

Annual
Trustees'
Report
2018

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Foreword from the Chair of Trustees

At this half-way point in Drinkaware's Five-Year Strategy, 2018 has in many ways been a milestone year for Drinkaware.

For the first time in our history, our website Information and Advice was accessed by more than 10m people in 2018 and we are tracking well ahead of our target to achieve a total of 15m engagements with our information by 2022. Moreover, with nearly 600,000 downloads of the Drinkaware App since its launch, the relaunch of *DrinkCompare* and a new innovation in online support, *Drinkchat*, in 2018, we are increasingly using our considerable online reach to offer personalised, direct advice and to signpost people to the services and support they need to positively change harmful drinking habits.

Our multi-year research programme about drinkers in the UK also gives us a unique insight not only into people's drinking motivations, occasions and changing habits, but also how harmful drinking is compounded by other lifestyle choices that, together, amplify the potential for harm.

Overall, we welcome trends that indicate people are drinking less. 58% of adults in England reported drinking in the last week in 2017, a fall from 65% in 2007; and those 'binge drinking' on their heaviest drinking day fell from 20% to 15%. It is well documented that under-age drinking has declined considerably over the past decade, and children's attitudes towards someone of their age

drinking or getting drunk have become less tolerant. In 2016, 19% said it was OK to try getting drunk to see what it was like, down from 31% in 2003.

But amongst older people, and adults over 45 in particular, the facts on harm speak for themselves.

In 2017, 7,697 people died of an alcohol-specific cause in the UK. Alcohol-specific death rates in England, Northern Ireland and Wales were all significantly higher in 2017 compared with 2001 – the largest difference being a 40% increase in Northern Ireland. By contrast, in Scotland, the 2017 rate was significantly lower than in 2001, with a 21% reduction. Hospital admissions related to alcohol remain at more than 1m, a shocking 7% of all hospital admissions and more than 9,000 people were killed or injured in road-traffic accidents where at least one driver was over the limit – the highest rate of drink-driving harm since 2012.

It remains the case that alcohol-related harm is greatest amongst people in the lowest income groups, those least likely to access formal health information or professional advice. For this reason, we are targeting our campaigns increasingly towards at-risk groups, in specific regions of the UK. Our partnerships with ASDA, TalkSport, Derby County FC's Community Trust and the Scottish Football Association's walking football programme are all examples of how local partnership can make a real difference to people who are at the most risk.

Our partnerships with **ASDA, TalkSport, Derby County FC's Community Trust** and the **Scottish Football Association's walking football programme** are all examples of how local partnership can make a real difference to people who are at the most risk.

But scale, as well as impact, is essential if we are to demonstrate a meaningful contribution to reducing alcohol harm at a population level. For this reason, we were delighted to announce our partnership with Public Health England in September 2018 with the launch of the *Drink Free Days* Campaign. As set out later in this report, the initial evaluations of the campaign have been extremely positive with clear evidence of its impact on those drinking substantially above the Chief Medical Officers' low risk drinking guidelines.

We were doubly disappointed, therefore, by the response from a small but vocal minority in the public health and academic communities to the announcement of our partnership, and disturbed that their critique of the campaign, with no basis whatsoever in evidence, included wholly unjustified attacks on Drinkaware's independence and values. It reflects no credit on some of our leading detractors that their commitment to evidence-based research and analysis was so sorely lacking in this instance. We responded robustly to our critics and will continue to do so, reinforcing that the strategy and activities of Drinkaware are directed by, and solely by, its Board of Trustees, advised by our independent Medical Advisory Panel, and by the Chief Executive and her leadership team.

In that context I am delighted that we have continued to strengthen our Board in 2018 with the appointment of three new Trustees – Dr Varuna Aluvihare, Marc Dench

and Dr Colin Hunter – who join a Board of twelve independent Trustees who bring considerable expertise and professional judgement to the organisation.

I am deeply grateful to them and to our Chief Medical Advisor, Dr Fiona Sim, and the members of our independent Medical Advisory Panel, for their unwavering commitment to our cause. Finally, I would like to pay tribute to our Chief Executive, Elaine Hindal, and her staff. It is a testimony to the Chief Executive and her team that they have continued to demonstrate exemplary effort, notwithstanding the challenges of the past year.

We will continue to work tirelessly towards a future where less harm is caused by alcohol, and to reach out to others in a spirit of partnership and collaboration in our drive to make a lasting difference.



Sir Leigh Lewis, KCB
Chair of the Board of Trustees

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)

Dr Paul Nelson
(resigned 12 September 2018)

Penny Newman OBE

Vicki Nobles

Dr Christopher Spencer Jones
(resigned 12 September 2018)

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

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 2018

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.**

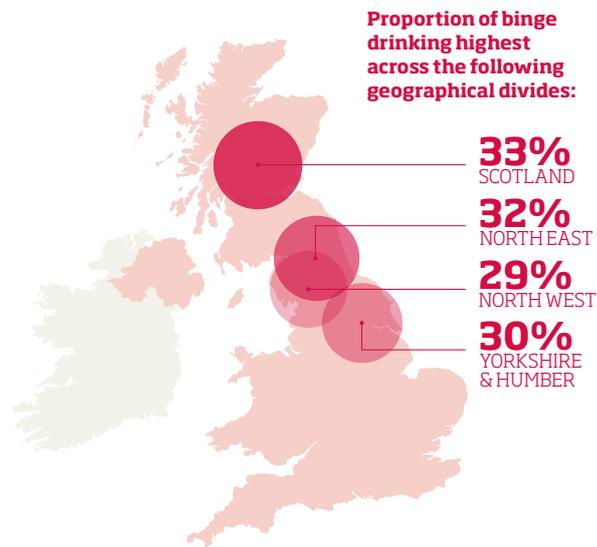
Considering the scope of the Trust, Drinkaware's governing documents make clear that, whilst the Trust will contribute to the process of public policy development via the provision of relevant evidence and insights, the Trust does not otherwise have a policy function.

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: an Update



The drinking patterns that determine our direction

In Great Britain, increasingly, people drink moderately and a significant proportion of UK adults do not drink alcohol at all. The proportion of adults who reported drinking in the previous week has been falling over the last decade, from 64% in 2007 to 57% in 2017. The biggest fall has been among those aged 16-24 and 25-44.¹ Indeed, among those aged 25-44, the proportion who abstain from alcohol has increased from 15% in 2007 to 21% in 2017. The level of underage drinking has also declined, with the proportion of 15-year-old pupils in England consuming alcohol in the previous week, falling from almost a half (48%) in 2000 to just under one-fifth (18%) in 2014.²

As well as fewer drinkers, levels of drinking have also been falling. In England, the proportion of adults drinking alcohol above the Chief Medical Officers' low risk drinking guidelines of no more than 14 units per week has decreased from 26% in 2011 to 21% in 2017 (34% to 28% among men, and 18% to 14% among women).³ Similar trends have been observed in Scotland,⁴ Wales⁵ and Northern Ireland.⁶ However, while harmful consumption has declined, there are clear geographical divides, with the proportion of binge drinking (defined as exceeding 8 units for men or 6 units for women on the heaviest drinking day) highest in Scotland (33%), the North East (32%), Yorkshire and the Humber (30%), and the North West (29%).

