

**Annual Report & Accounts**  
2017

**drinkaware**



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# Chair's Report for the year ended 31st December 2017

I am pleased to present Drinkaware's Annual Report in this, our 10th anniversary year, and my 3rd year as Chair.

In last year's report I based my introduction on the publication of our first ever Five Year Strategy for the organisation, covering the period from 2017-22. 2017 began the process of implementing that Strategy which has, at its heart, positioning Drinkaware as one of the top UK charities in promoting healthier lifestyles and wellbeing.

Overall we are very pleased with the progress we have made in this respect over the past year. In respect of our key goal to reach 15 million individuals a year by 2022 we saw our web usage rise in 2017 to 9.4 million – a 1.4% increase over 2016 at a time when traffic to many internet sites is declining. Also in 2017 some 127,000 individuals downloaded the Drinkaware app bringing the total of such downloads to approaching half a million since the app was launched in 2014.

An evaluation of the app published last year showed that it is successfully helping many of its users to reduce their alcohol consumption. In terms of the other key goals in our Strategy, 2017 saw the further roll out of our groundbreaking *Have a Little Less, Feel a Lot Better* campaign aimed at reducing the number of adults drinking significantly in excess of the Chief Medical Officers' guidelines, and the further development of our *You Wouldn't Sober, You Shouldn't Drunk* campaign and our *Drinkaware Crew* programme aimed at those we term 'risky social and coping drinkers' who regularly consume alcohol to excess outside of their homes.

We also made good progress in 2017 towards the targets in our Five Year Strategy to broaden and diversify our income base. Drinkaware now has well over 130 different funders comprising the largest number of corporate donors – 120 – in our history along with other organisations such as Police and Crime Commissioners who have provided us with very welcome financial support for a number of our key programmes.

In the external environment we have seen declining levels of overall alcohol consumption, especially amongst young people. But that has yet to be reflected in falls in alcohol-related hospital admissions and deaths, both of which continue to increase. Our ambition to see those figures falling also is a constant spur to everything we do.

In terms of disappointments we continue to see some questioning of our independence notwithstanding that the decisions which we make are taken solely by our Board of Trustees, advised by our Chief Executive and her staff, and by no one else. But we are heartened by the fact that those who know us well – in Government, industry, the health community and academia – harbour no such doubts. In that respect the contribution of our Chief Medical Adviser and of our independent Medical Advisory Panel in ensuring that all of our information and advice is in accordance with the best available facts and evidence is of crucial importance.

Finally, and on behalf of all my fellow Trustees who I thank for their unstinting contribution to our work, I want to express my appreciation of our Chief Executive and her staff. People are often surprised to learn that we have in total less than 30 full time equivalent staff and wonder how they are able to deliver so much by way of high quality programmes and activities. The answer is through their unwavering hard work, commitment and effort for which Drinkaware is greatly the richer.

**Sir Leigh Lewis KCB**  
Chair



# Legal and Administrative Information

## Directors and Trustees

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

## Chair

**Sir Leigh Lewis KCB**

## Treasurer

**Kate Morris**

**Charles Allen**  
(appointed 6 June 2017)

**Dr Paul Nelson**

**Penny Newman OBE**

**Vicki Nobles**

**Dr Christopher Spencer Jones**

**Dr Timothy Walker**

**David Ward**

**Paul Wells**  
(appointed 6 June 2017)

**Neil Williams**  
(appointed 6 June 2017)

## Key management personnel

**Chief Executive**  
Elaine Hindal

**Company Secretary**  
Suzanne Pattison  
(appointed 6 June 2017)

**Registered Office**  
3rd Floor, Salisbury House,  
London Wall, London  
EC2M 5QQ

**Auditors**  
Kingston Smith LLP  
Chartered Accountants,  
Devonshire House,  
60 Goswell Road, London  
EC1M 7AD

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

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

**Investment Advisors**  
GMIFC Ltd, The Forge,  
Cuckfield Road, Stapleford,  
West Sussex, RH17 6ET

# Trustees' Report for the year ended 31st December 2017

## Our Purpose and Values

In 2007, Drinkaware was established by Government and the UK alcohol industry with a specific purpose: to positively change public behaviour and the national drinking culture, to help reduce alcohol misuse and minimise alcohol-related harm. Its strategic objectives were set out as:

- **increasing awareness of why and how to drink safely and responsibly; and of the impact of alcohol misuse on society and on the health and wellbeing of individuals, families and communities;**
- **improving attitudes towards personal responsibility; and**
- **to effect positive changes in behaviour related to alcohol consumption.**

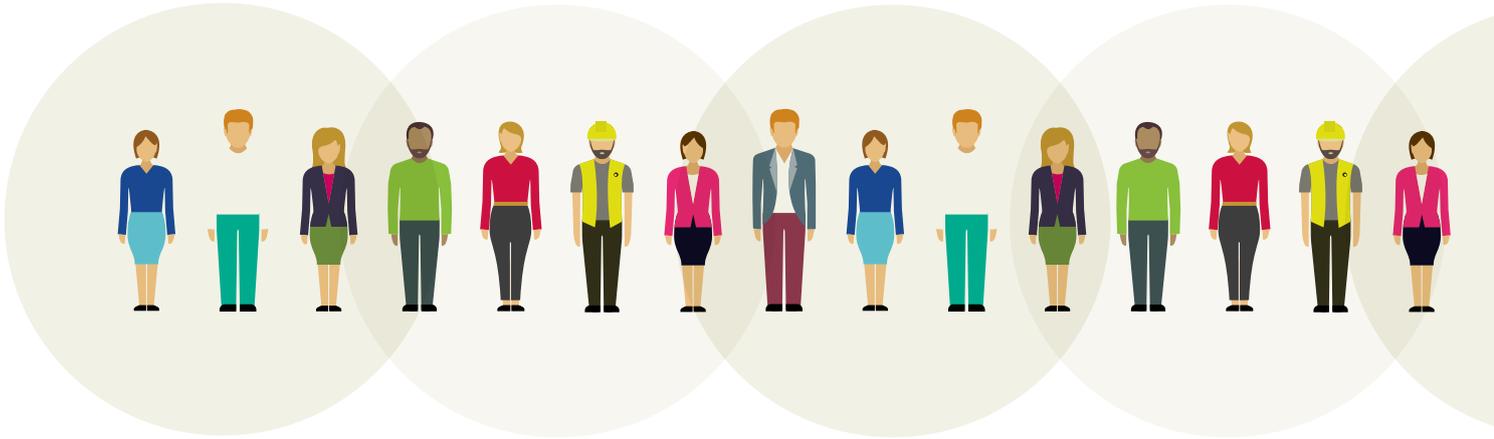
In respect of the scope of the Trust, Drinkaware's governing documents make clear that, whilst the Trust will contribute to the process of public policy development via the provision of relevant evidence and insights, the Trust does not otherwise have a policy function.

Today, Drinkaware continues in that role.

Our values provide a set of straightforward principles and practices that shape our behaviour and that we use to inform recruitment; in performance appraisal; and to guide our work in partnership with others. We are:

- **driven to make a difference** and look for ways to maximise our impact and to make information, advice and resources relevant and accessible;
- **led by the evidence** in that we are informed by experts, and make decisions supported by evidence and solely with the best interests of the general public in mind;
- **resourceful**, in that we proactively seek more effective ways of doing things; and we
- seek to **work positively with others** as evidenced by our growing number of partnerships and our recognition that what we are trying to do, in changing the UK's drinking habits, is complex, challenging, and can only be achieved with and through others.





