

Annual Trustees' Report 2021

Continuing to change lives



Despite the changes of 2021, some things did not change. We remained true to our purpose to reduce alcohol harm in the UK and continued to be independent and evidence-led, using the latest data to inform our work and commissioning independent research when there were gaps in the evidence base.

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2021 Annual Report

Foreword from the Chair of Trustees

I would like to use this Introduction to thank those that have gone before me.

2021 saw the departure of my predecessor Sir Leigh Lewis KCB who served as Chair of the Board of Trustees at Drinkaware for seven years, and Elaine Hindal who was Chief Executive Officer for nine years. Both of them have moved the organisation forward and have been unfailing in their dedication in support of reducing alcohol harm in the UK.

2021 was a difficult year in many respects. The continuation of the Covid-19 pandemic meant that some staff were still furloughed, and others were working remotely and often juggling families and school closures as well. Our funding model was affected as bars and restaurants were forced to close, resulting in a drop in income from our funders. However, despite those challenges Drinkaware spent the year focusing on:

- protecting our staff and continuing to learn how to work remotely and flexibly in response to the pandemic;
- restructuring the team and working within our reduced budget;
- making sure we had the right people in the right roles to take us forward into the future;
- reaching and engaging with the people who needed us most, giving support, information and tools to people wanting to reduce their drinking, particularly those drinking at risky levels.

I would like to thank our Board of Trustees and all members of our Medical Advisory Panel, including our Chief Medical Advisor, Dr Fiona Sim OBE. Their advice, direction and challenge are integral to ensuring that we remain independent and evidence-led.

I would also like to thank our Chief Executive, the Drinkaware staff and all of you, our partners, donors, supporters and stakeholders, for your ongoing engagement with our work.



Lucy Armstrong
Chair, Board of Trustees

“
Reaching and engaging with the people who needed us most, giving support, information and tools to people wanting to reduce their drinking, particularly those drinking at risky levels.
”

2021 Annual Report

Chief Executive's report

Despite 2021 being another year of turbulence due to the pandemic, Drinkaware continued its work of reducing alcohol harm in the UK.

I joined in November, taking over from Elaine Hindal who had been Chief Executive for nine years. I was able to build on the work she had led to keep the organisation moving forward during the disruption and to help the team plan for the future. I have been impressed by the commitment, professionalism and resilience of the whole Drinkaware team, including our staff, stakeholders, funders, independent medical advisors, committees and Trustees.

As always, we used research and evidence to inform our work. Our annual Monitor report in 2021 gave further insight into the impact of the pandemic on the nation's drinking. We saw that the polarisation between high-risk and low-risk drinkers, first observed in 2020, continued. It also revealed that high-risk drinkers were most likely to report drinking more and drinking more often, compared to before the pandemic.

Our recontact survey allowed us to go back to respondents of the Monitor and we found that less than half (46%) of drinkers who planned to cut back on alcohol after restrictions were lifted had stuck to their plan. Our research findings were picked up by national news outlets including Mail Online, The Independent and the Evening Standard, and broadcast on Sky News.

“
Our annual Monitor report in 2021 gave further insight into the impact of the pandemic on the nation's drinking.

”

Given the intermittent lockdowns during the year, it is not surprising that people turned again to our digital services and online content. There were 5.76 million visitors to the website, a 500% increase in YouTube views and our blogs and press releases were viewed over half-a-million times as people searched for evidence-based information from a familiar and trusted source.



51%

Over 51% of the UK population are familiar with the Drinkaware brand.¹

We learned in 2020 that we need to be responsive to change and this need for flexibility has continued. Activities that would have been delivered in person, such as our Drinkaware at Work alcohol awareness training programme, moved to a mix of e-learning and group workshops.

Other highlights included the 'Change Starts with You' marketing campaign we launched in the autumn to promote our digital tools and understand which tool motivated more people to complete it. The campaign led to nearly 165,000 people completing an assessment of their drinking habits, of which 54% were people drinking at increasing or high-risk levels. The campaign has since been shortlisted for an award in the 2022 European Search Awards.

There were also changes within the organisation. In response to Covid-19 and the knock-on impacts to our funding, we introduced a new structure to the team.

We also took the opportunity during these changes to re-examine the culture at Drinkaware to ensure we can be a modern, inclusive and flexible employer which is able to adapt quickly to challenges.