Trends in consumption have been accompanied by a shifting preference away from on-premise sales to purchasing alcohol in the off-trade for consumption at home.⁷ Indeed, household spend on alcoholic drinks away from the home has declined from an average weekly spend of £10.88 in 2007 to £8.00 in 2018.⁸ Among off-trade sales, the rise of online retailers and the popularity of wine clubs have corresponded with this shift.⁹ The UK leads the European market in online alcohol sales, with one-fifth (21%) of UK consumers having bought alcohol online.¹⁰

Despite declines in drinking prevalence and levels of harmful consumption, there has not yet been a decrease in alcohol-related hospital admissions or alcohol-specific deaths. In fact, alcohol-related hospital admissions ('broad' measure) in England have continued to increase every year since 2008/2009, and the rate of hospital admissions ('narrow' measure), where the primary reason for admission was alcohol, has remained flat.¹¹ Similarly, alcohol-specific deaths in the UK have increased to rates similar to those observed in 2008 where they were at the highest recorded – with the death rate among men twice the rate among women.¹²

The greatest number of alcohol-specific deaths and other alcohol-related harm are among people in the lower income quintiles, despite a clear link between income and alcohol consumption. Indeed, adults in higher income households are more likely to exceed the low risk drinking guidelines in a usual week (27%) than those in lower income households (15%).¹³ This 'alcohol harm paradox' is most likely explained by the combination of multiple unhealthy lifestyle behaviours in more deprived areas.¹⁴

The diverging trends between drinking prevalence and consumption levels and alcohol-related hospital admissions and deaths could be the result of a time lag effect,¹⁵ with recent declines in consumption yet to be reflected in alcohol harm figures. But there is no reason to be complacent.

Partnering with Derby County FC Community Trust to reach walking footballers



Partnering with ASDA to provide alcohol brief advice to customers



Limited awareness of the low risk drinking guidelines

Research continues to suggest limited knowledge of the low risk drinking guidelines, two years after the guidelines were announced. In 2016, just after the guidelines were announced, only 8% were aware of the weekly low risk drinking guideline for men and women of 14 units.¹⁶

While a 2017 survey by the Alcohol Health Alliance placed this figure at 17% – an improved, but still low figure¹⁷ – a separate study revealed that knowledge and use of the previous guidelines diminished over time.¹⁸ Indeed, just one-in-four drinkers were aware of the previous UK drinking guidelines in 2015, and just one-in-five reported using them, despite being in place for two decades.¹⁹

Delivering Impact

Our strategic goals in a wider context

In 2018 we stepped up our work to engage people more effectively through collaboration with a range of partners. These partnerships helped us to work towards the ambitious goals set out in our *Drinkaware Strategy 2017-2022*.²⁰

- ➔ **15 million individual engagements annually by 2022;**
- ➔ **1 million people over the 5-year period to have learnt strategies to reduce harmful drinking; and**
- ➔ **500,000 people over the 5-year period to be drinking in less harmful ways.**

It is generally agreed that initiatives to reduce alcohol-related harm may include a range of tools to affect the key drivers of affordability, availability and acceptability,²¹ and efforts directed at changing drinking behaviour should consider the individual's capabilities, opportunities and motivations for making such changes.^{22,23}

Research on the effectiveness of health promotion messaging has found that merely knowing the potentially negative health consequences of drinking is unlikely to be sufficient to change behaviour.^{24,25} However, alcohol education importantly offers information and guidance that may increase people's motivation to reduce their consumption and empower them to make informed decisions regarding their drinking.

In this context, partnerships are essential to our work and our success not only in reaching people where they are, but also in engaging with them in meaningful and effective ways.

Partnerships to promote healthier lifestyles

Presenting alcohol education as part of a wider healthier lifestyle and wellbeing approach is critical not only in that it can present people with positive alternatives to drinking, but also because this approach acknowledges that alcohol harm is most effectively addressed when understood in the context of other lifestyle behaviours. This is particularly a concern when engaging more disadvantaged groups who, due to the combination of unhealthy lifestyle behaviours, are more likely to suffer alcohol harm.¹⁴

Our collaboration with the Derby County Football Club Community Trust allowed Drinkaware to provide alcohol education through an established health promotion programme engaging people in the local community.

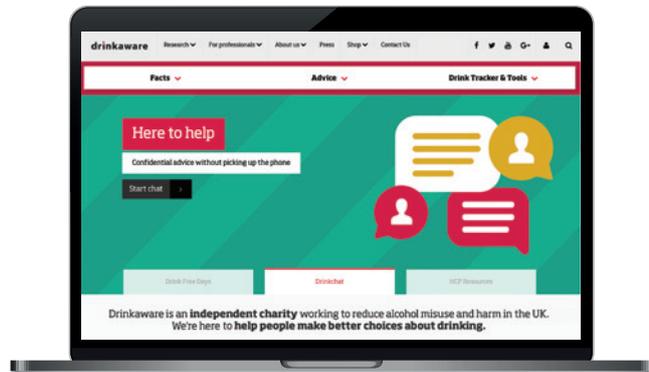
Again in 2018, we worked with ASDA to provide alcohol brief advice to customers in supermarkets across the country.

Finally, we joined forces with Public Health England (PHE) to deliver a new campaign *Drink Free Days* to midlife men and women.

Significant public interest in our partnerships helped to broaden and deepen our reach and engagement.

Implementing our Strategy

↓ **Drinkchat - the instant messaging service supported 3,055 people**



INFORMATION & ADVICE

Record numbers of people's questions about alcohol and health answered

In 2018, for the first time in our history, the number of unique visitors to the Drinkaware website exceeded 10 million.²⁶ Of these, 4.4 million people – or 41% of all our website visitors – came to *drinkaware.co.uk* to access information about the health effects of alcohol. 'Alcohol poisoning' remains the single most widely accessed health-related topic and our information covering this issue was viewed by 887,000 people in 2018.

Important pages on the website continue to reflect trends in the younger adult population: searches for advice on "how to reduce drinking" saw a 43% rise in 2018 with 890,000 people visiting Drinkaware's 'How to cut down' pages. There was also a sharp rise in queries relating to giving up alcohol entirely and information on the benefits of stopping drinking saw a 317% rise in visits.

Other popular topics on the website reflect growing consumer interest in diet and nutrition with 1.6 million people viewing information on the calorie and unit content of alcoholic drinks; the Drinkaware Unit and Calorie Calculator was completed by just under 800,000 people, a total of almost 1.2 million times.

Our website tools continue to be a vital help for people to understand the risk their alcohol consumption poses to their health. In 2018 more than 370,000 people completed an online alcohol self-assessment (based on the World Health Organization AUDIT tool²⁷).

