

Annual Trustees' Report

2019



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

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Foreword from the Chair of Trustees



Writing this foreword in the summer of 2020, many of the events of 2019 now seem a long time ago. Like many other organisations we have been very substantially affected by the Covid-19 pandemic. Our donation income has been put under considerable strain by the impact of prolonged closure on many of our on-trade donors and much of our planned activity has had to be reassessed in the light of current circumstances. To ensure our continuing financial viability we have had to furlough a significant number of our staff and make extra demands on those who have continued to work. I am very proud of how our whole organisation has responded to this quite unprecedented challenge, in both maintaining our core functions and adapting our online content at great speed to reflect the increased risks - particularly of drinking to excess at home - faced by millions of people during the pandemic.

This recent experience highlights the continuing and substantial risks of excessive alcohol consumption. While in 2019 we were encouraged by the continuing gradual decline in hazardous and harmful consumption levels that we have seen since 2011, the fact remains that a significant proportion of the UK population are continuing to drink at levels which pose serious risk to their own health, and to the wellbeing of those around them. In particular, alcohol-related hospital admissions in England were eight percent higher than in the previous year and alcohol-specific hospital conditions reached a historic peak. The contribution of alcohol to a number of underlying chronic health conditions is also well evidenced, and it is critically important that those living with these conditions have access to clear and unambiguous evidence-based alcohol education and information to help them in managing the risks they face.

We realise that our contribution is only one of many interventions that are needed to reduce alcohol harm. Nevertheless, ours is a vital contribution, and one which we go to great lengths to protect and safeguard in terms of the accuracy and integrity of the information we provide. All of our information is critically reviewed by our independent Medical Advisory Panel and our campaigns are rigorously tested for their ability to both engage and inspire people to reconsider ingrained drinking habits. To do this, we do not moralise, preach or harangue, but rather engage with people in simple, non-judgemental and accessible ways. It is gratifying that in 2019 we experienced no significant repeat of the ill-informed criticism that a small number of critics had made of our work in the previous year. On the contrary we received many plaudits, from both the UK and further afield, to the quality and relevance of our work.

Looking ahead, it is clear that the challenges of 2020 have been unprecedented and will remain with us for a considerable time. That will increase the need for us to be more vocal, more confident in our expertise and more challenging to systems and structures that allow deep health inequalities to persist.

On a personal level, as our Board knows, it is my intention to step down from my role as Chair during 2021 after what, by then, will have been more than seven years in the role. Chairing the Board of Drinkaware, and working with my fellow Trustees, Medical Advisory Panel, our inspiring Chief Executive and her staff has been a unique privilege and one which I will long cherish. I wish the organisation every success in the future as it takes forward its vital work in reducing alcohol harm.



Sir Leigh Lewis, KCB
Chair, Board of Trustees



All of our information is critically reviewed by our independent Medical Advisory Panel and our campaigns are rigorously tested for their ability to both engage and inspire people to reconsider ingrained drinking habits.



Chief Executive's report

The 2019 Annual Report marks the halfway point in our ambitious five-year strategy. It showcases the work we have done to strengthen our focus on reaching people most at risk from alcohol and highlights our growing understanding of harmful drinking behaviours across the UK.

Our strategy, put simply, is to reduce harm and help people make better choices, through targeted social marketing interventions. We use advertising, communications and, in a number of pilot sites, community-based interventions to raise awareness, engage people in our message and inform people that their drinking habits may be putting their health at risk. We offer a portfolio of digital tools to help people assess their drinking, set goals to change or seek local support to help change harmful drinking behaviours. We work hand in hand with a number of key partners across many sectors, and in local, regional and national geographies including targeted work with the devolved nations, to maximise our reach and impact.

I am proud of what Drinkaware achieved in 2019, with the support of others, to deliver this strategy. For example, we reached more than 9 million people through our website, with 1.2 million people using our online tools to better understand the impact of alcohol on their lives. This huge reach gives us an insight into drinking habits in the UK that is quite unparalleled. We remain committed to sharing the results of our evaluations to support thought leaders, policy makers and anyone concerned by alcohol harm in the UK.

2019 has also seen the creation of a new trading company, Drinkaware Trading Limited, to give us an even stronger platform to enhance our commercial activities.



Writing this in 2020, after a number of months of this country and our organisation grappling with the unprecedented challenges of the coronavirus pandemic, I am more aware than ever of the importance of the work Drinkaware does.

Latest data reveals a picture of drinking patterns changing over lockdown, with just under a quarter of drinkers drinking more, and the greatest increases among individuals at increasing and higher risk levels.

We are, of course, yet to fully understand the extent of the impact of the pandemic on alcohol use in the medium and long-term. But the need for Drinkaware to continue to reach those most at risk of harm, with relevant, compelling and accessible information and support, is likely to be greater than ever.

We will continue to work tirelessly to address these challenges and reduce alcohol misuse and harm across the UK.

Elaine Hindal
Chief Executive – Drinkaware

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

Dr Varuna Aluvihare
(appointed 1 January 2019)

Marc Dench
(appointed 1 January 2019)

Dr Colin Hunter OBE
(appointed 1 January 2019)

Penny Newman OBE

Vicki Nobles

Dr Timothy Walker

David Ward

Paul Wells

Neil Williams

Chief Medical Advisor

Dr Fiona Sim OBE

Key management personnel

Chief Executive

Elaine Hindal

Company Secretary

Suzanne Pattison

Registered Office

3rd Floor, Salisbury House, London Wall, London EC2M 5QQ

Company number

04547974

Charity number

1094586

Auditors

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

Bankers

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

Solicitors

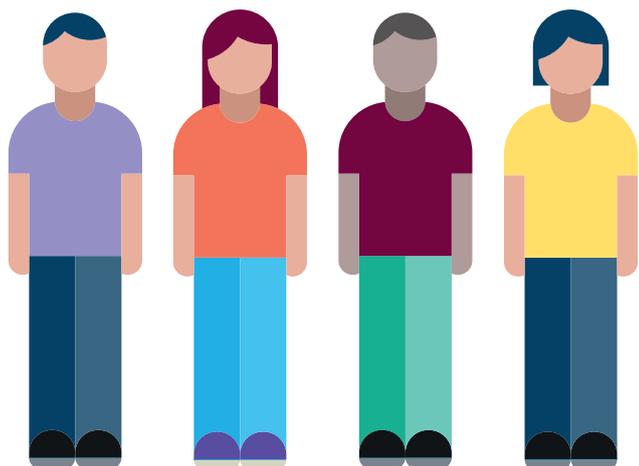
Lewis Silkin LLP, 5 Chancery Lane, Clifford's Inn, London EC4A 1BL

Investment Advisors

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

Drinkaware in numbers

In 2019, we reached a large audience with our digital channels:



9 million+

users visited our website
www.drinkaware.co.uk¹

765,077

visited our website via
our social media channels²

65,000

followers across Facebook,
Twitter and Instagram by
the end of the year³

122,821

total views on YouTube³

And significant numbers
of people took action:

1,228,154

people used our tools to better
understand the impact of alcohol
on their lives⁴



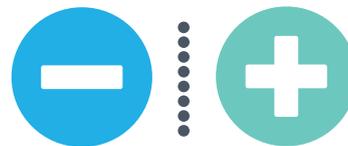
537,309

people completed the Drinkaware Unit
and Calorie Calculator⁵



328,230

people completed our alcohol
self-assessment, an online test based on
the World Health Organisation's Alcohol
Use Disorders Identification Test⁶



283,690

completed the DrinkCompare Calculator⁷



71,465

downloaded the Drinkaware app⁸

7,460

personalised conversations about
alcohol were handled by our online
alcohol support service DrinkChat⁹

We also interacted with
more than **12,500** people
in communities and in
workplaces through
Drinkaware's initiatives
and partnerships.¹⁰

Trustees' report for the year ended 31 December 2019

Our purpose and values

Drinkaware was established in 2007 by the 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. At that time, its strategic objectives were set out as increasing awareness of alcohol harm 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 drinking behaviour.

