of any apparent misstatements or material inconsistencies with the financial statements. Our responsibilities do not extend to any other information.

## Basis of audit opinion

We conducted our audit in accordance with International Standards on Auditing (UK and Ireland) issued by the Auditing Practice Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the financial statements. It also includes an assessment of the significant estimates and judgements made by the Trustees in the preparation of the financial statements, and of whether the accounting policies are appropriate to the charity's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or other irregularity or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the financial statements.

# Independent Auditors' Report to the members of The Drinkaware Trust

---

## Opinion

In our opinion:-

- the financial statements give a true and fair view of the state of the charity's and group's affairs as at 31 December 2009 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- the financial statements give a true and fair view, in accordance with United Kingdom Generally Accepted Accounting Practice;
- the financial statements have been properly prepared in accordance with the Companies Act 2006; and
- the information given in the Trustees' Annual Report is consistent with the financial statements.

**Chris Evans (Senior Statutory Auditor)**  
**For and on behalf of Target Winters Limited**

2010

**Chartered Accountants**  
**Statutory Auditor**

29 Ludgate Hill  
London  
EC4M 7JE

# Statement of Financial Activities for the year ended 31 December 2009

(incorporating the income and expenditure account)

	Note	Unrestricted Funds £	Restricted Funds £	Total 2009 £	Total 2008 £
<b>Incoming resources</b>					
<i>Incoming resources from generated funds:</i>					
Voluntary income - Donations		3,167,174	-	3,167,174	2,574,376
Investment income - Bank interest		6,615	-	6,615	90,489
<i>Incoming resources from charitable activities:</i>					
Drinkaware Challenge fund	2	-	-	-	165,934
Consumer information	2	21,998	75,000	96,998	28,373
<i>Other incoming resources</i>	2	129,746	-	129,746	
<b>Total incoming resources</b>		<b>3,195,787</b>	<b>75,000</b>	<b>3,400,533</b>	<b>2,859,172</b>
<b>Resources expended</b>					
<i>Cost of generating funds</i>	3	102,650	-	102,650	121,112
<i>Charitable activities</i>					
Drinkaware Challenge fund	3	4,622	5,756	10,378	153,698
Grants Programme fund	3	-	-	-	42,984
Consumer information	3	3,854,437	117,872	3,972,309	2,941,217
<i>Governance costs</i>	3	159,291	-	159,291	65,918
<b>Total resources expended</b>	3	<b>4,121,000</b>	<b>123,628</b>	<b>4,244,628</b>	<b>3,324,929</b>
<b>Net outgoing resources before transfers</b>		<b>(795,467)</b>	<b>(48,628)</b>	<b>(844,095)</b>	<b>(465,757)</b>
<b>Transfers between funds</b>					
		-	-	-	-
<b>Net expenditure for the year</b>		<b>(795,467)</b>	<b>(48,628)</b>	<b>(844,095)</b>	<b>(465,757)</b>
Fund balances brought forward as at 31 December 2008		1,252,006	48,628	1,300,634	1,766,391
<b>Fund balances carried forward as at 31 December 2009</b>	10	<b>456,539</b>	<b>-</b>	<b>456,539</b>	<b>1,300,634</b>

The statement of financial activities includes all gains and losses recognised in the year. For Companies Act purposes total income is £3,400,533 (2008: £2,859,172) and total expenditure is £4,244,628 (2008: £3,324,929) 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 16 to 23 form part of these financial statements.

## Balance Sheet as at 31 December 2009

	Notes	Total 2009 £	Total 2008 £
<b>Fixed assets</b>			
Intangible assets	6	92,390	124,015
Tangible assets	6	11,518	14,217
		103,908	138,232
<b>Current assets</b>			
Debtors	7	567,355	419,413
Cash at bank and in hand		295,366	1,144,527
		862,721	1,563,940
<b>Creditors: amounts falling due within one year</b>			
Creditors	8	(510,090)	(401,538)
<b>Net current assets</b>		352,631	1,162,402
<b>Net assets</b>		<b>456,539</b>	<b>1,300,634</b>
<b>Funds:</b>			
Restricted funds		-	48,628
Unrestricted funds		456,539	1,252,006
<b>Total funds</b>	10	<b>456,539</b>	<b>1,300,634</b>

The financial statements were approved and authorised for issue by the Board of Trustees on 1 June 2010 and signed on their behalf by:

**Derek Lewis**  
**Chair of Trustees**

**Nick Grant**  
**Treasurer**

The notes on pages 16 to 23 form part of these financial statements.



# Notes to the financial statements

## For the year ended 31 December 2009

---

### 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 The Drinkaware Trust 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.

#### 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.

#### 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.

## Notes to the financial statements

### For the year ended 31 December 2009

#### 1.8 Website development costs and depreciation

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.

#### 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

The Drinkaware Trust operates a pensions policy in compliance with the Stakeholder pension requirements. The Drinkaware Trust matches the percentage that the employee contributes up to a maximum of 5%.