In 2018, Drinkaware began testing a new tool that connected people seeking information and advice directly with trained alcohol advisers. Between August and December, the instant messaging service *Drinkchat* supported 3,055 people to connect with advisors on DrinkLine, the National Drinking Helpline commissioned by PHE.

Visitors to the website continue to come from a broad age range but the majority are under 44, with 25-34 year olds representing the single largest group (31%). Use by gender remains evenly split, with a slight bias towards women (52%). Geographically the site continues to attract visitors from across the UK, and indeed overseas, although London is somewhat over-represented. Residents of the Glasgow area are the second largest group of visitors to the site with Birmingham, Manchester and Leeds completing the top five traffic-driving UK cities.



10m+
UNIQUE VISITORS
TO THE DRINKAWARE
WEBSITE IN 2018



41%
OF ALL WEBSITE TRAFFIC
SEARCHING FOR HEALTH
INFORMATION



4.4m
VIEWED INFORMATION
ABOUT THE HEALTH
EFFECTS OF ALCOHOL

↓ **Drink Free Days Campaign Poster**



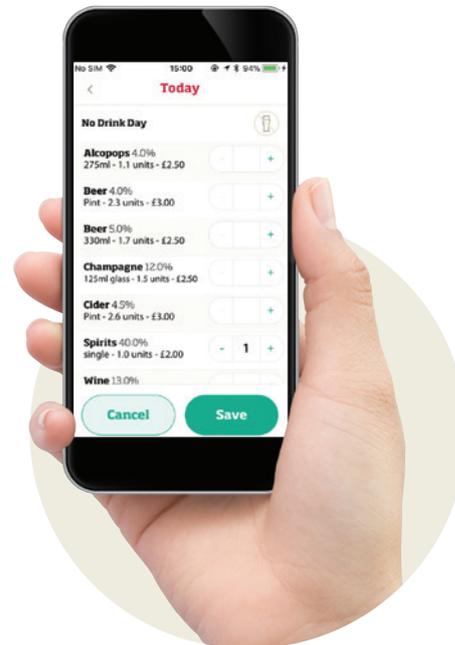
Our *Drink Free Days* campaign has been successful in increasing the number of 45-64 year old men and women from outside of London visiting the website, increasing engagement with those living in the north of England, Scotland, Wales and Northern Ireland.

In 2018, a survey of 1,752 website users found that for almost one in three (31%) a reason for visiting *drinkaware.co.uk* was to find out about the health impact of alcohol, 29% came to get a better understanding of their own drinking, and 24% wanted to get help to reduce the amount that they are drinking.²⁸

Having used the website, respondents said that they had a 'better' or 'much better' understanding of guidance and low risk drinking of alcohol (64%); the effects of drinking (65%); what to do to prevent harm, to themselves (60%) or to others (55%); and alcohol and the law (51%).

Crucially, the overwhelming majority of website visitors found the site trustworthy, objective, impartial and relevant and over 90% of respondents stated that they would recommend the Drinkaware website to friends or family in the future, a figure that has remained the same since 2016.

↓ **The Drinkaware App was downloaded by 149,866 people in 2018**



Our App – Drinks monitoring on the move

In 2018, a number of improvements were made to the Drinkaware App resulting in a continued rise in the number of people using it. The Drinkaware App was downloaded by 149,866 people in 2018, bringing the total number of downloads close to 600,000 since its launch in 2014. On average, more than 25,000 people per month used the App in 2018 and there were 4.7 million App sessions during the year.

Support for parents and teachers

Drinkaware continued to provide information and advice for parents on the risks of underage drinking. In 2018 more than 125,000 people visited the Drinkaware webpages containing guidance for parents.

In addition, *Drinkaware for Education* provides free, accredited and flexible resources to teachers of Personal, Social, Health and Economic (PSHE) education in primary and secondary schools. Topics covered included the risks and harms of alcohol, advice on handling peer pressure to drink alcohol, and alcohol and emotional wellbeing. These resources were downloaded 6,800 times in 2018.

An easier way for the public to find alcohol awareness resources

In 2018 Drinkaware launched a new and significantly improved online shop. The shop makes available physical and digital tools and resources designed to help improve alcohol awareness. More than 40,000 unit measuring cups and 48,000 alcohol and calorie comparison tools were supplied through the shop in 2018.

HELPING RISKY DRINKERS TO CUT DOWN

Campaigning for change

The start of 2018 marked the third and final year of the *Have a little less, Feel a lot better* campaign which was focused on encouraging male, over 45, 'Risky Career Drinkers' to become more aware of their drinking habits and to take steps to reduce their drinking, particularly when at home.

Evaluation results suggest that the *Have a little less* campaign helped start a conversation with a hard to reach mid-life male audience; as such, it was fundamental in laying the groundwork for Drinkaware's 2018 partnership with Public Health England.

In the latter half of 2018, the campaign was expanded to include midlife women, with a clearer, more directive call to action – the target audience being prompted to reduce their drinking by having more “*Drink Free Days*” in line with the Chief Medical Officers' low risk drinking guidance to take drink-free days. The campaign is based on evidence which shows that one in five UK adults are drinking above the Chief Medical Officers' low risk drinking guidelines and that among UK adults aged 45-65, 26% of men and 16% of women drink alcohol on at least four days of the week.²⁹ Many of these people are not aware of the impact this may be having on their long-term health.

This approach was further supported by UK drinker segmentation insights, directing a focus on those drinking routinely at risky levels.³⁰

The *Drink Free Days* campaign launched in September 2018 with the objective of introducing the idea that having more *Drink Free Days* is a good way to cut down alcohol intake, as well as to highlight how this might help improve health and reduce the risk of serious long-term conditions; the campaign focussed on major health harms associated with alcohol; cardiovascular disease (in men and women); obesity; and breast cancer.

Evaluation

To examine the reach and perceptions of the *Drink Free Days* campaign, YouGov interviewed representative samples of men and women aged 40-64 online both before and after the campaign, and compared the results.³¹ The key findings were that:

- around one-third of those interviewed recalled the campaign. Recall was significantly higher amongst men in England drinking in excess of the low risk drinking guidelines;
- two-thirds of those who recalled the campaign agreed that the campaign influenced them to consider their drinking habits;
- more than two-fifths of responders intended to take more drink-free days; and
- there was a significant increase in respondents saying they had taken measures to cut down on their drinking. There was also an increase in people saying that they are changing their drinking habits right now – mainly driven by those drinking in excess of the low risk drinking guidelines.

All in all, this represents a very promising start to the campaign. As the campaign continues over the next few years, we expect to see further impact in terms of greater health harm awareness and reduced harmful drinking.



Drink Free Days Calculator

In support of the campaign, the *Drink Free Days Calculator* was created as an easy-to-use online tool that, in addition to weekly drinks, units and calories, provided people with information on how their drinking compared to other men or women in the UK.