## Understanding our Audiences

The *Drinkaware Monitor* research provides a deep understanding of alcohol-related behaviours and attitudes that informs our campaigns and interventions. This, along with evidence reviews and campaign evaluations, provides insights to inform our strategy and our activities. For example, we know that:

- people, including those groups most at risk, remain uncertain about alcohol harm despite the growth in recent years of alcohol in online search and media commentary. Whilst awareness of some alcohol health impacts is common, for example the association between alcohol and liver disease, awareness of the relationship between alcohol and other health risks, such as cancer, dementia and mental health, remains low<sup>1</sup>;
- awareness and understanding of the Chief Medical Officers' Low Risk Drinking Guidelines remains low and is not, in and of itself, sufficient to prompt people to re-evaluate their drinking or consider changing their habits<sup>2</sup>;
- hazardous and harmful drinking is increasingly concentrated amongst key segments of the population, with more than 1 in 10 UK adults not drinking at all, and a further 3 in 10 drinking very moderate amounts<sup>3</sup>;
- drinking at home, alone or as part of a couple, is now the most common situation in which adults drink, with men significantly more likely than women to drink at home alone. Despite this, when asked to consider their motivations for drinking, people cite social or enhancement reasons, and because drinking 'makes social gatherings more fun'<sup>3</sup>;
- coping reasons are an important, but less common, justification for drinking, particularly amongst those drinking at hazardous and harmful levels. Just under half of UK drinkers drink 'to cheer up', when they are 'depressed or nervous' and to forget problems. Men are more likely than women to drink to conform to others, and for this reason, may be more resistant to change<sup>3</sup>; and
- despite this, UK drinkers are open to changing their drinking habits and 1 in 4 has recently made efforts to cut down. Many lack support, however, relying on willpower alone to cut back their drinking; fewer than 1 in 10 has discussed their drinking with a healthcare professional<sup>4</sup>.

Understanding drinking motivations and behaviour helps Drinkaware develop relevant guidance, tools and support to help people to drink in less harmful ways.

## Our Five Year Strategy

Drinkaware's Five Year Strategy sets out our ambition, working in partnership with others, to become a leading UK charity promoting healthier lifestyles and wellbeing, given that reducing harmful drinking needs to be considered in the context of wider lifestyle behaviours. The strategy, as summarised in the schematic below, recognises that working with and through others is essential to changing behaviour, and emphasises that our work must be led by evidence and informed by robust and impartial evaluation.

Our strategy also sets out the wider change we would like to see in society and how Drinkaware intends to contribute to the complex challenge of reducing alcohol harm.

Fundamentally, the Trust will continue to provide evidence-based, accessible information and advice to a broad public and professional audience, and ensure that our information and advice reflects the latest evidence. Increasingly, however, the Trust will also employ targeted social marketing techniques, based on our understanding of behavioural levers in relation to alcohol use and healthier lifestyles, to help people make better choices about their drinking.

To this end, our research has identified two types of drinkers of concern. We have called them 'risky career drinkers' and 'risky social and coping drinkers'. Further information about our segmentation research is published on the Drinkaware website.





**Our Five Year Strategy is founded on an in-depth understanding of our audiences**

### Risky Career Drinkers

'Risky career drinkers' are typically men over 45 who drink significantly more than the recommended guideline of 14 units per week and who are likely to 'binge' drink weekly or more frequently ('binge drinking' being defined as 6 units or more for women and 8 units or more for men, in a single drinking episode).

Most often, this group of people drink at home alone and their drinking, based on a completion of the short Alcohol Use Disorders Identification Test (AUDIT), is defined as being at *hazardous* or *harmful* levels. In addition, this group displays other lifestyle behaviours that are likely to have a detrimental effect on their health; a significant proportion of them smoke, and this group is less likely than the UK average to have a healthy diet (as indicated by the consumption of fruit and vegetables) and to take the recommended amount of physical exercise.

Drinkaware is focusing on these drinkers in our flagship campaign, *Have a Little Less, Feel a Lot Better*, which began in 2015 targeting men aged 45 – 65. This campaign will be extended in 2018 to include women.

### Risky Social and Coping Drinkers

Secondly, we would like to see a reduction in the number of 'risky social and coping drinkers' in the UK adult population, and will contribute to this wider social impact by building upon learning from our 2015-2017 *You Wouldn't Sober, You Shouldn't Drunk* campaign.

Risky social and coping drinkers are typically adults under 35; they drink less frequently than older age groups but are more

likely to binge drink on occasions when they do. This group tends to drink in social settings but are more likely than the UK average to say that they drink to cope or to conform. They are more likely than average to report low wellbeing.

Our campaign focusing on younger adults has been *You Wouldn't Sober, You Shouldn't Drunk*. This campaign, which started in 2014, came to an end in 2017 although it will continue to be used by partners in local areas. In addition, the *Drinkaware Crew* initiative, which continues to expand in night-time venues across the UK, was designed to support younger adults in the night-time economy.

### Drinkaware Five Year Targets

Our Five Year Strategy has three ambitious, overarching targets, and a number of key performance indicators against which we shall measure progress. Our headline targets are that, by 2022, we aim to:

- **engage 15 million people with Drinkaware's information and advice, through our website and apps, our social media platforms and through our partnerships with others;**
- **demonstrate that 1 million people have been able to learn personal strategies to help them cut back their drinking or stop drinking altogether; and**
- **support half a million people to drink in less harmful ways.**



## Our Activities

### INFORMATION & ADVICE

#### Drinkaware website

Drinkaware is an Information Standard accredited provider of reliable and accessible health and social care information and our website is an essential resource for people looking for information and advice about alcohol.

Searching for health information accounted for 35% of traffic to the Drinkaware website in 2017. Of the 9.4 million people who visited the site, 3.5 million people viewed information about the health effects of alcohol.

37 new elements of information and advice were added to the website in 2017; they were viewed by more than 400,000 people.

389,000 people completed an alcohol self-assessment (based on the full AUDIT tool) in 2017.

Our typical website visitor is female (52%) and under 44, although visitors from a wide age range use the website. Geographically, the site attracts visitors from the whole of the UK and indeed overseas, but with some disproportionate London bias. For this reason, Drinkaware continues to direct its campaign investment towards people in older age groups and those living in the north of England, Scotland and Wales. Our *Have a Little Less, Feel a Lot Better* campaign has been successful in increasing the number of older men visiting our web information and advice, and the campaign focus will continue in 2018.

Not surprisingly, popular topics on the website reflect trends in the younger adult population: 'alcohol poisoning' was the single most popular health-related topic, whilst 'how to stop drinking completely' the most visited advice page.

In 2017, a survey of some 3,700 website users confirmed that 29% of respondents had visited the site to get a better understanding of their own drinking, and 20% wanted to reduce the amount that they are drinking.

A majority of survey respondents said that having used the website, they had a 'better' or 'much better' understanding of guidance on low risk drinking (63%); the effects of drinking (63%); what to do to prevent harm to themselves or others (58%), and alcohol and the law (54%).

Crucially, the majority of website visitors also find the site trustworthy, objective, impartial and relevant; 90% of survey respondents said they would recommend the site to friends and family.

In 2017, the Drinkaware website was again accredited by the Health Information Standard.



### The Drinkaware app

The Drinkaware app was installed by some 127,000 users in 2017, bringing the total number of downloads to over 460,000 since its launch in 2014.

On average, more than 22,000 people per month used the app in 2017 and there were 3.4 million app sessions. App users tended to be 'high risk' drinkers and to report being motivated 'to reduce drinking' at the point of downloading the app.