These broad objectives remain in place today, although our specific focus and priorities shift in line with changing drinking behaviours and the growing evidence base about behaviour change.

Our values have guided our five-year strategy and remain unchanged, providing a set of straightforward principles and practices that shape our priorities, our behaviour and our ways of working. We are:

- **driven to make a difference**, looking for ways to maximise our impact and to make information, advice and resources relevant and accessible;
- **led by the evidence**, using external advisors to inform decisions solely with the best interests of the general public in mind;
- **resourceful**, in that we proactively seek more effective and cost-effective ways of doing things; and
- **committed to working positively with others**, recognising that changing ingrained and harmful drinking habits is complex, challenging, and can only be achieved with and through others.



“Drinkaware’s focus on reducing harmful drinking and reaching those most at risk with accessible information and advice, remains as crucial as ever.”



Sharpening our focus

Drinking patterns continue to change. The proportion of adult non-drinkers in the UK is increasing year-on-year, yet a substantial proportion of the population continues to drink at harmful levels. Experience of alcohol harm is unequal, with large disparities depending on how old you are, your social class and where you live.

Drinkaware’s focus on reducing harmful drinking and reaching those most at risk with accessible information and advice, remains as crucial as ever.

With a strong focus on people who are most at risk, we have worked hard this year to deepen our understanding of drinking motivations and behaviours, and to make sure our information, advice and online tools are as relevant and effective as possible.

Alcohol trends remain a cause for concern

Across the UK, the proportion of adult non-drinkers has continued to increase. Our own 2019 Drinkaware Monitor data indicate that 15% of adults never drink alcohol, an increase from 12% in 2018.^{11,12} These findings are also reflected in national statistics.¹³ However, the same data show that one quarter (26%) of the total UK adult population falls into the ‘increasing risk’ category of the AUDIT-C¹⁴ measure, and one in seven (14%) are defined as ‘higher risk’ drinkers.

Nationally there has been a gradual decline in hazardous and harmful drinking since 2011.¹⁵ While this is a welcome trend, between approximately one-fifth^{16,17,18} and one-quarter¹⁹ of the adult population are drinking at these levels. This means a significant proportion of the UK population is continuing to drink at levels harmful to their health.

Trends in alcohol consumption are not reflected in the rate of alcohol-related hospital admissions or alcohol-specific mortality. Although alcohol-specific death rates in the UK have remained stable since the beginning of the decade, the broad measure rate of alcohol-related hospital admissions in England has increased every year for over a decade – with the rate in 2018/19 eight percent higher than the previous year, and the narrow measure reaching a new peak.²⁰ This continued rise in alcohol-related harm probably reflects a time lag from the long-term trend of increasing alcohol consumption until the mid-2000s.²¹

Within these broader trends, clear demographic and geographic disparities in alcohol consumption, and associated harm, exist and remain a significant cause for concern.

Demographic and geographic divides

Age is a persistent factor in both alcohol consumption and alcohol-related harm. For example, NHS survey data show that while hazardous and harmful alcohol consumption has declined since 2011 for those aged 16–54, for adults aged 55 and above this proportion has either remained stable or increased.²²

Older age groups tend to not only drink at higher levels, but also more regularly – with between 17% and 21% drinking on five or more days in the previous week.²³ This age group also had the highest weekly household expenditure on alcohol in 2017/18 – with an average spend of more than £10 per week, compared to an overall average expenditure of £8.70.²⁴

Risk of alcohol-related harm is also more prevalent among older age groups, with adults aged 55–74 making up just under half (47%) of all alcohol-related hospital admissions in England in 2018/19,²⁵ and half (51%) of all alcohol-specific deaths in the UK.²⁶

Men are consistently more likely than women to drink at hazardous or harmful levels – across all age groups – and drink on a more regular basis.^{27,28,29} Men also make up to two-thirds of alcohol-related hospital admissions^{30,31} and alcohol-specific deaths.³² While harmful drinking is not just confined to those over 55 and men, there is clearly a need to do more to reduce

their harmful alcohol consumption.

Geographically, national figures tend to mask regional variation. For example, while alcohol-specific mortality has remained flat nationally, the latest statistics from Northern Ireland indicated a 30% increase in alcohol-specific deaths on the previous decade.³³ By contrast, although alcohol-specific death rates increased in Scotland in 2018, it is the only place in the UK to have seen a significant decline compared to the previous decade.³⁴

Disproportionate burden of alcohol harm

Alcohol-related harm falls disproportionately on the most deprived communities, among adults who are less likely to drink at hazardous and harmful levels and are more likely to be non-drinkers.^{35,36} The persistence of this ‘alcohol harm paradox’³⁷ is concerning. More must be done to understand and to address this important health inequality.

While it is well-evidenced that those in lower income communities have unequal access to health systems, it is vital that community access to information, skills and knowledge is strengthened to help people understand how alcohol adversely affects chronic health conditions, and to support informed choices about whether or not to drink.



While hazardous and harmful alcohol consumption has declined since 2011 for those aged 16–54, for adults aged 55 and above this proportion has either remained stable or increased.



Progress against our strategic goals

In 2017, Drinkaware's five-year strategy set out the Board's intent to substantially shift the focus of the charity towards health, leveraging the unequalled reach of Drinkaware's digital offer to engage people drinking more than the Chief Medical Officers' low risk guidelines and to support them to change their behaviour.

In 2019, Drinkaware made significant progress towards these goals, engaging over 9 million people through our website and social media, and supporting more than 1.2m people to develop personal strategies to reduce harmful drinking.



The strategy set out three key goals:



1

To substantially increase the reach of Drinkaware's information and advice, achieving 15 million engagements by 2022



2

To support 1 million people to develop personal strategies to reduce harmful drinking



3

To influence 500,000 over the life of the strategy, to drink in less harmful ways

Implementing our strategy

Information and advice

In 2019, Drinkaware engaged more than 9 million people through our website and social media and supported more than 1.2m people to develop personal strategies to reduce harmful drinking.

Drinkaware's website visitors represent a broad age range but, as in 2018, the majority are under 44, with 25-34-year-olds representing the single largest group (32%). Slightly more women (55%) use the website than men. The most visited pages included information on drink-free days, the Drinkaware Unit and Calorie Calculator and 'how to stop drinking alcohol completely'.

Our website tools continue to help people understand the risk alcohol poses to their health. In 2019, 328,230 people completed our online alcohol Self-Assessment test (based on the World Health Organisation's Alcohol Use Disorders Identification Test).