#### 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 as statement under Financial Reporting Standard 1 "Cash flow statements".

## 2 Incoming resources from charitable activities

	Consumer Information	Total 2009	Total 2008
	£	£	£
<b>Unrestricted funds</b>			
Voluntary donations	21,998	21,998	28,373
<b>Total unrestricted funds</b>	<b>21,998</b>	<b>21,998</b>	<b>28,373</b>
<b>Restricted funds</b>			
Voluntary donations	75,000	75,000	-
Grants receivable	-	-	163,434
Other income	-	-	2,500
<b>Total restricted funds</b>	<b>75,000</b>	<b>75,000</b>	<b>165,934</b>
<b>Total funds</b>	<b>96,998</b>	<b>96,988</b>	<b>194,307</b>

**Notes to the financial statements**  
**For the year ended 31 December 2009**

**3 Resources expended**

**3.1 Analysis of total resources expended**

	<b>Staff costs</b>	<b>Support costs</b>	<b>Other direct costs</b>	<b>Total 2009</b>	<b>Total 2008</b>
	£	£	£	£	£
<b>Unrestricted funds</b>					
Cost of generating funds	39,198	13,601	49,851	102,650	121,112
<b>Charitable activities</b>					
Drinkaware Challenge fund	4,622	-	-	4,622	-
Grants programme fund	-	-	-	-	21,054
Consumer information	702,387	243,729	2,908,321	3,854,437	2,919,237
<b>Governance</b>	21,345	7,407	130,539	159,291	65,918
<b>Total unrestricted resources expended</b>	<b>767,552</b>	<b>264,737</b>	<b>3,088,711</b>	<b>4,121,000</b>	<b>3,127,321</b>
<b>Restricted funds</b>					
<b>Charitable activities</b>					
Drinkaware Challenge fund	-	-	5,756	5,756	153,698
Grants programme fund	-	-	42,872	42,872	21,930
Consumer information	-	-	75,000	75,000	21,980
<b>Total restricted resources expended</b>	<b>-</b>	<b>-</b>	<b>123,628</b>	<b>123,628</b>	<b>197,608</b>
<b>Total resources expended 2009</b>	<b>767,552</b>	<b>264,737</b>	<b>3,212,339</b>	<b>4,244,628</b>	<b>-</b>
<i>Total resources expended 2008</i>	<i>594,551</i>	<i>354,075</i>	<i>2,376,303</i>	<i>-</i>	<i>3,324,929</i>

**3.2 Analysis of support costs**

	<b>Cost of generating funds</b>	<b>Consumer Information</b>	<b>Governance</b>	<b>Total 2009</b>	<b>Total 2008</b>
	£	£	£	£	£
<b>Unrestricted funds</b>					
Premises	6,227	111,577	3,391	121,194	135,702
Depreciation	413	7,406	225	8,044	7,865
Communications and IT	3,280	58,779	1,786	63,845	18,509
Postage and printing	591	10,588	322	11,501	7,758
Travel costs	676	12,119	368	13,163	8,849
Employee related costs	2,414	43,260	1,315	46,989	175,393
<b>Total unrestricted funds</b>	<b>13,601</b>	<b>243,729</b>	<b>7,407</b>	<b>264,737</b>	<b>354,075</b>

## Notes to the financial statements

### For the year ended 31 December 2009

#### 3.3 Analysis of governance costs

	<b>Total 2009</b>	Total 2008
	£	£
Auditors' remuneration	6,250	5,750
Other direct costs	18,553	28,787
Legal and professional fees	105,736	-
Apportionment of staff and support costs	29,752	31,381
<b>Total</b>	<b>159,291</b>	<b>65,918</b>

#### 4 Net (outgoing) / incoming resources

These are stated after charging:

	<b>Total 2009</b>	Total 2008
	£	£
Auditors' remuneration	6,250	5,750
Amortisation	101,873	89,275
Depreciation	8,048	7,863

#### 5 Trustee and employee information

##### 5.1 Trustee information

During the year under review, no Trustees received any remuneration or benefits-in-kind (2008:£Nil).

Expenses totalling £5,780 were incurred for the provision of travel, subsistence and telephone costs (2008: £5,765). These expenses were incurred on behalf of four Trustees (2008: four Trustees).