In 2017 an independent evaluation of the Drinkaware app was published in the research journal BMC Public Health<sup>5</sup>. The study, based on data from almost 120,000 people using the app over a 13 month period, found that:

- for users who consistently engaged with the app over time, self-reported alcohol consumption levels reduced from an average of 31.6 units per week to 26.7 units after using the app for one week; and
- users who continued to engage with the app kept drinking at this lower level and reported consumption of 27.8 units at week 12.

The evaluation concluded that the Drinkaware app is a useful tool to support behaviour change in individuals who are motivated to reduce their alcohol consumption. At the same time, it was suggested that the Drinkaware app would benefit from greater personalisation and tailoring to promote longer term use.

Based on findings from the evaluation and from user feedback, a number of improvements were introduced to the app in 2017.



**Information & advice for parents**

### Information for parents and teachers

Whilst recent trends suggest a very significant fall in underage drinking over the past decade, 1 in 3 young people aged 10 -17 say that they have been encouraged by others to drink<sup>1</sup>.

Drinkaware is continuing to provide information and advice for parents on the risks of underage drinking and in 2017 more than 200,000 people visited the Drinkaware web pages containing guidance for parents.

In addition, *Drinkaware for Education* provides accredited and flexible resources, at no cost, to teachers of Personal, Social, Health and Economic (PSHE) Education in primary and secondary schools. Topics covered include the risks and harms of alcohol, advice on handling peer pressures around alcohol, and alcohol and emotional health. More than 1,300 schools downloaded *Drinkaware for Education* resources in 2017.



## TARGETED CAMPAIGN – RISKY CAREER DRINKERS

### Have a Little Less, Feel a Lot Better

The *Have a Little Less, Feel a Lot Better* campaign continued into its second year in 2017. The aim of the campaign is to encourage men over 45, who fall into the 'risky career drinkers' groups, to become more aware of their drinking habits and to take steps to reduce their drinking, particularly when at home.

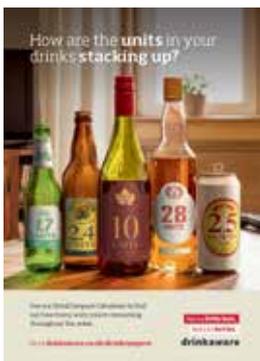
The campaign was informed by research into men's drinking habits and how they were likely to respond to advice about alcohol and health. In 2017, informed by learning from the first year of the campaign, the advertising campaign focused on alcohol and weight gain, and used the interest this audience had in how their drinking compared to other men of their age, to raise awareness of alcohol risks to health.

In 2017, the advertising campaign reached 5.2 million men aged 45-64; it encouraged people to complete Drinkaware's *DrinkCompare* tool and to watch a series of short animated videos explaining the risks associated with alcohol and liver disease, mental health, weight gain, erectile dysfunction and heart disease. These videos were viewed more than 290,000 times in 2017.

Having identified a bias in our website traffic towards younger audiences, insight research confirmed that sport, specifically football, offered a way for the campaign to reach men over 45 in lower socio-economic groups.

In partnership with TalkSport, Drinkaware used sports celebrities to raise awareness of alcohol harm and encourage listeners to complete the Drinkaware *DrinkCompare* tool. The TalkSport partnership reached more than 2 million radio listeners in 2017.

Drinkaware also sponsored Derby County Football Club for the 2017/18 season to extend the *Have A Little Less, Feel A Lot Better* message to fans using local advertising and perimeter boards. Importantly the partnership enabled Drinkaware to work closely with the Derby County Community Trust, which distributed information through Derby's *Everyone Active* scheme, and to sponsor Derby County FC Men's Walking Football Team, in one of the fastest growing sports amongst men of this age group.



← **Have A Little Less, Feel A Lot Better Campaign**  
Poster & Video

### → Identification & Brief Advice Pilot



### → The online DrinkCompare tool



#### Evaluation

To examine the reach and perceptions of the campaign, a representative sample of 3,006 men aged 45-64 were interviewed online during July 2017. The key findings were:

- a quarter (27%) of male drinkers aged 45-64 recalled at least one campaign element, and amongst increasing and higher risk drinkers (based on AUDIT-C scores) recall was higher (32%);
- two-thirds (66%) of increasing and higher risk drinkers understood from the campaign that cutting out one or two drinks regularly could make a difference to their health;
- more than two thirds of drinkers (69%) thought that the campaign message *Have a Little Less, Feel a Lot Better* makes them consider moderating their drinking; and
- one in four people (27%) agreed that the campaign would prompt men in their age group to cut down.

In 2016 and 2017, *Have a Little Less, Feel a Lot Better* focused solely on male drinkers over 45; in 2018, the campaign will be extended to include women in the same age group.

#### DrinkCompare

*DrinkCompare* is a simple, online tool that, in addition to weekly drinks, units and calories, provides people with information on how their drinking compares to other men or women in the UK, and their risk of dying from an alcohol-related disease. It then allows users to explore how drinking one, two or three drinks less every time they drink could make a significant difference to their health. The tool is based upon evidence of the potential of social comparison to help change behaviour; it was developed after research showing that older men wanted more personal information as to the risks associated with their drinking, and were open to information about how drinking less could improve their health.

In 2017, *DrinkCompare* was refined to function as a digital alcohol identification and brief advice tool, providing more personalised guidance on alcohol moderation strategies and signposting to health videos showing how alcohol affects a number of health conditions.

*DrinkCompare* also allowed users to sign up to a '*Little Less Challenge*', a programme of regular email tips on alcohol moderation with reminders to retake the drinking assessment at a future date.

*DrinkCompare* was completed more than 237,000 times in 2017. An evaluation will be commissioned in 2018 to learn about its impact and how the tool might be further improved going forward.

### Identification & Brief Advice Pilot

Identification and brief advice (IBA) in primary care settings is well-evidenced as an effective way to help people moderate their drinking. It works by encouraging a personal assessment of current drinking habits; providing feedback on the likely impact of these and the benefits of cutting down; offering suggestions on how to cut down and advice to help develop personal guidance and plans.

Drinkaware commissioned an extensive evidence review in 2016/17 that indicated that a simpler brief advice intervention (sometimes referred to as IBA-lite or 'simple brief advice' in the literature) may be as effective as in-depth 'brief motivational interviewing'<sup>6</sup> in changing behaviour. Consequently, Drinkaware sought to add value to this field by developing an IBA-lite kit for use in non-clinical settings.

After initial testing in November 2016, a pilot of the kit was undertaken in 2017 through partners in community settings, community pharmacies and in 98 Asda supermarkets. The kit included an IBA alcohol assessment via a scratchcard, Drinkaware unit measure cups and unit/calorie wheels.

The pilot delivered IBA-lite interventions to 2,827 people. An evaluation, conducted by Sunderland University, suggested that although there were notable differences in how the IBA intervention was delivered, the materials were generally well received by the public and found to be intuitively straightforward to follow and complete. The evaluation is being prepared for peer-reviewed publication in 2018.

### Drinkaware at Work

Evidence suggests that every day in the UK, some 200,000 people turn up to work with a hangover<sup>7</sup>, 47,000 people are absent from work due to alcohol<sup>7</sup>, and UK industry loses £7.3 billion a year to alcohol-related sickness absence<sup>8</sup>.

Following a review of work-based alcohol education schemes and consultation with HR departments, Drinkaware tested *Drinkaware at Work*, an alcohol information programme to help employers raise awareness of alcohol harm, in 2017.