The Drinkaware Unit and Calorie Calculator was completed 537,309 times during 2019, evidence of the continued interest in calories in alcohol and an important part of our offer given the importance of obesity to a range of underlying health conditions with which alcohol is associated.

Encouraged by targeted social media campaigns, 283,690 people completed the DrinkCompare Calculator to compare their drinking to UK averages. This tool, which uses social norms to challenge perceptions about what is acceptable or usual alcohol consumption, was improved in September 2019 to provide moderation strategies to help reduce risky drinking behaviours and to encourage frequent or daily drinkers to commit to reduce their alcohol use.

From September to December 2019, more than 55,000 people made such a commitment, collectively pledging to reduce their drinking by almost three quarters of a million alcohol units. Among those who drank four or more days per week, almost 74,000 drink-free days were pledged.

Our website visitors

25-34-year-olds represent the single largest group (32%)

The most visited pages include information on drink-free days

Slightly more women (55%) use the website than men



Furthermore, the Drinkaware app was installed 71,465 times in 2019. Despite its relative age and the growing number of drinks tracker apps available on both Android and iOS platforms, this app continues to prove the growing interest in tools that can help people monitor their drinking and support them digitally to make a change.

In addition to our digital resources, NHS trusts, health professionals, and employers were provided with more than 25,000 alcohol-unit measuring cups and 34,000 alcohol and calorie comparison tools in 2019.

Finally, our trial of DrinkChat, an online chat service provided by advisors at Drinkline, the National Drinking Helpline, continued throughout the year. This service engaged in 7,460 personalised conversations about alcohol in 2019.



Encouraged by targeted social media campaigns, 283,690 people completed the DrinkCompare Calculator to compare their drinking to UK averages.



Drink Free Days

Our 2019 campaign continued to build on our drink-free days message with the launch of 'No Alcoholidays', designed to encourage people to substitute drinking with positive alternative activities and to promote healthier lifestyles.

The campaign was designed to engage men and women aged 45 to 65, who drink more than the low risk drinking guidelines, who drink at home rather than in pubs or restaurants, and who live in regions of the UK with higher than average rates of alcohol-related hospital admissions ('alcohol harm areas').

The campaign ran on radio and on digital channels. To provide a control region for evaluation purposes, the South West of England was excluded from the campaign.

An independent evaluation by YouGov found that:

- One in twenty drinkers in England recalled advertising about alcohol reduction and were able to name Drinkaware as the source of the campaign.
- Around one-third of male drinkers and a quarter of female drinkers recalled seeing/hearing any element of the campaign, with higher recall for radio ads than for social media ads.
- The campaign was more noticeable than our 2018 campaign, but interest in the ads appeared to be marginally lower amongst women. In 2018 the radio ad with breast cancer messages performed particularly strongly, with 47% of women expressing interest, whereas the 2019 radio ads, which did not cover breast cancer, were of interest to around one third. It was noted in 2018 that breast cancer is a resonant issue for female drinkers, and the 2019 evaluation results appear to reinforce this.
- Close to three-fifths (57%) of those who remembered any campaign material agreed that the campaign influenced them to consider their drinking habits; this figure increased to 65% in Scotland. In both England and Scotland, more than four in 10 people who recalled the campaign were influenced to make a plan to take more drink-free days.

- Following the campaign, one in six (16%) drinkers reported having tried to cut down their drinking in the past six months, which was consistent with the proportion seen during the 2018 evaluation. Eighteen percent reported after the campaign that they are changing their drinking habits 'right now'; although there was no significant change in the proportion taking one or more drink-free days in a week, there was a small increase in those who had not drunk on any day in the last week from 23% to 26%.
- The 'No Alcoholidays' campaign increased engagement with the DrinkCompare Calculator, with use of this tool 31% higher in the campaign areas than in areas not exposed to the campaign³⁸.
- More than 55,000 people collectively pledged to reduce their drinking by more than 700,000 units during our autumn *Drink Free Days* campaign³⁹. And of the almost-12,000 drinkers who created a personal action plan to take more drink-free days, 5,600 signed up for a tailored newsletter programme to help them achieve their goals.⁴⁰

(Source: YouGov Jan 2020)



Reaching people through the media

Alongside our campaigns, media coverage remains an important way for Drinkaware to reach people who are drinking in harmful ways.

In 2019, we generated more than 14,000 items of media coverage in print, online and broadcast channels⁴¹. These included a campaign at the beginning of the year stressing that ‘drink free days are not just for January’; the launch of *Drink Free Days / No Alcohol Days* in the autumn and a collaboration with BBC’s *EastEnders* over the festive period, to raise awareness of how peer pressure among adults contributes to alcohol harm.

Reaching people through partnership

Identification and Brief Advice in supermarkets

2019 was the third year of a Drinkaware partnership with national supermarket Asda to deliver Identification and Brief Advice (IBA) in 100 of its stores. Scratch cards were used to engage Asda shoppers in a conversation about the risks of alcohol to health and to provide tips to help them change their drinking behaviour.

Shoppers were also given an alcohol unit measuring cup and calorie counter wheel to support alcohol moderation at home.

Drinkaware trained 200 Asda employees, using the *Drinkaware at Work* e-learning modules, equipping them to talk confidently with shoppers about alcohol. Trained ASDA ambassadors engaged directly with more than 7,000 Asda shoppers in the two-day activity.

Identification and Brief Advice through football

Drinkaware also facilitated the delivery of IBA in our partnerships with Derby County Football Club and the Scottish Football Association, through community-based walking football clubs.

Derby County Football Club (DCFC) Community Trust

Drinkaware continued its sponsorship of Derby County’s Community Trust’s Walking Football programme in 2019, providing educational resources for participants via coaches and programme leaders.

Building upon the success of the programme in 2018, when more than half of the 91 participants who were drinking at harmful levels at the outset reduced to just two percent by the end of the programme, in 2019, we repeated the programme with a new cohort.

Although the numbers involved remained low, with just 42 participants over nine months of the programme, results indicate that the proportion drinking at harmful levels fell by half (48%) from the start of the programme to a follow-up after nine months (24%). Despite small sample sizes, this is a substantial impact and one which suggests the programme is having a very positive impact on harmful drinking behaviours. We are investigating potential options for a full process evaluation of this programme in 2020.

Walking football in Scotland

Drinkaware continued its research partnership with walking football in Scotland that was launched in October 2018 with the support of The Scottish Football Association. Drinkaware provided alcohol education resources for participants and through 2019/20, is collecting longitudinal data to determine the impact of these resources on drinking behaviours. The results of the programme will be reported on in 2020/21.



Focusing on the workforce: *Drinkaware at Work*

Alcohol is the world's number one risk factor for serious ill health and premature death among 25–59-year-olds⁴² and the leading risk factor for ill-health, early mortality and disability among 15–49 year olds in England⁴³. Alcohol-related sickness and absence is estimated to cost UK industry £7.3 billion a year.⁴⁴

Drinkaware at Work supports employers to include alcohol alongside other health and wellbeing, or health and safety, education provided to employees.

In 2019, *Drinkaware at Work* was accredited by The CPD (Continuing Professional Development) service and by the Royal Society for Public Health.

The training was delivered in 16 organisations to 2,665 participants, as we began to rollout the programme from its test phase. As part of this, the product evolved from single workshop sessions to include group workshops, e-learning and health stalls, and included a new 'train the trainer' option, all designed to provide engaging, impartial advice to help employees make better choices about alcohol and support employers to recognise alcohol's potential impact in the workplace.