The tool functioned as a digital alcohol Identification and Brief Advice tool, providing personalised guidance on alcohol moderation strategies. It signposted people to download PHE's *Drink Free Days One You App* or to access drinkaware.co.uk for more information and support to cut back drinking.

The *Drink Free Days Calculator* was based on evidence of the potential of social comparison to help change behaviour;³² it was developed after research showed that older men wanted more personal information about the risks associated with their drinking and were open to information about how drinking less could improve their health.³³

The *Drink Free Days Calculator* was completed 335,155 times during the 2018 campaign.

Identification and Brief Advice

Identification and Brief Advice (IBA) in primary care settings is well-evidenced as an effective way to help people moderate their drinking.³⁴ 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.

In 2018, researchers from the University of Sunderland published their evaluation of our pilot of delivering IBA in supermarkets, pharmacies and community health teams. They identified a number of benefits from delivering IBA in community settings, which were felt to be more inclusive and engaging. Delivery staff felt their respective settings were appropriate for the delivery of the intervention and they proactively engaged members of the public with varying levels of risky drinking and readiness to change their drinking behaviour.³⁵

Based on these encouraging findings, in 2018 we continued our collaboration with ASDA to deliver brief interventions in 100 ASDA stores and reached nearly 7,000 shoppers. The IBA was also successfully used with people through our Derby County FC and Scottish Football Association partnerships.

Engaging midlife men through a football club intervention

Since 2017, Drinkaware has enjoyed a successful partnership with Derby County Football Club's Community Trust. As part of the partnership, Drinkaware has used Derby County FC's channels to its supporters to promote its campaigns and has worked closely with the Trust as a sponsor of a number of their health and wellbeing initiatives including their popular Walking Football and Active Choices programmes.

At the end of 2018, the Derby County Community Trust's health programme consisted of 119 participants, of whom 91 joined the Drinkaware programme. Data was collected using a harmful drinking assessment tool (AUDIT-C) at the beginning of the programme. At follow-up, results for these 91 participants showed a clear decrease in the number of participants drinking at increasing risk levels or above from 50 (55%) at the start to only 2 (2%) at the end of the 12-month programme.³⁶

Based on these positive results, Drinkaware is now planning to continue, and expand, the Derby County FC model through other partnerships. In October 2018, we launched a major partnership with the Scottish Football Association acting as a provider of alcohol information and awareness within its Walking Football programmes throughout Scotland; at the end of 2018, after just eight weeks, 115 people had participated.

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Drinkaware at Work

Every day in the UK, it has been estimated that an average of 200,000 people turn up to work with a hangover³⁷ and 47,000 people are 'off sick' from work due to alcohol³⁸.

1 in 5 people in the UK risk damaging their health as they are drinking over the low risk drinking guidelines, with half (51%) thinking that their level of drinking is unlikely to lead to increased health problems in the future.³⁹

Drinkaware at Work has been designed to support the existing health and wellbeing and health and safety agendas of businesses across all industries; encouraging employees to think about alcohol alongside the other health and lifestyle information they receive. Working together, the programme aims to help make UK workplaces healthier, happier and more productive.

The current product offering includes face-to-face group sessions, eLearning and a Train the Trainer option all designed to provide engaging, impartial advice to help employees make better choices about their drinking.

During 2018, we delivered *Drinkaware at Work* to teams in 17 companies reaching an estimated 3,000 employees.



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Drinkaware at Work
to teams in
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an estimated 3,000
employees.





← OK to Ask campaign

REDUCING HARM RELATED TO SOCIAL DRINKING

During 2018, in support of our five-year strategy to address Risky Social and Coping Drinkers, we continued with interventions to reduce harms associated with social drinking, often related to the night-time economy.

OK to Ask campaign

Working in partnership to reach more 18-24 year olds to provide strategies to reduce harm on nights out.

Drinkaware built on the successes of 2017's *Ok to Ask* campaign by working with partners to reach more young adults in different parts of the UK to challenge drunken sexual harassment in bars and clubs.

Ok to Ask raises awareness of sexual harassment in the night time economy and empowers the audience to intervene to help people on the receiving end of these behaviours with a simple 'Are you OK?' The campaign is backed up by memorable three steps advice on how to do this safely: spot it, check it, speak out.

In 2018 we worked with partners to deliver local area activations of the campaign:

Cardiff and South Wales

During July and August, digital and in-venue media were delivered in Cardiff working with South Wales Police and Crime Commissioner (PCC) and Cardiff Business Improvement District (BID), and the estimated reach was over 120,000 (84%) of 18-24 year olds in the area. Then later in the year a region-wide campaign was delivered with the PCC team to reach people during the first term of the university year. The South Wales activity was estimated to reach over 130,000 (91%) 18-24 year olds in the area.

Nottingham

Working with Nottingham Police, Nottingham PCC, Nottingham BID and Nottingham City Council, an eight-week campaign kicked off in early November 2018 and ran until early January 2019 in order to reach the audience during the Christmas and New Year party season. Messages were served across social media, on posters in the town centre and in bars and clubs via washroom posters, digital displays and beer mats. The campaign was estimated to reach over 120,000 18-24 year olds, or around 89% of the total audience in the area.

'Crew is worth its weight in gold, takes pressure off the general management. Managers can then be released to deal with other issues like queuing. They are an extended arm'

Student Union Manager



Drinkaware Crew

Individuals employed by entertainment venues and trained by Drinkaware form the basis of the *Drinkaware Crew* scheme. They look after the welfare of young adults on a night out. Working in pairs, *Drinkaware Crew* mingle with customers to promote a positive social atmosphere and provide assistance to those who may be vulnerable as a result of excessive alcohol consumption.

At the end of 2018, the scheme was live in 23 venues across 11 cities, and research was commissioned to gauge the views of venue staff, managers and customers in order to inform plans for the development of the scheme.

The research involved observations and interviews in nine venues employing *Drinkaware Crew* as well as a survey of 303 young people aged 18-24 who had visited a venue with *Drinkaware Crew* staff.⁴⁰

Key findings

Venue manager and staff views:

- *Drinkaware Crew* provide a dedicated role that is welcomed by duty managers and security staff – they are seen as part of the team and there is little conflict of responsibility.
- *Drinkaware Crew* free up time, allowing security and management to focus on safety and any bigger issues taking place – e.g. drugs, violence. They provide dedicated time to vulnerable people when they need it.