The programme included health stalls, employee face to face sessions, e-learning and train-the-trainer sessions to deliver alcohol education in an interactive and non-judgemental way. Pilot programmes have been delivered to organisations in the public sector, and in the energy, transportation, facilities management, entertainment, tobacco, drinks, and heating solutions sectors.

An internal assessment of the *Drinkaware at Work* pilot will help to determine whether it should be extended in 2018.



UK industry losing

**£7.3 billion**

a year to  
alcohol-related  
sickness  
absence



**Drinkaware at Work**



## Drinkaware Crew



### TARGETED CAMPAIGN – RISKY SOCIAL AND COPING DRINKERS

#### You Wouldn't Sober, You Shouldn't Drunk

The *You Wouldn't Sober, You Shouldn't Drunk* campaign continued in northwest England for the third consecutive year in 2017. The campaign was designed to change attitudes towards drunken sexual harassment and to offer practical advice to younger adults on a night out. Informed by an external expert panel, the advertising was evolved in 2017 to focus more on supporting victims of drunken sexual harassment with the message: 'If you spot someone being sexually harassed on a night out, it's ok to ask if they're ok'.

The *Ok to Ask* campaign executions ran in cinema, digital TV, digital display, social media and outdoor advertising throughout northwest England and were supported in media by advice on how people spotting drunken sexual harassment might take action.

#### Evaluation

To examine the impact of the campaign, we surveyed 415 18-45 year olds in the northwest who regularly go to pubs and bars. The key findings were that:

- compared to pre-campaign research in 2016, in 2017 more men agreed with the statement that 'Persistent unwanted sexual attention (both physical and verbal) ruins a good night out' (82%, compared with 73% in 2016); and
- fewer respondents agreed with the statement that 'inappropriate behaviour can be excused when you're drunk'.

This shift was not evident in the Midlands control region (where the campaign had not been running). An evaluation of the full three-year campaign will be commissioned in 2018.

### Drinkaware Crew

*Drinkaware Crew* is a programme to train venue and nightclub employees in protecting the welfare and wellbeing of young adults on a night out. Working in pairs, *Drinkaware Crew*, who are employed and managed by the venue, mingle with customers to help promote a positive social atmosphere and help those who may be vulnerable as a result of drinking too much. This can include reuniting customers with friends, helping people into taxis, or simply providing a shoulder to cry on. The value of the *Drinkaware Crew* programme was recognised by the Home Office in its 2016 Modern Crime Prevention Strategy.

Based on experience from a 2016 pilot<sup>9</sup>, a number of improvements were made to the programme which was expanded to 13 new venues in four cities in 2017: London (Shoreditch), Leicester, Coventry and Derby. In all, 105 venue employees were trained to work as *Drinkaware Crew* (compared to 56 in 2016). Overall, during 2017, *Crew* members supported more than 4,000 individuals in need.

Additional research was undertaken to adapt *Drinkaware Crew* for festivals and the programme was tested at the British Summer Time Festival and the Corona Sunsets Festival, both based in London, in 2017.

#### Evaluation

A process evaluation by Nottingham Trent University involved observing *Drinkaware Crew* in training and during shifts, interviews with *Drinkaware Crew* and festival staff, and an analysis of activity log data. The study is being prepared for peer-reviewed publication. The findings suggested that the scheme was implemented successfully and that the *Drinkaware Crew* were playing a unique role alongside other venue employees. The evaluators found that *Drinkaware Crew* members dealt with a wide variety of issues, including a number of standout cases that were seen to prevent serious harm to customers.

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The evaluation and our internal risk assessment makes clear the importance of safeguarding both venue employees, when working as *Drinkaware Crew*, and venue customers who may be vulnerable as a result of excessive drinking. We work closely with participating venues to ensure appropriate safeguarding policies and procedures are in place and that *Crew* members are fully supported by their colleagues in the venue, including line management and security staff, to help them stay safe.

**Alcohol vulnerability awareness e-learning**

In June 2017, Drinkaware launched an online training resource for bars and smaller venues to raise employee awareness of alcohol vulnerability and the importance of safeguarding. The *Alcohol Vulnerability Awareness E-learning*, endorsed by the British Institute of Innkeeping, was designed to help equip staff with an understanding of vulnerability, advice on how to spot when a customer may be vulnerable as a result of alcohol and how to provide help.

Since its launch, some 1,400 courses have been provided to a number of public and private sector organisations and, in a partnership with the Nottingham Police and Crime Commissioner and Nottingham Business Improvement District, the training has been provided to McDonald's outlets, taxi marshals and a number of venues across Nottingham as part of its Local Alcohol Action Area programme.

## 13 KPIs



### 1. Outcomes and impact

- 1.1 People have a better understanding of alcohol and what they drink
- 1.2 People have a better understanding of the effects of drinking
- 1.3 People have available social and psychological strategies
- 1.4 People drink in less harmful ways



### 2. Visibility and reach

- 2.1 People accessing our information
- 2.2 Users of our self-help and monitoring tools
- 2.3 Use by professionals
- 2.4 Evidence of reaching different segments in the population
- 2.5 Drinkaware recognition



### 3. Quality and organisational reputation

- 3.1 Overall quality of and satisfaction with outputs
- 3.2 Relevance to the public and professionals
- 3.3 Acceptance as trustworthy
- 3.4 Acceptance as independent

## Achievements and Impact

Drinkaware's Five Year Strategy sets out thirteen key performance indicators under three broad headings: the visibility and reach of Drinkaware activities; the quality of its outputs and the organisation's reputation; and most importantly, its outcomes and impact.

Supporting the KPI framework, Drinkaware's theory of change sets out the assumptions that lie behind the organisations' choice of activities and the immediate and longer term outcomes and impact which Drinkaware aims to achieve. The theory of change is articulated on an organisational level and for each specific programme or activity we undertake.

### Achievements

At the time of writing, we can report upon performance against some (but not all) of the key performance indicators in 2017.

### Outcomes and Impact

The Drinkaware Impact Report will be published in August 2018 and will be available on the Drinkaware website.

### Visibility and reach

In 2017, 12.8 million people accessed Drinkaware information (KPI 2.1), a 19% increase on the previous year. This figure included website visits, engagements on social media and people using the Drinkaware app.

1.8 million people used Drinkaware's self-help and monitoring tools in 2017 (KPI 2.2), a 28% increase on the previous year, and 11,000 Drinkaware resources were used by professionals via the Drinkaware online shop, compared to 8,000 in 2016.

Prompted recognition of the Drinkaware brand increased from 69% in 2016 to 74% in 2017 (KPI 2.5).

### Quality and organisational reputation

In 2017, performance against KPIs 3.1 – 3.4 was measured only in relation to website users, for whom a reliable assessment could be made. Data is based upon a quarterly online survey of website users, 90% of whom would recommend the Drinkaware website to friends and family; 95% found the information 'relevant'; 98% found the information 'trustworthy' and 96% found the information to be 'objective and impartial'<sup>10</sup>.

## Financial Review

The statement of Drinkaware's financial activities for the year is set out on page 25 of the Annual Report. The net surplus for the year was £548,180 (2016: £236,700).

### Funding

In 2017, Drinkaware's total income was £5,808,262 (2016: £5,387,003) received in voluntary donations, grants, sales of Drinkaware products and bank interest. Nearly 120 corporate funders made donations to Drinkaware in the year, representing the largest number of donors, and the broadest funding base, in Drinkaware's history.