Focusing on the night-time economy: *Nightlife Crew*

Nightlife Crew evolved in 2019 from the successful *Drinkaware Crew* scheme launched in 2015. Today, it is an accredited training programme for on-trade employees and anyone who is involved with the safety of the night-time economy. *Nightlife Crew* is supported by organisations such as police forces, local authorities and business improvement districts, to help improve customer safety and reduce antisocial behaviours as a result of alcohol use.

The initiative – as *Drinkaware Crew* – has been active in clubs and bars in 21 areas across the country, including Birmingham, Bristol, Glasgow and Nottingham. The development of *Nightlife Crew* followed extensive evaluation of the scheme, including a review of our activity at festivals such as British Summertime and in areas such as Soho in London.

In 2019, Cardiff, Hackney and Essex were among the first partners to adopt the new iteration of *Drinkaware's Nightlife Crew*.



***Nightlife Crew* comprises five training modules:**

Club Crew: for on-trade employees whose role is to promote a positive social environment and support customers who are vulnerable as a result of excessive drinking;

Lead Crew: for managers and supervisors;

Support Crew: e-learning for all on-trade employees to raise awareness of alcohol vulnerability;

Festival Crew: for employees engaged in festivals and other large-scale events; and

Street Crew: for community volunteers who support people on the streets rather than in venues, to help improve community safety.

Financial review

The statement of Drinkaware's financial activities for the year is set out on page 28 of the Annual Report. The net surplus for the year was £248,937 (2018 deficit: £322,021).

Funding

In 2019, Drinkaware's total income was £6,241,146 (2018: £6,066,934) received in voluntary donations, grants, sales of Drinkaware products and bank interest.

Drinkaware received £5,916,710 in voluntary donations from UK alcohol producers, retailers and sports bodies in 2019 (2018: £5,651,357). The growth in voluntary donations reflects an increase in donations in line with the consumer price index ("CPI") across the majority of our funders and, in addition, a small number of funders increasing donations above this level. The overall number of Drinkaware funders grew to over 130, a new record for Drinkaware.

Drinkaware raised £324,436 from logo licence sales, alcohol awareness publications and products, bank interest and further donations (2018: £415,577).

During 2019 Drinkaware transferred all of its trading activities to a wholly owned subsidiary, Drinkaware Trading Limited, in order to separate its trading activities. The trading subsidiary has been operating from 1 July 2019 and in its first six months of trading has returned a loss of £128,972.

The trading subsidiary has an operating plan to achieve profitability by 2023.

Fundraising

During 2019 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 £5,657,234 (2018: £6,121,225).

A focus of our expenditure in 2019 has been the refresh of our *Drink Free Days* campaign with the launch of "No Alcohol Days". We have also invested in research to better understand behaviours that lead to harmful drinking and gain insights into who uses our online tools. This data will be used to build and develop these platforms during 2020.

The decrease in expenditure in part reflects the separation of commercial activities into Drinkaware Trading Limited during 2019 which are shown separately as commercial trading operations. A decision was also taken towards the end of the year to carry forward funds into early 2020 to support a campaign boost for the *Drink Free Days* campaign. The Covid-19 pandemic has subsequently led the organisation to reconsider how to best use its 2020 financial resources and this expenditure is likely to be deferred until later this year.

Staffing costs

Expenditure on staffing costs for the year was £1,447,737 (2018: £1,447,914). Headcount has remained consistent with the previous years and this is reflected in expenditure. However, during 2019 recruitment was completed into senior vacancies within the communications, business development, digital, and research functions.

Expenditure on raising funds

Expenditure on raising funds for the year was £287,850 (2018: £267,730).

Net assets

The total Net Assets of the Group were £1,727,972 at 31 December 2019 (2018: £1,479,036). This includes £126,848 relating to restricted funds (2018: £94,727).

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

Investment powers and policy

In considering the Charity's investment policy, the Trustees continue to take the view that the preservation of capital is of primary importance and that investments should be held in cash or near cash investments which allow immediate access.

The invested funds held on deposit for the Trust (excluding those held at CAF Bank) achieved an average rate of return of 0.14% (2018: 0.35%) and funds held at CAF Bank achieved an average rate of 0.15% (2017: 0.1%) 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 campaign activities.

During 2019 the Trustees reviewed the Reserves Policy of the Trust and concluded, having taken account of current levels of activities and cash flow projections and considered the impact of an unexpected loss of funding, that the Charity's reserves should remain at a minimum level of £750,000 of which £500,000 should be held in cash or close cash equivalents. Actual reserves at 31 December 2019 were in excess of this minimum level at £1,727,972 (2018: £1,479,036). This reflects the intention of the Trustees to carry forward funds into 2020 to finance a campaign boost for the *Drink Free Days* campaign.

The Trustees have further considered Drinkaware's reserves policy in the light of predicted changes to our financial resources and have agreed that the reserves policy should be raised to a range of £1,000,000 to £1,500,000, at least £1,000,000 of which is to be held in cash or near cash equivalents. This represents approximately four months' operating expenses.

Free reserves (general funds excluding fixed assets) held at 31 December 2019 were £1,331,930 (2018: £962,979) and restricted funds were £126,848 (2018: £95,727).

Since the outbreak of the coronavirus pandemic, Drinkaware's Trustees have reviewed the income expected from donations. Many Drinkaware funders have been significantly impacted by the pandemic and the Trustees anticipate that some funders may reduce their level of contribution or suspend their donations for an indefinite period.

Given the potential for a reduction in income, Drinkaware has made rapid changes and adjusted quickly to a new reality. We have paused much of our planned work for 2020, for example postponing the Spring burst of our *Drink Free Days*, No Alcohol days campaign and our new drink driving campaign, *Home and dry*. We also suspended *Drinkaware at Work* and *Nightlife Crew* and postponed our new community partnership project, *Drink Free Days Derby*.

Early in our business continuity planning, we identified digital innovation as a key priority. In the place of planned campaigns that are no longer either appropriate nor affordable, we have launched a new website, giving us greater security as well as the ability to measure the reach and impact of our site, and sought as much as possible to increase our media profile through earned media, blogs and social channels.

We also acted quickly to protect the organisation to the maximum extent possible from financial shocks. With the anticipated loss of a third of Drinkaware's income in 2020 (and potentially more than this in 2021), we have focused on affirming support from the government for Drinkaware, and on proactive funder engagement.

We have put in place new financial controls to control expenditure and to expedite donations quickly, or bring forward income from funders who were willing and able to do so. We also implemented a recruitment freeze, taken advantage of the government's coronavirus Job Retention Scheme and furloughed employees for whom we did not have sufficient work, temporarily reduced all working employees to an 80% working week and negotiated a rent reduction, to help protect our financial position. A revised budget has been approved to ensure that our planned activities remain affordable within our reduced financial targets.

Plans for future periods

Looking ahead, the impact of the global pandemic and its implications for consumer drinking habits, the UK hospitality sector and Drinkaware's funding from large and small corporations, remains uncertain.

Despite this, the Board has reaffirmed that Drinkaware's mission, vision and values remain, while our core purpose, to reduce alcohol harm by helping people make better choices about their drinking, has never been more important. The overall direction of the charity's five-year strategy continues to hold true, although inevitably our ability to deliver against the scale of the already-ambitious targets in the strategy will be impacted.