'I personally feel safer in the knowledge that there are individuals on hand to help myself and my friends if necessary. It makes me regard a company more positively, as it shows that they are socially responsible and concerned with the welfare of patrons'

Venue customer



Venue customer findings

- **2 in 5** venue customers were aware of *Drinkaware Crew*

- Over half (**54%**) recognised the uniform when prompted

- **1 in 5** had personally interacted with *Drinkaware Crew*

- **2 in 3 (67%)** think it is 'very important' for venues to employ staff like *Drinkaware Crew* (an additional 30% think it is 'slightly important')

- **4 in 5 (83%)** feel more positive about a venue when it employs *Drinkaware Crew*

- **3 in 4 (76%)** would be willing to pay £1 more to enter a venue employing *Drinkaware Crew*

Expanding Drinkaware Crew

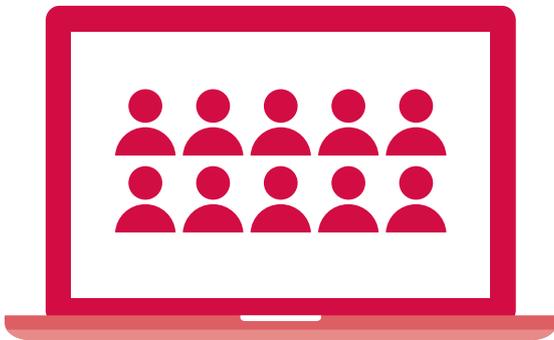
The expertise we have developed through the *Drinkaware Crew* scheme has proven to be relevant to other areas where there is a need to look out for and seek to prevent harm associated with alcohol-related vulnerability.

Adopting the *Drinkaware Crew* training content we provided alcohol vulnerability training for 64 Network Rail staff as part of their 2018 intoxication campaign. The aim of the training was to equip customer-facing staff with the ability to recognise alcohol-related vulnerability and provide support to prevent harm in the run up to Christmas.

We also provided training for 47 Soho Angels who are part of Westminster Council's on-street volunteer scheme to protect vulnerable people on the streets on nights out.

During 2018 we also started work to adopt the *Drinkaware Crew* scheme within LGBT venues, and a pilot is planned in London venues during 2019. A team from Nottingham Trent University has been commissioned to undertake the evaluation.

Drinkaware in Numbers 2018



10,493,952
visited **our website**



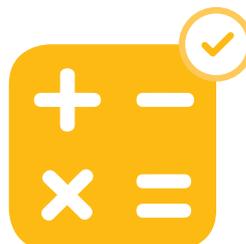
457,172

used our online
Drink Free Days Calculator (335,155)
or **DrinkCompare calculator (122,017)**



2,606,712

engagements through **social media**
delivered by our targeted campaigns - including
269,000 YouTube views



795,699

completed the
**Drinkaware Unit and
Calorie Calculator**



149,866

downloaded
The Drinkaware App



371,932

completed our
Alcohol Self-Assessment test
(based on the World Health
Organization's AUDIT tool)



6,794

took part in our face-to-face **Alcohol Brief
Advice programme** - delivered across
100 ASDA stores



4,048

people were supported by
Drinkaware Crew across
23 venues in 11 cities



3,055

received personal
alcohol advice through
our **Drinkchat** pilot



3,000

employees received
alcohol education through
Drinkaware at Work



234

participated in our
Walking Football
community pilot

Financial Review

The statement of Drinkaware's financial activities for the year is set out on page 28. The net deficit for the year was £322,021 (2017 surplus: £548,180), the Drinkaware Board having approved a deficit budget to ensure that reserves in excess of the charity's Reserves Policy were used within the financial year.

Funding

In 2018, Drinkaware's total income was £6,066,934 (2017: £5,808,262) received in voluntary donations, grants, sales of Drinkaware products and bank interest. Nearly 130 different organisations made donations to Drinkaware in the year, representing the largest number of donors, and the broadest funding base, in Drinkaware's history.

Drinkaware received £5,651,357 in voluntary donations from UK alcohol producers, retailers and sports bodies in 2018 (2017: £5,361,965). In addition, Drinkaware raised £415,577 from alcohol awareness publications and products, bank interest and further donations (2017: £446,297).

Fundraising

During 2018 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, although the charity is registered with the Fundraising Regulator. Drinkaware has received no complaints regarding fundraising activities.

Expenditure on charitable activities

Charitable expenditure for the year was £6,121,225 (2017: £5,059,812). The increase was largely due to an increase in programme expenditure financed in part through a reduction in reserves. 2018 programme activity included the launch of the *Drink Free Days* campaign in partnership with PHE. In addition, we continued to reach more people through bought and earned media and effective SEO, and deepened engagement through new tools (*DrinkCompare* and *Drinkchat*) as well as our established online self-assessment and App.

Staffing costs

Expenditure on staffing costs for the year was £1,447,914 (2017: £1,269,595). The increase reflects investment into senior roles to support the campaign programme and to develop a future pipeline for commercial income.

Expenditure on raising funds

Expenditure on raising funds for the year was £267,730 (2017: £200,270).

Net Assets

The total Net Assets of the Trust were £1,479,036 at 31st December 2018 (2017: £1,801,057). This includes £94,727 relating to restricted funds (2017: £38,224).

Investment powers and policy

In considering the Charity's investment policy, the Trustees continue to hold 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.

This reflects the intention to hold assets to fund planned programme expenditure during 2019.

The invested funds held on deposit for the Trust (excluding those held at CAF Bank) achieved an average rate of return of 0.3% (2017: 0.5%) and funds held at CAF Bank achieved an average rate of 0.1% (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 on-going 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 the continuity of our multi-year campaigns.

During 2018 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 any 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 31st December 2018 were in excess of this minimum level at £1,479,036 (2017: £1,801,057). 2019 programme expenditure is planned at a level that will further reduce reserves towards, but not below, the minimum level in accordance with the Drinkaware Reserves Policy.

Free reserves (general funds excluding fixed assets) held at 31 December 2018 were £962,979 (2017: £1,422,897) and restricted funds were £94,727 (2017: £38,224).

Plans for future periods

2019 represents the second full year of the five-year strategy for Drinkaware.

We plan to continue our focus on older men and women who are drinking significantly over the low risk drinking guidelines with initiatives not only to improve their awareness of and knowledge about alcohol-related health harms but to deepen consumer engagement with practical initiatives designed to support a change in behaviour.

Our strategy remains that we will:

- invest Drinkaware resources (campaigns, media and partnership activation) to direct people to alcohol brief interventions and other well-evidenced tools (online self-assessment; digital or offline alcohol intervention or brief advice and including *DrinkCompare*, a new Drinkaware App and *Drinkchat*); and
- through partnerships with others, embed alcohol brief interventions into community programmes that can be delivered on a bigger scale than we could achieve alone.

At the same time, the Board continues to pay careful attention to Drinkaware's on-going financial sustainability given the continued commercial pressures on our donors.

In that context, during 2019 we are planning to transfer commercial trading to a newly incorporated trading subsidiary, Drinkaware Trading Limited. This will support our ambition to continue to diversify our income beyond that provided by major organisations in the UK alcohol beverages industry. The Targeted Programmes Plan for 2019 also includes a focus to move "further and faster" on *Drinkaware at Work* to meet our long-term target for sustainable commercial income generation that also supports our social impact goals and charitable objectives.