Drinkaware received £5,361,965 in voluntary donations from UK alcohol producers, retailers and sports bodies in 2017 (2016: £5,154,406). In addition, Drinkaware raised £446,297 from alcohol awareness publications and products, bank interest and further donations (2016: £232,598).

### Fundraising

During 2017, as in previous years, Drinkaware did not carry out any public fundraising activities, either directly or through other parties, and has no plans to do so in the immediate future. Consequently Drinkaware is not subject to any undertaking to be bound by any voluntary scheme for regulating fundraising. Drinkaware has received no complaints regarding fundraising activities.

### Expenditure on charitable activities

Charitable expenditure for the year was £5,059,812 (2016: £4,988,329).

### Staffing costs

Expenditure on staffing costs for the year was £1,269,595 (2016: £1,066,618). The increase reflects the appointment of permanent employees into roles previously filled by contractors and agency resource.

### Expenditure on raising funds

Expenditure on raising funds for the year was £200,270 (2016: £161,974).

### Net Assets

The total Net Assets of the Trust were £1,801,057 at 31st December 2017 (2016: £1,252,877). This includes £38,224 relating to restricted funds.

### Investment powers and policy

During 2017 the Trustees completed a review of the Charity's investment policy and agreed that preservation of capital is of paramount importance and that investments should be held in cash or near cash investments which allow immediate access.

This reflects the intention to hold assets to fund planned programme expenditure during 2018.

The invested funds held on deposit for the Trust (excluding those held at CAF Bank) achieved an average rate of return of 0.5% (2016: 0.4%) and funds held at CAF Bank achieved an average rate of 0.1% (2016: 0.2%) for the year.

### Reserves policy and going concern

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

During 2017 the Trustees reviewed the Reserves Policy of the Trust and concluded, having taken account of current levels of activity and cash flow projections and considered the impact of an unexpected loss of funding, that the Charity's reserves should be increased to a minimum level of £750,000 (previously £500,000) of which £500,000 should be held in cash or close cash equivalents.

Actual reserves at 31st December 2017 were substantially in excess of this minimum level at £1,801,057 (2016: £1,252,877) and Drinkaware is planning a significant increase in programme expenditure for 2018 which will reduce the reserves balance by the end of the year. The increased expenditure will be primarily consumer facing with lesser increases on overheads and salaries.

Free reserves (general funds excluding fixed assets) held at 31 December 2017 were £1,422,897 and restricted funds were £38,224.

### Plans for future periods

2018 represents the first full year of the Five Year Strategy for Drinkaware.

We plan to maintain substantial levels of activity on our two key programmes, Information & Advice which aims to increase the reach of the Drinkaware website, media and PR, resources and online tools and apps; and Targeted Campaigns, which focus on encouraging at-risk drinkers to change their behaviour and drink in less harmful ways.

With the introduction of the General Data Protection Regulations (GDPR) in May 2018, we have been undertaking a significant work programme to ensure that Drinkaware is not only compliant with GDPR but seeking out and learning from best practice. Drinkaware's 'GDPR programme' is overseen by the Risk & Audit Committee.

The Board will continue to pay careful attention to Drinkaware's ongoing financial sustainability given the continued commercial pressures on our donors. In that context we will maintain our focus on diversifying our income beyond that provided by major organisations in the UK alcohol beverages industry. The Targeted Programmes Plan also includes a focus on *Drinkaware Crew*, to meet our ambition for this initiative to become self-financing and sustainable by 2019.

In line with Drinkaware's value to be "Led by the evidence" we will continue to invest in our Research and Impact plan with 2018 activity focused on insight research, campaign development and evaluation and monitoring.

## Structure, Governance and Management

### Governing document

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

Under its Memorandum and Articles of Association the Board may comprise between 8 and 11 Trustees. Trustees are appointed by the Board and serve for a term of three years, with each Trustee able to serve for a maximum of two terms. The Board has the power, should it choose to do so, to co-opt members to the sub-committees of the Board to fill specialist roles or to provide expert advice to the Board. The Board will be asked at the next AGM (June 2018) to consider a change to its Memorandum and Articles of Association to permit Trustees to serve a third, and final, three-year term where it is the view of the Board that this would be in the interests of the Trust.

### Trustee induction and Board appraisal

The charity has a formal procedure for inducting Trustees and provides key reference documents to ensure that newly appointed Trustees are fully aware of Drinkaware's history, current strategy and activities and their responsibilities. Training is provided at the request of Trustees.

The Board has instituted a formal programme for the annual appraisal of Trustees (including the Chair) in line with best practice in the charitable sector.

### Organisation

The Board of Trustees directs the work of the charity. It typically meets around six times per year although additional meetings can be held as and when required. The Board has established three sub-committees covering: Finance & Human Resources, chaired by the Treasurer; Research & Impact, chaired by a Trustee (currently by Dr Timothy Walker), and Risk & Audit chaired by a Trustee (currently by David Ward).

The Chief Executive Officer is appointed by the Board of Trustees to manage the day-to-day operations of the charity. The CEO has delegated authority for operational matters including finance, employment, campaigns and communications in line with the policies that have been approved by The Board of Trustees. The CEO is appraised annually by the Chair and the Board of Trustees.

### Related parties and co-operation with other organisations

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

### Pay policy for senior staff

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

Pay for all staff is independently benchmarked annually against external comparators. Proposed pay increases and/or bonuses for exceptional performance are agreed by the Finance & HR Committee or the CEO as appropriate and are not guaranteed.

### Risk management

The Board of Trustees has established a risk management strategy which involves an annual review of the principal risks and uncertainties that the charity faces and of the policies, systems and procedures in place to mitigate those risks; and the maintenance and regular review by the Risk & Audit Committee of a Risk Register designed to include all of the principal risks to which the charity is exposed.

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

Drinkaware is very largely reliant upon voluntary donations from industry organisations across the UK and therefore needs to take into account changing economic and commercial considerations that may affect corporate donors. Trustees continue to monitor income on a regular basis and to consider the longer-term impact of emerging trends in the alcohol beverages market.

Drinkaware has since its inception benefited from strong government support. While this support has continued to be demonstrated over the past year, the Board of Trustees remains concerned that government and indeed the wider community may reduce its focus on alcohol-related risks; and that the positive progress made in recent years may begin to slow down as a result. Trustees continue to monitor the situation and to work closely with senior UK government Ministers and officials, and with Ministers and officials of the devolved UK nations, to emphasise to them the importance of recognising the long-term impacts of alcohol use. In accordance with our Memorandum of Understanding, Drinkaware continues to provide the findings of its research evidence to government and the general public through openly publishing our research on our website.

As an organisation funded by donations from organisations operating in the alcohol beverages industry, the Board of Trustees recognises that any reduction of confidence in the perception of Drinkaware's independence represents a risk to our reputation and standing. The Board of Trustees remains determined to maintain Drinkaware's absolute independence. Through the work of its Research & Impact Committee, the Board of Trustees ensures that evaluations of Drinkaware's activities are undertaken by independent and impartial researchers, and draws heavily upon the advice of its Independent Medical Advisory Panel to ensure that Drinkaware's campaigns are evidence-based. The Chief Medical Advisor attends meetings of the Drinkaware Board as an observer and presents a report of the Medical Advisory Panel on an annual basis which is published openly on the Drinkaware website. In addition, Trustees continue to monitor the reputation of the charity through annual surveys of stakeholder perceptions and consumer trust in the independence of the information we provide.