Our post-Covid-19 plan for 2020, based on a detailed forecast of income, cashflow and expenditure, is focused on delivering three core programmes:

- Reaching at-risk drinkers through communications and media, including, when affordable, targeted digital advertising and paid social media, and advocating for policy and systems changes that will, in the context of wider structural and societal changes post Covid-19, reduce alcohol harm;
- Innovation in digital health, including the launch of a new website in 2020 to host digital tools designed to support behaviour change; and
- Translational research and insight, that is, understanding drinking behaviour and how to change it through intervention design and campaigning, and translating research into actionable insights to influence policy and practice.

At the same time, the Board continues to pay careful attention to Drinkaware's ongoing financial sustainability.

With pressures on commercial income likely to persist for some time, stakeholder engagement will continue to be a critical activity to protect donor relationships and ensure support from the government. Exploring new sources of income, both from those within the alcohol industry, such as online retailers who have benefited from the growth of online retailing in 2020,

and possible grants or foundation income in the field of digital health, is a major priority for 2020, but one that is unlikely to yield results until 2021.

In line with Drinkaware's value to be 'led by the evidence', the plan approved by the Board also meets our commitment to invest substantially in research and in understanding how drinking behaviours are changing in response to the pandemic.

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 Charity 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. A register of Trustee interests is maintained and is accessible on the Drinkaware website.

Under its Memorandum and Articles of Association, the Board may comprise between eight and 12 Trustees. Trustees are appointed by the Board and serve for a term of three years, with each Trustee able to serve for a maximum of nine years. The Board has the power, should it choose to do so, to co-opt members to the sub-committees of the Board to fill specialist roles or to provide expert advice to the Board. In 2019, co-opted members added significantly to the work of the Research and Impact Committee and Risk and Audit Committee respectively. In addition, in line with best practice, the Board of Drinkaware's trading subsidiary, Drinkaware Trading Limited, has an independent non-executive director.

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 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 and Human Resources, chaired by the Treasurer; Research and Impact, chaired by a trustee (currently by Dr Timothy Walker), and Risk and Audit chaired by a trustee (currently by David Ward). In addition, the work of the social marketing and campaigns function is guided by a Marketing Advisory Group, currently chaired by a trustee, Charles Allen.

In addition, the Drinkaware Board is advised by an independent Medical Advisory Panel of clinicians, academic and public health experts to ensure that the information and advice Drinkaware provides is based on the best available evidence.

The independent Medical Advisory Panel provides a strategic overview of Drinkaware's health and other information and advice, and reviews all health-related content for accuracy. The Panel is chaired by Drinkaware's Chief Medical Advisor, Dr Fiona Sim OBE, who provides an annual report to Drinkaware's Board of Trustees and attends Board meetings in an observer role. Members of the Panel, experts in their respective fields, are currently drawn from general practice, public health, mental health and alcohol-liaison nursing, cancer, and maxofillial surgery. The Panel calls upon the skills and expertise of other health specialists when needed.

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

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 included in the Register of Interests.

Declarations of interest are invited at each Board meeting.

Pay policy for senior staff

Remuneration for senior staff is reviewed annually by the Finance & Human Resources 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 and Human Resources 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. A Risk Register designed to include all of the principal risks to which the charity is exposed is maintained and regularly reviewed by the Risk and Audit Committee. The Board reviews the Risk Register on an annual basis.

As a result of the Covid-19 pandemic, a number of risks that had been identified through our regular risk assessment processes have indeed come to pass and have been at the forefront of the Board's consideration. The Risk and Audit Committee has, with the authority of the Board and with the Chair in attendance, acted as the key crisis management committee for the charity during the pandemic, and has overseen the implementation of the charity's Business Continuity Plan.

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

- Drinkaware continues to be largely reliant upon voluntary donations from industry organisations across the UK. As the UK hospitality sector was effectively closed for the period of lockdown in response to Covid-19, and opportunities for commercial income from *Drinkaware at Work* and other alcohol training products contracted, some one-third of Drinkaware's projected income in 2020 has been lost and is unlikely to be recovered, as the longer-term economic and commercial impacts of the pandemic continue. The charity, having entered the crisis with healthy reserves, responded quickly to conserve cash and protect income, recasting the 2020 Budget against a revised activity plan for the second half of the year. The Board continues to monitor in detail its financial position, and a number of additional financial controls, enacted in response to the crisis, remain in place. Taking account of recent guidance from the Charity Commission, the Board, on the recommendation of the Finance and HR Committee, also strengthened its Reserves Policy during 2020 to increase the overall reserve and protect the charity's cash position.

- Drinkaware has since its inception benefited from strong support from the government. During the Covid-19 crisis, this support has remained very much in place with public endorsement of the charity from both the Home Office and the Department of Health and Social Care. The Board of Trustees remains concerned however, that the government and indeed the wider community may reduce its focus on alcohol-related risks in an effort to buoy the hospitality sector and support its economic recovery, despite growing evidence of the associations between alcohol and many of the underlying health conditions that have proven devastating for victims of Covid-19. Trustees continue to monitor the situation carefully, and to work closely with 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 health impacts of alcohol use.
- 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 and 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. As noted, 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 regular 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 and Human Resources Committee. Administrative procedures include the segregation of duties and an approved scheme of delegation and accountability which were reviewed during 2019 by the Finance and HR Committee and approved by the Board.

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;
- a Procurement Policy, available to all employees, requiring a purchase order to be raised for all transactions (with limited exceptions) and ensuring that new suppliers are subject to additional financial confirmation checks;
- payroll outsourced to a third-party specialist consultancy and salary payments reviewed by minimum of two employees;
- multi-factor authentication which is required to access all Drinkaware systems; and
- cyber security awareness training which is mandatory for all employees.

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 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; 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: 25 September 2020

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 2019 which comprise the Group Statement of Financial Activities, the Group Balance Sheet, the Group Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 'The Financial Reporting Standard Applicable in the UK and Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the parent charitable company's affairs as at 31 December 2019 and of the group 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.

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 has 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:

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

Responsibilities of Trustees

As explained more fully in the Trustees' responsibilities statement, 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.

- 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.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. 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.



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

Devonshire House, 60 Goswell Road,
London EC1M 7AD

Date: 25 September 2020

Consolidated statement of financial activities

(incorporating the income and expenditure account)
For the year ended 31 December 2019

	Notes	Unrestricted 2019 £	Restricted 2019 £	Total 2019 £	Total 2018 £
Income from:					
Donations	2	5,916,710	-	5,916,710	5,651,357
Charitable activities	2	210,002	-	210,002	97,021
Commercial trading operations	3	72,837	37,438	110,275	-
Investment income	4	1,993	-	1,993	1,857
Other income	5	2,166	-	2,166	316,699
Total		6,203,708	37,438	6,241,146	6,066,934
Expenditure on:					
Raising funds	6	287,850	-	287,850	267,730
Commercial trading operations	3	41,809	5,317	47,126	-
Charitable activities	6	5,657,234	-	5,657,234	6,121,225
Total		5,986,893	5,317	5,992,209	6,388,955
Net (income/expenditure)		216,815	32,121	248,937	(322,021)
Transfers between funds	16,17	-	-	-	-
Net movement in funds		216,815	32,121	248,937	-322,021
Reconciliation of funds :					
Total funds brought forward		1,384,309	94,727	1,479,036	1,801,057
Total funds carried forward		1,601,124	126,848	1,727,972	1,479,036

The notes on pages 31 to 42 form part of these financial statements.