In line with Drinkaware's value to be "led by the evidence" we will continue to invest substantially in our Research and Impact plan with 2019 activity focussed on demonstrating impact and return on investment.

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 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.

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. Observers from Home Office and the Department of Health and Social Care attend Board meetings.

The Board has established three sub-committees covering Finance & Human Resources, chaired by the Treasurer, Kate Morris; Research & Impact, chaired by a Trustee (currently by Dr Timothy Walker); and Risk & Audit chaired by a Trustee (currently by David Ward). In addition, the work of the social marketing and campaigns function is overseen by a Marketing Advisory Group, currently chaired by a Trustee, Charles Allen.

Drinkaware is supported by an independent panel of expert medical advisors to ensure that our information and advice is based on the most current medical evidence. The Medical Advisory Panel is responsible for providing a strategic overview of Drinkaware's medical evidence and for reviewing all content for accuracy.

The Panel is chaired by the Chief Medical Advisor, Dr Fiona Sim OBE, who independently advises Drinkaware's Board of Trustees and attends Board Meetings in an observer role. The Panel has a wide range of expertise from general practice, public health, mental health and alcohol-liaison nursing, cancer and facial injury; it calls upon the skills and expertise of other medical 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 a Trustees' Register of Interests is maintained and is available on our website.

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 & 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; 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:

- Our partnership with Public Health England, announced in September 2018, gave rise to public criticism of the charity from a small, but vocal, minority of those in the public health and academic community. Whilst reputational risk is regularly considered by the Risk & Audit Committee, we have, in the past year, given this matter greater focus. Independent research undertaken for us, has suggested that the partnership was welcomed by members of the public and the positive results of the *Drink Free Days* campaign are set out elsewhere in this Report. However, Trustees continue to monitor our reputation carefully and have ensured that a robust communications strategy is in place should further unwarranted criticism arise.
- Drinkaware continues to be 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 benefitted 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 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 health 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 the alcohol 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. 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 & Human Resources 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.

The governance framework of The Drinkaware Trust is further supported by policies and procedures to ensure that the Trust complies with relevant legislation and follows best practice where appropriate. These include:

- governance policies concerning conflicts of interest and processes for whistleblowing and complaints;
- health and safety policies and processes to ensure we continue to comply with statutory and best practice obligations. Drinkaware is supported in this by external expert consultancy arranged through our insurer;
- employee policies including recruitment and equal opportunities. These are reviewed regularly to ensure they continue to reflect current legislation;
- data use policies and mandatory training in data protection for all staff. During 2018, the suite of data policies was reviewed and updated to ensure

Drinkaware remains compliant with recent changes to data protection legislation;

- a framework of partnership principles which sets out the basis of any engagement with Drinkaware partners and provides protection for intellectual property and other assets and gives a clear outline of respective responsibilities;
- review and approval of all website and campaign content by an independent Medical Advisory Panel and processes that meet the requirements of the Information Standard.

In addition to the policy framework, the CEO and her management team provide regular reporting of progress against both the business plan and our 2017-2022 five-year strategy. This reporting includes CEO updates provided at all meetings of the Board of Trustees as well as progress against agreed key performance indicators.

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: 27 June 2019

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 2018 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 2018 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.
- 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: 27 June 2019

Statement of Financial Activities

(incorporating an Income and Expenditure Account)
For the year ended 31st December 2018

	Note	Unrestricted 2018 £	Restricted 2018 £	Total 2018 £	Total 2017 £
Income					
Donations	2	5,651,357	-	5,651,357	5,361,965
Investment income	3	1,857	-	1,857	5,155
Charitable activities	2	97,021	-	97,021	207,068
Other income	2	187,722	128,977	316,699	234,074
Total Income		5,937,957	128,977	6,066,934	5,808,262
Expenditure					
Raising funds	4	267,730	-	267,730	200,270
Charitable activities	4	6,048,751	72,474	6,121,225	5,059,812
Net income/ expenditure		(378,524)	56,503	(322,021)	548,180
Fund balances brought forward at 1st January 2018	16 & 17	1,762,833	38,224	1,801,057	1,252,877
Fund balance carried forward at 31st December 2018	16 & 17	1,384,309	94,727	1,479,036	1,801,057

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 31st December 2018

	Note	2018 £	2017 £
Fixed Assets			
Intangible assets	10	176,977	233,929
Tangible assets	11	244,353	106,007
		421,330	339,936
Current Assets			
Stock		32,387	49,472
Debtors	12	1,249,837	991,221
Cash at bank and in hand		1,025,052	1,124,277
		2,307,276	2,164,970
Creditors: Amounts falling due within one year	13	(1,249,570)	(703,849)
Net Current Assets		1,057,706	1,461,121
Net Assets		1,479,036	1,801,057
Funds			
Unrestricted funds	16 & 17	1,384,309	1,762,833
Restricted funds	16 & 17	94,727	38,224
		1,479,036	1,801,057

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 27 June 2019 and signed on their behalf by



Sir Leigh Lewis KCB
Chair

COMPANY NUMBER: 4547974

Statement of Cash Flow

For the year ended 31st December 2018

	Notes	2018 £	2017 £
Cash generated from operating activities:			
Net cash provided by / (used in) operating activities	see below	152,888	403,497
Cash flows from investing activities:			
Dividends, interest and rents from investments	3	1,857	5,155
Purchase of property, plant and equipment	11	(192,152)	(3,428)
Purchase of intangible assets	10	(61,818)	(141,774)
Net cash provided by / (used in) investment investing activities		(252,113)	(140,047)
Change in cash and cash equivalents in the reporting period		(99,225)	(263,450)
Cash and cash equivalents at the beginning of the reporting period		1,124,277	860,827
Cash and cash equivalents at the end of the reporting period		1,025,052	1,124,277
Reconciliation of net income/(expenditure) to net cash flow from operating activities			
Net income/ (expenditure) (as per the statement of financial activities)	SOFA	(322,021)	548,180
Adjustments for:			
Depreciation charges	11	118,770	38,925
Amortisation charges	10	18,950	76,398
Dividends, interest and rents from investments	3	(1,857)	(5,155)
Loss/(profit) on the sale of fixed assets	11	34,856	-
Decrease/(Increase) in stocks		17,085	25,169
(Increase)/decrease in debtors	12	(258,616)	(181,809)
Increase/(decrease) in creditors	13	545,721	(98,211)
Net cash provided by (used in) operating activities		152,888	403,497
Analysis of cash and cash equivalents			
Cash in hand		1,025,052	1,124,277
Total cash and cash equivalents		1,025,052	1,124,277

Notes to the Financial Statements

For the year ended 31st December 2018

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 SORP), 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 principle 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
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 2018 £	Restricted 2018 £	Total 2018 £
Donations	5,651,357	-	5,651,357
Charitable activities			
Consumer information	97,021	-	97,021
Other income			
Logo licencing	183,840	-	183,840
Partnership & co funding	3,882	128,977	132,859
Other	-	-	-
Total received	5,936,100	128,977	6,065,077