### Internal controls

Drinkaware's system of internal financial control provides for the provision of regular financial information to the Finance & HR Committee. Administrative procedures include the segregation of duties and an approved scheme of delegation and accountability approved by the Board of Trustees. In particular, the system of financial control includes:

- an annual budgeting process with an annual budget which is reviewed and approved by the Board;
- regular reviews by the Board of periodic financial reports which indicate variances to budget and to the prior year;
- setting targets to measure financial performance; and
- formal purchasing and receipts procedures which are regularly reviewed.

During 2017, Drinkaware upgraded its financial systems to allow enhanced management reporting and a systematic control environment for its purchasing processes.

## Trustees' Responsibilities in relation to the Financial Statements

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

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

- select suitable accounting policies and apply them consistently;
- observe the methods and principles of the charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the 'going concern' basis unless it is inappropriate to presume that the charitable company will continue in operation.

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

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

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

By order of the Board of Trustees



**Sir Leigh Lewis KCB**  
Chair

Date: 23 July 2018

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

## Opinion

We have audited the financial statements of The Drinkaware Trust ('the company') for the year ended 31 December 2017 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 'The Financial Reporting Standard Applicable in the UK and Ireland' (United Kingdom Generally Accepted Accounting Practice).

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 2017 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.

## Basis for opinion

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

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company'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 any party other than the charitable company and charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

## Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the Trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

## Other information

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

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

We have nothing to report in this regard.

### **Opinions on other matters prescribed by the Companies Act 2006**

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

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

### **Matters on which we are required to report by exception**

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

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

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

### **Responsibilities of Trustees**

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

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

### **Auditor's responsibilities for the audit of the financial statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists.

Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

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

- identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control;
- obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the charitable company's internal control;

- evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Trustees;
- conclude on the appropriateness of the Trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the charitable company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the charitable company to cease to continue as a going concern; and
- evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

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

**Luke Holt** (Senior Statutory Auditor)  
for and on behalf of Kingston Smith LLP, Statutory Auditor



Devonshire House  
60 Goswell Road  
London, EC1M 7AD

Date: 23 July 2018

# Statement of Financial Activities

(incorporating an Income and Expenditure Account)  
For the year ended 31<sup>st</sup> December 2017

	Note	Unrestricted 2017 £	Restricted 2017 £	Total 2017 £	Total 2016 £
<b>Income</b>					
Donations	2	5,361,965	-	5,361,965	5,154,406
Investment income	3	5,155	-	5,155	3,292
Charitable activities	2	106,622	100,446	207,068	64,762
Other income	2	234,074	-	234,074	164,543
<b>Total Income</b>		<b>5,707,816</b>	<b>100,446</b>	<b>5,808,262</b>	<b>5,387,003</b>
<b>Expenditure</b>					
Raising funds	4	200,270	-	200,270	161,974
Charitable activities	4	4,997,590	62,222	5,059,812	4,988,329
<b>Total Expenditure</b>		<b>5,197,860</b>	<b>62,222</b>	<b>5,260,082</b>	<b>5,150,303</b>
<b>Net income/ expenditure</b>		<b>509,956</b>	<b>38,224</b>	<b>548,180</b>	<b>236,700</b>
Fund balances brought forward at 1st January 2017	16 & 17	1,252,877	-	1,252,877	1,016,177
Fund balance carried forward at 31st December 2017	16 & 17	1,762,833	38,224	1,801,057	1,252,877

All of the above results are derived from continuing activities. There were no recognised gains and losses other than the outgoing resources for the year.

The accompanying notes form part of these financial statements.

# Balance Sheet

as at 31<sup>st</sup> December 2017

	Note	2017 £	2016 £
<b>Fixed Assets</b>			
Intangible assets	10	233,929	168,553
Tangible assets	11	106,007	141,504
		<b>339,936</b>	<b>310,057</b>
<b>Current Assets</b>			
Stock		49,472	74,641
Debtors	12	991,221	809,412
Cash at bank and in hand		1,124,277	860,827
		<b>2,164,970</b>	<b>1,744,880</b>
<b>Creditors: Amounts falling due within one year</b>	13	(703,849)	(802,060)
<b>Net Current Assets</b>		1,461,121	942,820
<b>Net Assets</b>		<b>1,801,057</b>	<b>1,252,877</b>
<b>Funds</b>			
Unrestricted funds	16 & 17	1,762,833	1,252,877
Restricted funds	16 & 17	38,224	-
		<b>1,801,057</b>	<b>1,252,877</b>

These financial statements have been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006.

The financial statements were approved and authorised for issue by the Board of Trustees on 23 July 2018 and signed on their behalf by



**Sir Leigh Lewis KCB**  
Chair

COMPANY NUMBER: 4547974

# Statement of Cash Flow

For the year ended 31<sup>st</sup> December 2017

	Notes	2017 £	2016 £
<b>Cash generated from operating activities:</b>			
Net cash provided by / (used in) operating activities	see below	403,497	(259,953)
<b>Cash flows from investing activities:</b>			
Dividends, interest and rents from investments	3	5,155	3,292
Purchase of property, plant and equipment	11	(3,428)	(12,444)
Purchase of intangible assets	10	(141,774)	(188,582)
<b>Net cash provided by / (used in) investment activities</b>		<b>(140,047)</b>	<b>(197,734)</b>
Change in cash and cash equivalents in the reporting period		263,450	(457,687)
<b>Cash and cash equivalents at the beginning of the reporting period</b>		<b>860,827</b>	<b>1,318,514</b>
<b>Cash and cash equivalents at the end of the reporting period</b>		<b>1,124,277</b>	<b>860,827</b>
<b>Reconciliation of net income/(expenditure) to net cash flow from operating activities</b>			
<b>Net income/ (expenditure) (as per the statement of financial activities)</b>	SOFA	<b>548,180</b>	<b>186,700</b>
<b>Adjustments for:</b>			
Depreciation charges	11	38,925	43,334
Amortisation charges	10	76,398	18,813
Dividends, interest and rents from investments	3	(5,155)	(3,292)
Loss/(profit) on the sale of fixed assets	11	-	-
Decrease/(Increase) in stocks		25,169	(64,738)
(Increase)/decrease in debtors	12	(181,809)	(318,524)
Increase/(decrease) in creditors	13	(98,211)	(122,246)
<b>Net cash provided by (used in) operating activities</b>		<b>403,497</b>	<b>(259,954)</b>
<b>Analysis of cash and cash equivalents</b>			
Cash in hand		1,124,277	860,827
<b>Total cash and cash equivalents</b>		<b>1,124,277</b>	<b>860,827</b>

# Notes to the Financial Statements

For the year ended 31<sup>st</sup> December 2017

## 1. Accounting Policies

### 1.1 Basis of preparation

These financial statements are prepared on a going concern basis, under the historical cost convention. The financial statements have been prepared in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102). The Charitable Company is a public benefit entity for the purposes of FRS 102 and therefore the charity also prepared its financial statements in accordance with the Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (The FRS 102 Charities SOP), the Companies Act 2006, the Charities Act 2011 and Charities Accounts (Scotland) Regulations 2006 as amended by The Charities Accounts (Scotland) Amendment (No. 2) Regulations 2014.

The Trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the charitable entity to continue as a going concern. The Trustees have made this assessment for a period of at least one year from the date of approval of the financial statements. In particular the Trustees have considered the charitable entity's forecasts and projections and have taken account of pressures on donation and investment income. After making enquiries the Trustees have concluded that there is a reasonable expectation that the charitable entity has adequate resources to continue in operational existence for the foreseeable future and there are no material uncertainties. The charitable entity therefore continues to adopt the going concern basis in preparing its financial statements.