Consolidated and company balance sheets

For the year ended 31 December 2019

	Notes	Group		Charity	
		2019 £	2018 £	2019 £	2018 £
Fixed assets					
Intangible assets	12	80,948	176,976	80,948	176,976
Tangible assets	13	188,245	244,353	188,245	244,353
Investment in Trading Sub		-	-	1	1
		269,193	421,329	269,194	421,330
Current Assets					
Stocks	14	61,969	32,387	-	32,387
Debtors	15	1,264,499	1,249,837	1,486,468	1,249,837
Cash at bank & in hand		1,280,248	1,025,052	1,201,470	1,025,052
		2,606,716	2,307,276	2,687,938	2,307,276
Creditors: amounts falling due within one year	16	(1,147,937)	(1,249,570)	(1,100,188)	(1,249,570)
Net current assets		1,458,779	1,057,706	1,587,751	1,057,706
Net assets		1,727,972	1,479,035	1,856,944	1,479,036
Funds					
Unrestricted funds:	19	1,601,124	1,384,308	1,730,096	1,384,309
Restricted funds	18	126,848	94,727	126,848	94,727
		1,727,972	1,479,035	1,856,944	1,479,036

As permitted by S408 of the Companies Act 2006, the Company has not presented its own income and expenditure statement and related notes. The company's profit for the year was £377,908 (2018: loss of £322,021)

These accounts are prepared in accordance with the special provisions in Part 15 of the Companies Act 2006 relating to small companies. The financial statements were approved by the Board and authorised for issue on and signed on its behalf by:



Sir Leigh Lewis KCB
Chair

Registered Company no. 4547974

The notes on pages 31 to 42 form part of these financial statements.

Consolidated statement of cash flows

For the year ended 31 December 2019

	2019 £	2018 £
Cash generated from operating activities		
Net cash provided by operating activities	335,501	152,888
Cash flows from investing activities:		
Interest income	-	1,857
Purchase of property, plant and equipment	(78,313)	(192,152)
(Purchase)/Redemption of Savings Bond	-	(61,818)
Net cash used in investing activities	(78,313)	(252,113)
Change in cash and cash equivalents in the reporting period	255,196	(99,225)
Cash and cash equivalents at the beginning of the reporting period	1,025,052	1,124,277
Cash and cash equivalents at the end of the reporting period	1,280,248	1,025,052

Reconciliation of net income/(expenditure) to net cash flow from operating activities

Net income/(expenditure) (as per the Statement of Financial Activities)	248,937	(322,021)
Adjustments for:		
Depreciation charges	114,121	118,770
Amortisation charges	116,327	18,950
Investment income	1,993	(1,857)
Loss/(Profit) on the sale of Fixed Assets	-	34,856
Decrease in stocks	(29,582)	17,085
(Increase)/decrease in debtors	(14,662)	(258,616)
Increase/(decrease) in creditors	(101,633)	545,721
Net cash provided by operating activities	335,501	152,888

Analysis of cash and cash equivalents

Cash in hand	1,280,248	1,025,052
Total cash and cash equivalents	1,280,248	1,025,052

Analysis of changes in net debt

	As at 1 January 2019	Cash-flows	As at 31 December 2019
Cash at bank	1,025,052	255,196	1,280,248
Total	1,025,052	255,196	1,280,248

Notes to the financial statements

For the year ended 31 December 2019

1. Accounting policies

The Drinkaware Trust is a company limited by guarantee registered in England and Wales (company number 4547974). Its registered office is Salisbury House, 3rd Floor, London Wall, London, EC2M 5QQ.

a) Accounting convention

Basis of preparation

The charity constitutes a public benefit entity as defined by FRS102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) including update bulletin 2, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS102), the Charities Act 2011, the Companies Act 2006 and UK Generally Accepted Practice.

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

Going concern

The Trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the charitable company and the group to continue as a going concern. This assessment has included the potential for loss of income as a consequence of Covid-19. The Trustees have made this particular assessment for a period of at least one year from the date of approval of the financial statements for the year ended 31 December 2019 and in particular

have considered the charitable entity's forecasts and projections, taking into account the pressures on donation and investment income and those of its trading subsidiary. Events and campaigns that were expected to take place in the following financial year have been significantly affected and the charity has taken advantage of appropriate schemes to protect the financial security of the organisation, principally the government's Job Retention Scheme. While it is anticipated that some voluntary donations may fall, this can be mitigated by scaling back consumer information costs if required. After making enquiries the Trustees have concluded that there is a reasonable expectation that the charitable entity and the group has adequate resources to continue in operational existence for the foreseeable future. The charitable entity and the group 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.

Consolidation

These financial statements consolidate the results of the charity and its wholly owned subsidiary Drinkaware Trading Limited on a line by line basis. A separate Statement of Financial Activities, or income and expenditure account, is not presented for the charity itself following the exemptions afforded by section 408 of Part 15 of the Companies Act 2006 relating to small companies. The charity's gross income for the year was £6,241,146 (2018: £6,066,934) and gross expenditure was £5,992,210 (2018: £6,388,955).

b) 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 life as follows:

Fixtures, furniture and fittings
Over the term of the lease

Leasehold depreciation
Over the term of the lease

c) Intangible fixed assets

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

Website domain
3 years straight line

Website replatforming and Mobile application
3 years straight line

d) Income

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

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

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

e) Deferred income

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

f) Expenditure

Liabilities are recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. All expenditure is accounted for

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

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

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

Cost of raising funds include an allocation of staff and overhead costs apportioned to this activity. Support costs are apportioned as a percentage of management time spent on these activities.

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

g) Irrecoverable VAT

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

h) Recognition of liabilities

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

i) Operating leases

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

j) Fund accounting

Funds held by the charity are:

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

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

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

k) Stock

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

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

All stock is held and maintained by Drinkaware Trading Ltd.

l) Critical accounting estimates and areas of judgement

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

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

Dilapidation provision is based on the estimated costs of delivering up the leased property at the end of the lease in the state in which it was at the beginning of the lease.

m) Financial instruments

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

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

The charity only holds basic financial instruments as defined by FRS 102. Financial instruments receivable or payable within one year of the reporting date are carried at their transaction value and subsequently at their settlement value.

n) Debtors and creditors

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

o) Pensions

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

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

2. Grants & donations – Charity

	2019 £	2018 £
Unrestricted:		
Donations	5,916,710	5,651,357
Income from Charitable Activities	210,002	97,021
Total income	6,126,712	5,748,378

3. Commercial trading operations and investment in trading subsidiary

The wholly owned trading subsidiary, Drinkaware Trading Limited, registered office 519 Salisbury House, London Wall, London, EC2M 5QQ, Company Number: 11735195, which is incorporated in the UK, pays all its taxable profits to the charity by Gift Aid. Drinkaware Trading Limited operated the commercial activities previously carried out by The Drinkaware Trust up to 30 June 2019. The charity owns the entire issued share capital of 1 share of £1. A summary of the trading results is shown below.