	Unrestricted 2017 £	Restricted 2017 £	Total 2017 £
Donations	5,361,965	-	5,361,965
Charitable activities			
Consumer information	106,622	-	106,622
Other income			
Logo licencing	179,424	-	179,424
Partnership & co funding	54,650	100,447	155,097
Other	-	-	-
Total received	5,702,661	100,447	5,803,108

3. Investment Income

	Unrestricted 2018 £	Restricted 2018 £	Total 2018 £
Bank interest received	1,857	-	1,857

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

4. Expenditure

	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

	Staff Costs £	Support Costs £	Other Direct Costs £	Total 2017 £
Raising funds				
Cost of raising donations	126,358	73,912	-	200,270
Charitable activities				
Consumer information	1,143,237	620,763	3,295,812	5,059,812
Total resources expended	1,269,595	694,675	3,295,812	5,260,082

Included in the above expenditure is restricted expenditure of £72,474 (2017: £62,222) and unrestricted expenditure of £6,316,481 (2017: £5,197,860).

5. Allocation of Support Costs and Overheads

	Raising Funds £	Consumer Information £	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 6)	-	88,037	88,036
Total support costs	97,888	736,617	834,504

	Raising Funds £	Consumer Information £	Total 2017 £
Unrestricted funds:			
Premises	25,867	188,949	214,816
Depreciation	12,271	89,629	101,900
Communications and IT	6,510	47,560	54,070
Postage and printing	2,423	17,700	20,123
Travel costs	4,701	34,345	39,046
Employee related costs	22,140	161,721	183,861
Governance costs (Note 6)	-	80,859	80,856
Total support costs	73,912	620,763	694,675

6. Analysis of Governance Costs

	Total 2018 £	Total 2017 £
Auditors' remuneration	9,495	8,000
Auditors' remuneration – prior year	2,784	-
Auditors' remuneration – non audit services	-	9,158
Other direct costs	8,066	586
Legal and professional fees	67,692	63,115
Total support costs	88,037	80,859

7. Staff Costs

	Total 2018 £	Total 2017 £
Wages and salaries	1,174,692	1,038,671
Redundancy costs	-	-
Social security costs	131,750	115,481
Pension costs	141,472	115,443
	1,447,914	1,269,595

The average number of employees during the year was 25 (2017: 24).

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

	2018	2017
£60,000 to £69,999	2	1
£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
	6	5

The pension contribution attributable to higher paid employees is £64,078 (2017: £54,823)

8. Trustees and Key Personnel Remuneration

The Trustees neither received nor waived any emoluments during the year (2017 - £Nil).

Expenses of £6,630 (2017 - £7,323) were reimbursed to eleven (2017: ten) 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 £262,301 (2017: £258,393).

9. Movement in Net Funds for the Year

	Total 2018 £	Total 2017 £
Movement in the net funds is stated after charging :		
Auditor's remuneration (excluding non audit services)	12,279	8,000
Auditor's remuneration (non audit services)	-	9,158
Depreciation	47,624	38,925
Amortisation	118,770	76,398
	178,673	132,481

10. Intangible Fixed Assets

	Website and Mobile Application and Software £	Healthy Living Tool £	Total £
Cost or Valuation			
At 1st January 2018	1,085,159	50,432	1,135,591
Additions	61,818	-	61,818
Disposals	-	-	-
At 31st December 2018	1,146,977	50,432	1,197,409
Depreciation			
At 1st January 2018	851,230	50,432	901,662
Charge for the year	118,770	-	118,770
At 31st December 2018	970,000	50,432	1,020,432
Net Book Value			
At 31st December 2018	176,977	-	176,977
At 31st December 2017	233,929	-	233,929

11. Tangible Fixed Assets

	Fixtures, Furniture and Equipment £	Leasehold Improvements £	Total £
Cost or Valuation			
At 1st January 2018	121,390	145,175	266,565
Additions	192,152	-	192,152
Disposals	(34,856)	-	(34,856)
At 31st December 2018	278,686	145,175	423,861
Depreciation			
At 1st January 2018	87,969	72,589	160,558
Charge for year	23,428	24,196	47,624
Depreciation on disposal	(28,674)	-	(28,674)
At 31st December 2018	82,723	96,785	179,508
Net Book Value			
At 31st December 2018	195,963	48,390	244,353
At 31st December 2017	33,421	72,586	106,007

12. Debtors: Due within one year

	2018 £	2017 £
Trade debtors	1,077,746	837,324
Other debtors	85,568	96,580
Prepayments and accrued income	86,524	57,317
	1,249,838	991,221

Included in the above payable after more than one year is £86,524 (2017 - £86,524) relating to the rental deposit held as part of the building lease.

13. Creditors: Amounts falling due within one year

	2018 £	2017 £
Trade creditors	522,510	321,653
Other creditors	602,020	330,030
Accrued pension costs	46,131	8,342
Taxation and social security	10,590	33,205
Accruals	68,319	10,619
	1,249,570	703,849

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

	2018 £	2017 £
Land & buildings		
Less than one year	173,048	173,048
Within 1-5 years	173,048	346,096
Within 5+ years	-	-
Office equipment		
Less than one year	3,835	3,770
Within 1-5 years	12,102	13,197

16. Statement of Funds

	At 1st January 2018 £	Income £	Expenditure £	Transfers/Gains £	At 31st December 2018 £
Unrestricted funds	1,762,833	5,937,957	(6,316,481)	-	1,384,309
Restricted funds	38,224	128,977	(72,474)	-	94,727
Total funds	1,801,057	6,066,934	(6,388,955)	-	1,479,036

	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
Total funds	1,252,877	5,808,262	(5,260,082)	-	1,801,057

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 2018 are represented by:			
Fixed assets	-	421,330	421,330
Net Current Assets	94,727	962,979	1,057,706
Total net assets	94,727	1,384,309	1,479,036

	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
Total net assets	38,224	1,762,833	1,801,057

18. Related Party Transactions

During the year, donations from Trustees and other related parties totalled £9,280 (2017: £8,897)

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:

	2018 £	2017 £
Financial assets measured at amortised cost (trade and other debtors)	1,163,312	991,221
Financial liabilities measured at amortised cost (trade and other creditors and accruals)	1,192,849	703,849

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 2018 there were 11 members (2017: 11 members).