The principal accounting policies adopted in the preparation of the financial statements are set out below.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest pound.

### 1.2 Fund accounting

Restricted funds represent grants and other income received which are allocated by the donor for specific service delivery.

Expenditure which relates to the services delivered is charged to the fund.

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.

### 1.3 Incoming resources

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

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

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

### 1.4 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.

### 1.5 Resources expended

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

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

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

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

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

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

### 1.6 Irrecoverable VAT

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

### 1.7 Recognition of liabilities

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

### 1.8 Tangible fixed assets and depreciation

Tangible fixed assets are capitalised and included at cost including any incidental expenses of acquisition. Depreciation is provided on all tangible fixed assets at rates calculated to write off the cost on a straight line basis over their expected useful economic lives as follows:

Fixtures, furniture and fittings  
*Over the term of the lease*

Leasehold depreciation  
*Over the term of the lease*

### 1.9 Intangible fixed assets

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

Website domain and healthy living tool  
*3 years straight line*

Website replatforming and Mobile application  
*3 years straight line*

### 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 Operating leases

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

### 1.12 Stock

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

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

### 1.13 Critical accounting estimates and areas of judgement

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

Depreciation and amortisation charges are based on the estimated useful life of the assets held.

### 1.14 Financial instruments

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

Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

### Cash and cash equivalents

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

### Debtors and creditors

Debtors and creditors receivable or payable within one year of the reporting date are carried at their transaction price. Debtors and creditors that are receivable or payable in more than one year and not subject to a market rate of interest are measured at the present value of the expected future receipts or payment discounted at a market rate of interest.

## 2. Income

	Unrestricted 2017 £	Restricted 2017 £	Total 2017 £	Total 2016 £
Donations	5,361,965	-	5,361,965	5,154,406
<b>Charitable activities</b>				
Consumer information	106,622	-	106,622	64,762
<b>Other income</b>				
Logo licencing	179,424	-	179,424	27,803
Partnership & co funding	54,650	100,447	155,097	134,662
Other	-	-	-	2,078
<b>Total received</b>	<b>5,702,661</b>	<b>100,447</b>	<b>5,803,108</b>	<b>5,383,711</b>

There were no restricted funds in 2016.

## 3. Investment Income

	Unrestricted 2017 £	Restricted 2017 £	Total 2017 £	Total 2016 £
Bank interest received	5,155	-	5,155	3,292

## 4. Expenditure

	Staff Costs £	Support Costs £	Other Direct Costs £	Total 2017 £	Total 2016 £
<b>Raising funds</b>					
Cost of raising donations	126,358	73,912	-	200,270	161,974
<b>Charitable activities</b>					
Consumer information	1,143,237	620,763	3,295,812	5,059,812	4,988,329
<b>Total resources expended</b>	<b>1,269,595</b>	<b>694,675</b>	<b>3,295,812</b>	<b>5,260,082</b>	<b>5,150,303</b>

Included in the above expenditure is restricted expenditure of £62,222 (2016: £nil) and unrestricted expenditure of £5,197,860 (2016: £5,150,303).

## 5. Allocation of Support Costs and Overheads

	Raising Funds £	Consumer Information £	Total 2017 £	Total 2016 £
<b>Unrestricted funds</b>				
Premises	25,867	188,949	214,816	143,224
Depreciation	12,271	89,629	101,900	24,734
Communications and IT	6,510	47,560	54,070	37,768
Postage and printing	2,423	17,700	20,123	6,586
Travel costs	4,701	34,345	39,046	25,790
Employee related costs	22,140	161,721	183,861	78,111
Governance costs (Note 6)	-	80,859	80,859	210,283
<b>Total support costs</b>	<b>73,912</b>	<b>620,763</b>	<b>694,675</b>	<b>526,496</b>

## 6. Analysis of Governance Costs

	<b>Total 2017 £</b>	<b>Total 2016 £</b>
Auditors' remuneration	8,000	11,406
Auditors' remuneration - non audit services	9,158	116,447
Other direct costs	586	16,538
Legal and professional fees	63,115	65,892
<b>Total support costs</b>	<b>80,859</b>	<b>210,283</b>

The 2016 non-audit services fees relate to consultancy fees incurred in the investigation and correction of VAT transactions as previously reported

## 7. Staff Costs

	<b>Total 2017 £</b>	<b>Total 2016 £</b>
Wages and salaries	1,038,671	867,466
Redundancy costs	-	4,846
Social security costs	115,481	96,440
Pension costs	115,443	97,866
	<b>1,269,595</b>	<b>1,066,618</b>

The average number of employees during the year was 24 (2016: 22). During 2017 a number of employees were recruited into roles previously filled by agency and contractor resource and is reflected in the increase in staff costs.

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

	<b>2017</b>	<b>2016</b>
£60,000 to £69,999	1	1
£70,000 to £79,999	1	2
£80,000 to £89,999	2	1
£120,000 to £129,999	-	-
£130,000 to £139,999	1	1
	<b>5</b>	<b>5</b>

The pension contribution attributable to higher paid employees is £54,823 (2016: £46,529)

## 8. Trustees and Key Personnel Remuneration

The Trustees neither received nor waived any emoluments during the year (2016 - £Nil).

Expenses of £7,323 (2016 - £16,469) were reimbursed to ten (2016: six) Trustees during the year.

Key personnel include Trustees, Chief Executive and Chief Medical Adviser. The total employee benefits of the charity's key management personnel were £258,393 (2016: £179,070). The increase in 2017 relates to key management positions which were vacant during 2016.

In 2017, the amount paid in redundancy and other termination payments for staff (including outplacement support) was £nil (2016: £4,846 following the restructure of the finance team).

## 9. Movement in Net Funds for the Year

	<b>Total 2017 £</b>	<b>Total 2016 £</b>
Movement in the net funds is stated after charging:		
Auditor's remuneration (excluding non audit services)	8,000	11,406
Auditor's remuneration (non audit services)	9,158	116,447
Depreciation	38,925	43,334
Amortisation	76,398	18,813
	<b>132,481</b>	<b>190,000</b>

## 10. Intangible Fixed Assets

	<b>Website and Mobile Application and Software £</b>	<b>Healthy Living Tool £</b>	<b>Total £</b>
<b>Cost or Valuation</b>			
At 1st January 2016	943,385	50,432	993,817
Additions	141,774	-	141,774
Disposals	-	-	-
<b>At 31st December 2017</b>	<b>1,085,159</b>	<b>50,432</b>	<b>1,135,591</b>
<b>Depreciation</b>			
At 1st January 2016	774,832	50,432	825,264
Charge for the year	76,398	-	76,398
<b>At 31st December 2017</b>	<b>851,230</b>	<b>50,432</b>	<b>901,662</b>
<b>Net Book Value</b>			
<b>At 31st December 2017</b>	<b>233,929</b>	<b>-</b>	<b>233,929</b>
<b>At 31st December 2016</b>	<b>168,553</b>	<b>-</b>	<b>168,553</b>

## 11. Tangible Fixed Assets

	<b>Fixtures, Furniture and Equipment £</b>	<b>Leasehold Improvements £</b>	<b>Total £</b>
<b>Cost or Valuation</b>			
At 1st January 2016	117,962	145,175	263,137
Additions	3,428	-	3,428
Disposals	-	-	-
<b>At 31st December 2017</b>	<b>121,390</b>	<b>145,175</b>	<b>266,565</b>
<b>Depreciation</b>			
At 1st January 2016	73,240	48,393	121,633
Charge for year	14,729	24,196	38,925
Depreciation on disposal	-	-	-
<b>At 31st December 2017</b>	<b>87,969</b>	<b>72,589</b>	<b>160,558</b>
<b>Net Book Value</b>			
<b>At 31st December 2017</b>	<b>33,421</b>	<b>72,586</b>	<b>106,007</b>
<b>At 31st December 2016</b>	<b>44,722</b>	<b>96,782</b>	<b>141,504</b>

## 12. Debtors: Due within one year

	2017 £	2016 £
Trade debtors	837,324	607,248
Other debtors	96,580	146,366
Prepayments and accrued income	57,317	55,798
	<b>991,221</b>	<b>809,412</b>

Included in the above payable after more than one year is £86,524 (2016 - £86,524) relating to the rental deposit held as part of the building lease.