Shares held in subsidiary

	2019 £	2018 £
1 Ordinary share of £1	1	1

Summary Profit & Loss account

	2019 £	2018 £
Turnover	72,837	-
Cost of sales and administrative expenses	(41,809)	-
Management charges	(160,000)	-
Net Profit	(128,972)	-
Amount gifted to charity	-	-
Corporation tax	-	-
Investment income	-	-
Retained in the subsidiary	(128,972)	-

Summary Balance Sheet

	2019 £	2018 £
Current assets	182,068	-
Current liabilities	311,040	-
Capital and reserves	(128,972)	-

4. Investment Income – Charity

	2019 £	2018 £
Unrestricted bank interest receivable	1,993	1,857

5. Other Income – Charity

	2019 £	2018 £
Unrestricted:	2,166	183,840
Restricted:	-	132,859
	2,166	316,699

6. Expenditure – Group and charity

	Staff Costs £	Support Costs £	Other Direct Costs £	Total 2019 £
Raising funds				
Cost of raising donations	152,716	135,133	-	287,849
Commercial trading operations	-	47,126	-	47,126
Charitable activities				
Consumer information	1,295,021	908,543	3,453,671	5,657,235
Total resources expended	1,447,737	1,090,802	3,453,671	5,992,210

	Staff Costs £	Support Costs £	Other Direct Costs £	Total 2018 £
Raising funds				
Cost of raising donations	169,842	97,888	-	267,730
Charitable activities				
Consumer information	1,125,324	736,617	4,259,284	6,121,225
Total resources expended	1,295,166	834,505	4,259,284	6,388,955

7. Allocation of support costs and overheads – Group and charity

	Raising Funds £	Consumer Information £	Commercial Trading Operation £	Total 2019 £
Unrestricted funds:				
Premises	37,114	261,455	-	298,569
Depreciation	43,375	187,075	-	230,450
Communications and IT	13,852	101,179	-	115,031
Postage and printing	1,901	13,883	-	15,784
Travel costs	5,005	36,560	-	41,565
Employee related costs	33,886	247,522	-	281,408
Governance costs (Note 8)	-	60,869	-	60,869
Commercial trading operations	-	-	47,126	47,126
Total support costs	135,133	908,543	47,126	1,090,802

	Raising Funds £	Consumer Information £	Commercial Trading Operation £	Total 2018 £
Unrestricted funds:				
Premises	29,377	194,638	-	224,015
Depreciation	20,243	134,127	-	154,370
Communications and IT	9,429	62,478	-	71,907
Postage and printing	2,171	14,385	-	16,556
Travel costs	5,094	33,756	-	38,850
Employee related costs	31,574	209,196	-	240,770
Governance costs (Note 8)	-	88,037	-	88,037
Total support costs	97,888	736,617	-	834,505

8. Analysis of governance costs – Group and charity

	Total 2019 £	Total 2018 £
Auditors' remuneration	11,394	9,495
Auditors' remuneration – prior year	-	2,784
Auditors' remuneration – non audit services	1,800	-
Other direct costs	-	8,066
Legal and professional fees	47,675	67,692
Total support costs	60,869	88,037

9. Staff costs and Trustee remuneration – Charity

	Group		Charity	
	2019 £	2018 £	2019 £	2018 £
Wages and salaries	1,188,750	1,174,692	1,188,750	1,174,692
Pension contributions	126,135	141,472	126,135	141,472
Social security costs	132,852	131,750	132,852	131,750
	1,447,737	1,447,914	1,447,737	1,447,914

The average number of employees during the year was:

	2019	2018
Charity	26	25

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

	2019	2018
£60,000 to £69,999	-	2
£70,000 to £79,999	1	1
£80,000 to £89,999	2	2
£120,000 to £129,999	-	-
£130,000 to £139,999	1	1

The pension contribution attributable to higher paid employees is £52,206 (2018: £64,078)

10. Trustee and key personnel remuneration

The Trustees neither received nor waived any emoluments during the year (2018: £nil)

Expenses of £3,994 (2018: £6,630) were reimbursed to eleven (2018: eleven) Trustees during the year.

Key personnel include Trustees, Chief Executive and Chief Medical Advisor. The total employee benefits of the charity's key management personnel were £261,300 (2018: £255,671).

11. Taxation

The charity benefits from exemptions on income and gains falling within Sections 466–493 of the Corporation Tax Act 2010 to the extent they are derived from charitable activities. Its wholly owned trading subsidiary, Drinkaware Trading Limited, passes profits on which tax would be payable to the charity under Gift Aid.

The Drinkaware Trust is registered for VAT and expenditure is recorded exclusive of any VAT incurred that is recoverable.

12. Intangible fixed assets – Group and charity

	Website and Mobile Application and Software £	Healthy Living Tool £	Total £
Cost			
At 1 January 2019	1,146,977	50,432	1,197,409
Additions	20,298	-	20,298
Disposals	-	-	-
At 31 December 2019	1,167,275	50,432	1,217,707
Depreciation			
At 1 January 2019	970,000	50,432	1,020,432
Charge for year	116,327	-	116,327
At 31 December 2019	1,086,327	50,432	1,136,759
Net Book Value			
At 31 December 2019	80,948	-	80,948
At 31 December 2018	176,977	-	176,977

13. Tangible fixed assets – Group and charity

	Fixtures, Furniture and Equipment £	Leasehold Improvements £	Total £
Cost			
At 1 January 2019	278,686	145,175	423,861
Additions	58,015	-	58,015
Disposals	-	-	-
At 31 December 2019	336,701	145,175	481,876
Depreciation			
At 1 January 2019	82,723	96,785	179,508
Charge for year	89,930	24,193	114,123
At 31 December 2019	172,653	120,978	293,631
Net Book Value			
At 31 December 2019	164,048	24,197	188,245
At 31 December 2018	195,963	48,390	244,353

14. Stock – Group and charity

	Group		Charity	
	2019 £	2018 £	2019 £	2018 £
Informational booklets and materials	61,969	32,387	-	32,387

15. Debtors – Group and charity

	Group		Charity	
	2019 £	2018 £	2019 £	2018 £
Trade debtors	1,091,714	1,077,745	1,050,394	1,077,745
Other debtors	12,975	85,568	12,975	85,568
Amounts owed by group undertakings	-	-	263,290	-
Prepayments and accrued income	159,810	86,524	159,809	86,524
	1,264,499	1,249,837	1,486,468	1,249,837

16. Creditors: amounts falling due within one year – Group and charity

	Group		Charity	
	2019 £	2018 £	2019 £	2018 £
Trade creditors	313,002	522,510	273,002	522,510
Other creditors	545,644	602,020	545,644	602,020
Accruals pension costs	28,830	46,131	28,830	46,131
Taxes and social security costs	43,185	10,590	40,208	10,590
Accruals	217,277	68,319	212,505	68,319
	1,147,937	1,249,570	1,100,188	1,249,570

17. Operating leases – Group and charity

At 31 December 2019 the group had commitments under non-cancellable operating leases as follows:

	Group		Charity	
	2019 £	2018 £	2019 £	2018 £
Land & Buildings				
Within one year	173,048	173,048	173,048	173,048
In two to five years	2,845	173,048	2,845	173,048
After five years	-	-	-	-
Office equipment				
Within one year	3,835	3,835	3,835	3,835
In two to five years	4,433	12,102	4,433	12,102
After five years	-	-	-	-
	184,161	362,033	184,161	362,033

18. Statement of restricted funds – Group and Charity

Year ended 31 December 2019

	Brought forward	Incoming resources	Resources expended	Transfers	Carried forward
Restricted funds	94,727	37,438	(5,317)	-	126,848
Total funds	94,727	37,438	(5,317)	-	126,848

Year ended 31 December 2018

	Brought forward	Incoming resources	Resources expended	Transfers	Carried forward
Restricted funds	38,224	128,977	(72,474)	-	94,727
Total funds	38,224	128,977	(72,474)	-	94,727

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.