Partners & Supporters

Drinkaware would like to thank our donors for their support and commitment in 2018:

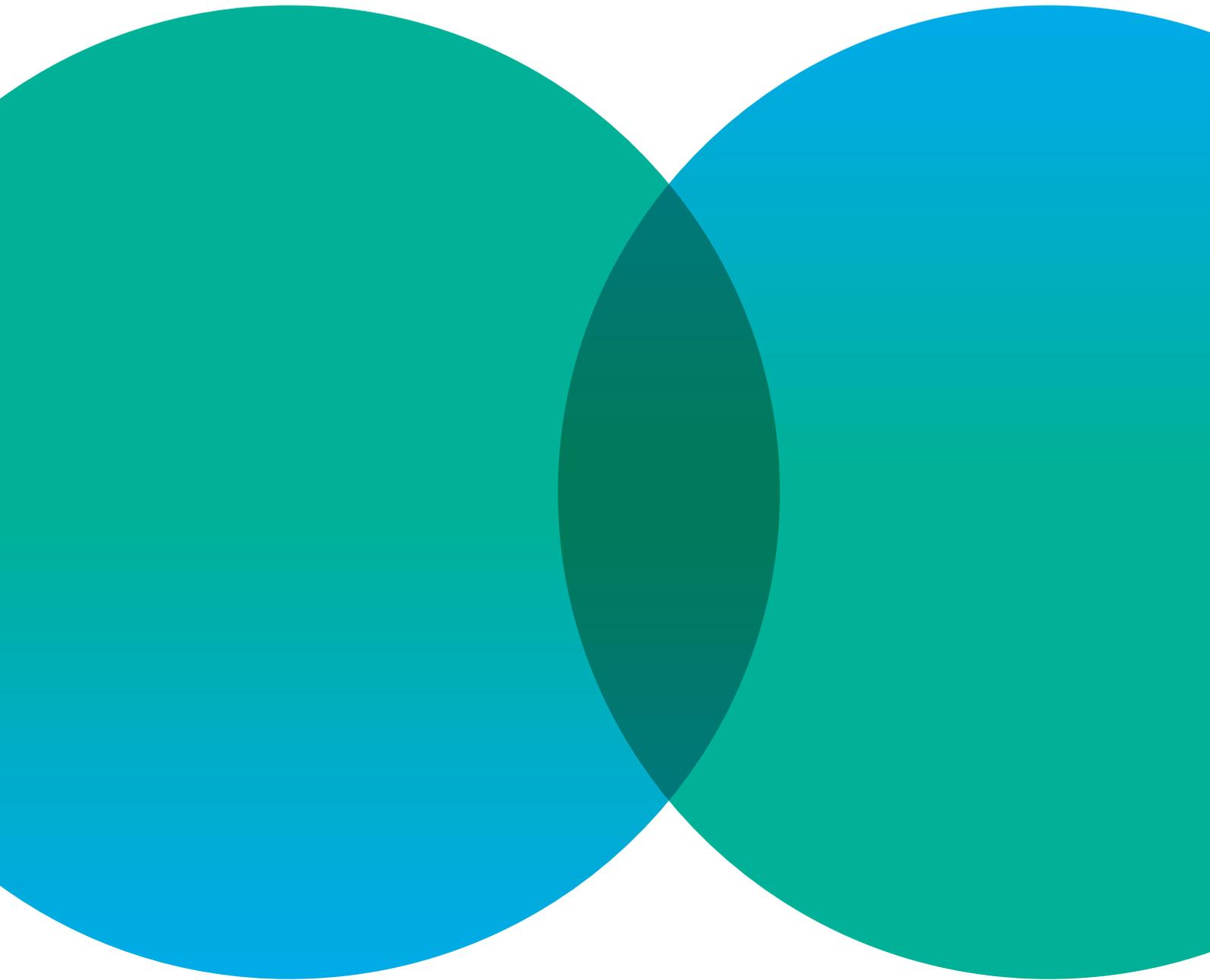
Accolade Wines Ltd	Diageo Great Britain Ltd	Laurent-Perrier	Sainsbury's Supermarkets Ltd
Admiral Taverns Ltd	Distell International	Liberty Wines	Shepherd Neame Ltd
Aldi UK	E & J Gallo Winery Europe	Lidl	SHS Drinks Division
Armit Wines	England & Wales Cricket Board	Loch Lomond Group	Spar (UK) Ltd
Asahi UK	Enotria Wines	London & Scottish International Ltd	Spendrups Bryggeri AB
ASDA Stores Ltd	El Group	Louis Latour Agencies	Southwestern Distillery
Aspall Cyder Ltd	Everards Brewery Ltd	Maisons Marques et Domaines	St Austell Brewery Company Ltd
Aston Manor	Freedom Brewery	Majestic Wine Warehouses Ltd	Tesco plc (incl One Stop Stores Ltd)
Bacardi Brown-Forman Brands	Frederic Robinson Ltd	Marks & Spencer plc	TGI Friday's
Beam Suntory	Fuller Smith & Turner plc	Marston's plc	Thatchers
Berry Brothers & Rudd	Gen!us Brewing	Mast-Jagermeister UK	Theakston
Bestway Retail Ltd	Glen Turner Company Ltd	Masters of Malt	The Co-operative Group
Bibendum PLB	Global Brands	McCormick Distilleries USA	The Deltic Group
Booker	Goedhuis & Co	Mitchells & Butlers plc	The Drinks Company
Bourne Leisure	Gordon & Macphail	Moet Hennessy UK Ltd	The Edrington Group Ltd
Brakspear	H Weston & Sons	Molson Coors Brewing Company UK	The Haciendas Company
Broadland Wineries	Halewood	Morrison & Mackay Ltd	The Reformed Spirits Company
Brothers Drinks Co	Hall & Woodhouse	Negociants UK	The Restaurant Group
Budweiser Brewing Group UK&I	Hallgarten & Novus Wines	NUS Services	The Wine Society
C&C group plc	Harrods	Nyetimber	Treasury Wine Estates
Campari UK	Harvey & Sons	Oakham Ales	Two Tribes Brewing
Carlsberg UK Ltd	Hatch Mansfield	Origin Wine	Virgin Trains West Coast
Casella Family Brands (Europe) Ltd	Heineken UK	Pernod Ricard UK	Wadworth & Co
Cellar Trends	Hippodrome Casino Ltd	Pinnacle Drinks	Waitrose Ltd
Celtic Marches Beverages Ltd	Hi-Spirits	Pol Roger	Warner Edwards Distillery Ltd
Champagne Nicolas Feuillatte	Hook Norton	Proximo Spirits UK Ltd	Whitbread
Charles Wells Ltd	Ian Macleod Distillers	Punch Taverns plc	Whyte & Mackay Ltd
Cider of Sweden (Kopparberg)	Ideal Wine Company	Quintessential Brands	Wickwar Brewing Company
Concha y Toro	Inver House Distillers Ltd	QVC	William Grant & Sons
Continental Wine & Food	J Chandler (Buckfast) & Co	Racecourse Association	WM Morrison Supermarkets plc
Conviviality Retail	JD Wetherspoon plc	Rude Wines	Young & Co's Brewery P.L.C.
Corinthian Brands Ltd	JW Lees & Co (Brewers)	Rugby Football Union (Twickenham)	
Daniel Thwaites plc	Kato Enterprises	Remy-Cointreau	
	Kingsland Wines		
	Laithwaite's Wine (Direct Wines)		

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Notes



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