##### 5.2 Employee information

Employee costs during the year were:

	<b>Total 2009</b>	Total 2008
	£	£
Salaries	674,187	438,384
Social security	65,522	29,605
Pension	27,843	19,203
<b>Total</b>	<b>767,552</b>	<b>487,192</b>
<b>The average number of staff employed during the year was</b>	<b>11</b>	<b>7</b>

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

	<b>Total 2009</b>	Total 2008
£70,000 to £80,000	1	-
£110,000 to £120,000	1	-
<b>Total</b>	<b>2</b>	<b>-</b>

## Notes to the financial statements

### For the year ended 31 December 2009

## 6 Fixed assets

### 6.1 Intangible fixed assets

	drinkaware. co.uk	truthabout booze.com	drinkaware trust.org.uk	Total
	£	£	£	£
<b>Cost</b>				
At 1 January 2009	154,297	47,588	65,944	267,829
Additions	70,248	-	-	70,248
Disposal at cost	-	(47,588)	(65,944)	(113,532)
<b>Total</b>	<b>224,545</b>	<b>-</b>	<b>-</b>	<b>224,545</b>
<b>Depreciation</b>				
At 1 January 2009	57,307	20,563	65,944	143,814
Charge for the year	74,848	27,025	-	101,873
Depreciation on disposal	-	(47,588)	(65,944)	(113,532)
<b>Total</b>	<b>132,155</b>	<b>-</b>	<b>-</b>	<b>132,155</b>
<b>Net book value</b>				
<b>At 31 December 2009</b>	<b>92,390</b>	<b>-</b>	<b>-</b>	<b>92,390</b>
<i>At 31 December 2008</i>	96,990	27,025	-	124,015

### 6.2 Tangible fixed assets

	Fixtures, Furniture and Equipment
	£
<b>Cost</b>	
At 1 January 2009	24,671
Additions	5,349
<b>Total</b>	<b>30,020</b>
<b>Depreciation</b>	
At 1 January 2009	10,454
Charge for the year	8,048
<b>Total</b>	<b>18,502</b>
<b>Net book value</b>	
<b>At 31 December 2009</b>	<b>11,518</b>
<i>At 31 December 2008</i>	14,217

## Notes to the financial statements

### For the year ended 31 December 2009

---

#### 7 Debtors

	<b>Total 2009</b>	Total 2008
	£	£
Donations receivable	326,036	162,320
Other debtors	167,369	222,341
Prepayments and accrued income	73,950	34,752
<b>Total</b>	<b>567,355</b>	<b>419,413</b>

#### 8 Creditors

Amounts falling due within one year:

	<b>Total 2009</b>	Total 2008
	£	£
Trade creditors	204,349	186,505
Grants Programme fund grants payable	75,658	2,500
Drinkaware Challenge grants payable	-	40,266
Accruals and Deferred income	230,083	172,267
<b>Total</b>	<b>510,090</b>	<b>401,538</b>

Deferred income includes amounts received in advance for donations relating to the year ending 31 December 2010.

#### 9 Taxation

The Drinkaware Trust 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.

The Drinkaware Trust 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 2009

#### 10 Funds

	Balance 31 December 2008 £	Incoming Resources £	Resources Expended £	Transfers between funds £	Balance 31 December 2009 £
<b>Restricted funds</b>					
Campaign for Smarter Drinking	-	75,000	(75,000)	-	-
Drinkaware Challenge Big Lottery	24,958	-	(5,756)	(19,202)	-
Drinkaware Challenge sundry income	4,250	-	-	(4,250)	-
Grants Programme (previously Local Initiative)	19,420	-	(42,872)	23,452	-
<b>Total restricted funds</b>	<b>48,628</b>	<b>75,000</b>	<b>(123,628)</b>	<b>-</b>	<b>-</b>
<b>Unrestricted funds</b>					
General Reserve	1,252,006	3,325,533	(4,121,000)	-	456,539
<b>Total unrestricted funds</b>	<b>1,252,006</b>	<b>3,195,787</b>	<b>(4,163,872)</b>	<b>-</b>	<b>456,539</b>
<b>Total funds</b>	<b>1,300,634</b>	<b>3,400,533</b>	<b>(4,244,628)</b>	<b>-</b>	<b>456,539</b>

There were no restricted funds as at 31 December 2009.

The Drinkaware Challenge fund was a peer mentoring project aimed at tackling and preventing alcohol misuse among young people which ended in February 2009. The remaining balances were transferred to the Local Initiative fund.

The local Initiative fund was set up to provide small grants to local organisations for a project designed to reduce alcohol misuse and promote sensible drinking, through education and information. It was re-launched in February 2009 as the grants programme. All of the funding for the grants programme is being met from the general reserve of the charity.

#### 11 Analysis of assets between funds

Fund balances at 31 December 2009 are as follows:

	Unrestricted Funds £	Restricted Funds £	Total Funds £
Fixed assets	103,908	-	103,908
Net current assets	352,631	-	352,631
<b>Total</b>	<b>456,539</b>	<b>-</b>	<b>456,539</b>

## **Notes to the financial statements**

### **For the year ended 31 December 2009**

---

#### **12 Company status**

The Drinkaware Trust is a company limited by guarantee and has no share capital. Each member has undertaken to contribute £1 to the assets of the company to meet its liabilities if called on to do so. The total amount guaranteed by 31 December 2009 is £9 (2008: £12).

#### **13 Controlling party**

In the opinion of the Trustees, the Charity has no overall controlling party.