19. Unrestricted funds – Group and charity

Year ended 31 December 2019

	Brought forward	Incoming resources	Resources expended	Transfers	Carried forward
General Fund	1,384,309	6,203,708	(5,986,893)	-	1,601,124
	1,384,309	6,203,708	(5,986,893)	-	1,601,124

Year ended 31 December 2018

	Brought forward	Incoming resources	Resources expended	Transfers	Carried forward
General Fund	1,762,833	5,937,957	(6,316,481)	-	1,384,309
	1,762,833	5,937,957	(6,316,481)	-	1,384,309

20. Analysis of net assets between funds – Group and charity

Year ended 31 December 2019

	Unrestricted funds £	Restricted funds £	Total £
Group			
Fund balances at 31 December 2019 are represented by:			
Fixed assets	269,194	-	269,194
Net Current Assets	1,458,779	-	1,458,779
Total net assets	1,727,972	-	1,727,972

	Unrestricted funds £	Restricted funds £	Total £
Charity			
Fund balances at 31 December 2019 are represented by:			
Fixed assets	269,194	-	269,194
Net Current Assets	1,460,903	126,848	1,587,751
Total net assets	1,730,097	126,848	1,856,945

Year ended 31 December 2018

	Unrestricted funds £	Restricted funds £	Total £
Group			
Fund balances at 31 December 2018 are represented by:			
Fixed assets	421,329	-	421,329
Net Current Assets	962,979	94,727	1,057,706
Total net assets	1,384,308	94,727	1,479,035

	Unrestricted funds £	Restricted funds £	Total £
Charity			
Fund balances at 31 December 2018 are represented by:			
Fixed assets	421,330	-	421,330
Net Current Assets	962,979	94,727	1,057,706
Total net assets	1,384,309	94,727	1,479,036

21. Related party transactions

On the 1st November 2019 Drinkaware Trust made a loan of £210,000 at a rate of 3% above the bank of England Base Rate (3.73%) which accrues daily.

During the year Drinkaware Trust charged a management fee of £160,000 to Drinkaware Trading Limited for administration and support costs.

At the balance sheet date Drinkaware Trust was owed £263,290 by Drinkaware Trading Limited.

During the year, donations from Trustees and other related parties totalled £9,562 (2018: £9,280)

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 Wells & Co 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.

22. Ultimate controlling party

Drinkaware Trading Limited is a wholly owned subsidiary of The Drinkaware Trust, which is the ultimate controlling party.

The ultimate controlling party of The Drinkaware Trust are the Trustees.

23. Capital commitments

There were no capital commitments not provided for in the financial statements (2018: None)

24. Legal status of the charity

The charity is a company limited by guarantee and has no share capital.

In the event of the charity being wound up the liability in respect of the guarantee is limited to £1 per member of the charity.

References

- 9,035,000: number of Unique Visitors calculated via *Google Analytics*.
- Total referral traffic from Twitter, Facebook, Instagram and LinkedIn via *Google Analytics*.
- Total number of Facebook, Twitter and Instagram followers via Hootsuite; total YouTube views via YouTube Analytics.
- Total Unit and Calorie calculator, self-assessment, and DrinkCompare Calculator completions, DrinkChat conversations and Drinkaware app installs. Based on Unique Events in *Google Analytics*. Some duplication due to users potentially using multiple tools.
- Based on Unique Events via *Google Analytics*.
- Based on Unique Events via *Google Analytics*.
- Based on Unique Events via *Google Analytics*.
- Total installs across IOS and Android.
- Total number of online conversations handled by DrinkChat staff.
- 7,061** people took part in our Alcohol Brief Advice programme which was delivered in 100 ASDA stores across the country. 2,669 people were supported by Drinkaware Crew across 19 venues in 21 cities. **2,665** employees received alcohol training through our Drinkaware at Work programme. **171** walking football participants received our support and resources.
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- Note: The Health Surveys for England, Scotland and Northern Ireland and the National Survey for Wales all provide estimates for alcohol consumption but are not comparable due to inconsistencies in measurements and categorisation of drinkers. As such, estimates should not be compared among countries.
- The Alcohol Use Disorders Identification Test (AUDIT-C) is a three-question alcohol screening test that identifies individuals drinking at hazardous levels. A risk score is determined by the following brackets: 'low risk' (scoring 0-4 through the AUDIT-C questionnaire); 'increasing risk' drinkers scoring 5-7, and 'higher risk' drinkers scoring 8-12.
- Defined as those drinking above the Chief Medical Officers' low risk drinking guidelines of 14 units per week.
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- Broad measure definition: where either the primary diagnosis (main reason for admission) or one of the secondary (contributory) diagnoses is an alcohol-related condition. Narrow measure definition: where the primary diagnosis (main reason for admission) is an alcohol-related condition.
- Holmes, J., Meier, P.S., Booth, A., Guo, Y. and Brennan, A. (2012). The temporal relationship between per capita alcohol consumption and harm: a systematic review of time lag specifications in aggregate time series analyses. *Drug and Alcohol Dependence*, 123(1-3), 7-14.
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Drinkaware funders

We would like to thank our funders for their support and commitment in 2019:

Accolade Wines Ltd
Admiral Taverns Ltd
Aldi UK
Armit Wines
Asahi UK
ASDA Stores Ltd
Aspall Cyder Ltd
Aston Manor
Bacardi Brown-Forman Brands
Beam Suntory
Berry Brothers & Rudd
Bestway Retail
Booker
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Casella Family Brands (Europe) Ltd
Cellar Trends
Celtic Marches Beverages Ltd
Champagne Nicolas Feuillatte
Cider of Sweden (Kopparberg)
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Kato Enterprises
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Laithwaite's Wine (Direct Wines)
Laurent-Perrier
Liberty Wines
Lidl

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Majestic Wine Warehouses Ltd
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NUS Services
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Oakham Ales
Origin Wine
Pernod Ricard UK
Pinnacle Drinks
Pol Roger
Proximo Spirits UK Ltd
Punch Taverns plc
Quintessential Brands
QVC
Racecourse Association
Rude Wines
Rugby Football Union (Twickenham)
Remy-Cointreau
Sainsbury's Supermarkets Ltd

Shepherd Neame Ltd
SHS Drinks Division
Southwestern Distillery
Spar (UK) Ltd
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TGI Friday's
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The Co-operative Group
The Deltic Group
The Drinks Company
The Edrington Group Ltd
The Haciendas Company
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Young & Co's Brewery P.L.C

About Drinkaware

Drinkaware is an independent charity working to reduce alcohol misuse and harm in the UK. We're here to help people make better choices about drinking.

Drinkaware

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