## 13. Creditors: Amounts falling due within one year

	2017 £	2016 £
Trade creditors	321,653	251,976
Other creditors	330,030	451,468
Accrued pension costs	8,342	8,063
Taxation and social security	33,205	25,856
Accruals	10,619	64,697
	<b>703,849</b>	<b>802,060</b>

## 14. 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 registered for VAT and expenditure is recorded exclusive of any VAT incurred that is recoverable.

## 15. Annual Commitments under Operating Leases

	2017 £	2016 £
<b>Land &amp; buildings</b>		
Less than one year	173,048	173,048
Within 1-5 years	346,096	519,144
Within 5+ years	-	-
<b>Office equipment</b>		
Less than one year	3,770	-
Within 1-5 years	13,197	-

## 16. Statement of Funds

	At 1st January 2017 £	Income £	Expenditure £	Transfers/Gains £	At 31st December 2017 £
Unrestricted funds	1,252,877	5,707,816	(5,197,860)	-	1,762,833
Restricted funds	-	100,446	(62,222)	-	38,224
<b>Total funds</b>	<b>1,252,877</b>	<b>5,808,262</b>	<b>(5,260,082)</b>	<b>-</b>	<b>1,801,057</b>

Restricted funds relate to monies received from Drinkaware Partners to be applied to specified goods and services. These will include delivery of bespoke campaign support and materials and tailored Drinkaware programmes.

## 17. Analysis of Net Assets between Funds

	Restricted Funds £	Unrestricted Funds £	Total Funds £
Fund balances at 31st December 2017 are represented by:			
Fixed assets	-	339,936	339,936
Net Current Assets	38,224	1,428,897	1,461,121
<b>Total net assets</b>	<b>38,224</b>	<b>1,762,833</b>	<b>1,801,057</b>

## 18. Related Party Transactions

During the year, donations from Trustees and other related parties totalled £8,897 (2016: £8,365).

During the year Liberty Wines Limited, a related party to Drinkaware by virtue of Trustee Vicki Nobles also being a non-executive director of the company purchased logo licences totalling £1,500 and Charles Wells Limited, a related party to Drinkaware by virtue of Trustee Paul Wells also being a director of the company purchased logo licences totalling £1,500.

## 19. Financial Assets and Liabilities

The financial statements include the following in respect of items held at amortised cost at 31st December:

	2017 £	2016 £
Financial assets measured at amortised cost (trade and other debtors)	991,221	751,752
Financial liabilities measured at amortised cost (trade and other creditors and accruals)	703,849	774,988

## 20. Company Limited by Guarantee

In the event of a winding up of the charitable company, the members, who are Trustees, give a guarantee of £1. In 2017 there were 11 members (2016: 11 members).

# Partners & Supporters

Drinkaware would like to thank our donors for their support and commitment in 2017:

AB-InBev UK Ltd	Distell International	Laurent-Perrier UK Ltd	Racecourse Association Ltd
Accolade Wines Ltd	E & J Gallo Winery Europe	Liberty Wines	Remy Cointreau UK Ltd
Admiral Taverns Ltd	England and Wales Cricket Board	Lidl UK GmbH	Robinsons Brewery
Aldi UK	Enotria Winecellars Ltd	Loch Lomond Group	Rude Wines Ltd
Armit Wines	Enterprise Inns plc	London Scottish International Ltd	Rugby Football Union
Asahi UK	Everards Brewery Ltd	Louis Latour Agencies	Sainsbury's Supermarkets Ltd
ASDA Stores Ltd	Fuller Smith & Turner plc	Maisons Marques et Domaines	Shepherd Neame Ltd
Aspall Cyder Ltd	Global Brands	Majestic Wine Warehouses Ltd	SHS Group Drinks Division
Aston Manor Brewery Company Ltd	Goedhuis & Co	Marks & Spencer plc	Spar (UK) Ltd
Bacardi Brown-Forman Brands	Gordon & Macphail	Marston's plc	St Austell Brewery Company Ltd
Berry Brothers & Rudd	H Weston and Sons Ltd	Mast-Jaegermeister UK Ltd	T&R Theakston Ltd
Bibendum PLB Group	Halewood International Ltd	Maxxium UK Ltd - Beam Suntory	Tesco plc
Booker Ltd	Hall & Woodhouse Ltd	Maxxium UK Ltd - Edrington Group	TGI Friday's
Bourne Leisure Ltd	Hallgarten Druitt & Novum Wines	McCormick Distilling	Thatchers
Broadland Wineries Ltd	Harrods	Mitchells & Butlers plc	The Co-operative Group
Brothers Drinks Co Ltd	Harvey & Sons (Lewes) Ltd	Moet Hennessy UK Ltd	The Deltic Group
C&C Group - WM Magner Ltd	Hatch Mansfield Ltd	Molson Coors Brewing Company UK	The Haciendas Company
Campari UK	Heineken UK	Negociants UK Ltd	The Reformed Spirits Company
Carlsberg UK Ltd	Hippodrome Casino Ltd	NUS	The Restaurant Group plc
Casella Family Brands (Europe) Ltd	Hi-Spirits (Sazerac)	Nyetimber Ltd	Treasury Wine Estates (Fosters EMEA)
Cellar Trends Ltd	Hook Norton Brewery	Origin Wine Ltd	Virgin Trains West Coast
Charles Wells Ltd	Ian Macleod Distillers Ltd	Pernod Ricard UK	Wadworth & Company Ltd
Cider of Sweden Ltd (Kopparberg)	Ideal Wine Company	Pol Roger Ltd	Waitrose Ltd
Concha y Toro UK Ltd	Inver House Distillers Ltd	Proximo Spirits UK Ltd	WH Brakspear and Sons Ltd
Continental Wine & Food	J Chandler & Co (Buckfast) Ltd	Punch Taverns plc	Whitbread Restaurants
Conviviality plc	J D Wetherspoon plc	Quintessential Brands UK (G&J Greenalls)	Whyte & Mackay Ltd
Corinthian Brands Ltd	JW Lees & Co (Brewers) Ltd	QVC	William Grant & Sons
Daniel Thwaites plc	Kato Enterprises		WM Morrisons Supermarkets plc
Diageo Great Britain Ltd	Kingsland Wines		Young & Co's Brewery plc
	Laithwaite's Wine (Direct Wines)		

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[drinkaware.co.uk](http://drinkaware.co.uk)

May 2018

The Drinkaware Trust (A charitable company limited by guarantee)  
Charity No. 1094586 in England and Wales; SCO43163 in Scotland  
Registered Office: 3rd Floor, Salisbury House, London Wall, London EC2M 5QQ

# drinkaware



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