We have been listening to our staff, partners and stakeholders and are revisiting and reviewing our values in response to the feedback. To capture the voices of all employees, we introduced a quarterly staff survey which allows employees to feedback anonymously on a range of issues and provides the Senior Leadership Team with data to track progress over time.

I will be handing over to a permanent Chief Executive later in 2022, who will lead Drinkaware through the coming years. Next year will see the rollout of our new organisational values, refinement of our digital products, a deeper look at our audiences, and the launch of a new strategy.



Shān Nicholas

Interim Chief Executive

“
The 'Change Starts with You' campaign led to nearly 165,000 people completing an assessment of their drinking habits.
”

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
(retired 6 October 2021)

Lucy Armstrong
(appointed Chair and elected a Trustee 6 October 2021)

Treasurer

Kate Morris
(retired 14 September 2021)

Marc Dench
(appointed Treasurer
14 September 2021)

Charles Allen
Dr Varuna Aluvihare
Dr Colin Hunter OBE
Penny Newman OBE
Vicki Nobles
Dr Timothy Walker
David Ward (retired 23 March 2022)
Paul Wells
Neil Williams (retired 1 January 2022)

Chief Medical Advisor

Dr Fiona Sim OBE

Key management personnel

Chief Executive Officer

Elaine Hindal
(resigned 14 January 2022)

Shān Nicholas
(Interim – appointed 24 November 2021)

Company Secretary

Suzanne Pattison (resigned 21 April 2022)

Richard Elliott (appointed 21 April 2022)

Registered office

Salisbury House, London Wall,
London EC2M 5QQ

Company number

04547974

Charity number

1094586

Auditors

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

Bankers

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

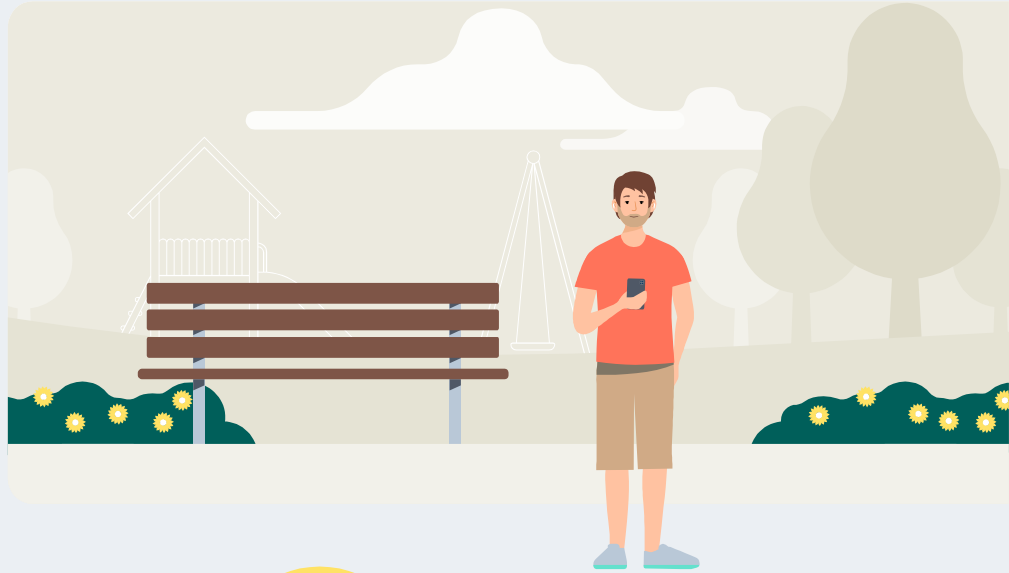
Solicitors

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

Investment Advisors

Pembroke Financial Services Ltd,
The Forge, Cuckfield Road, Stapleford,
West Sussex RH17 6ET

Drinkaware in numbers 2021



51.3%

51.3% of the UK population are familiar with the Drinkaware brand.

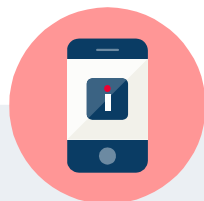


500,000+

Our blogs and press releases were viewed over half a million times.

520%

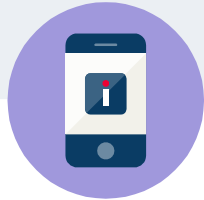
YouTube views were up by 520% to **909,000** views.



1.1m

Over 1.1m people have used one of our digital tools.





10,216

Our chatbot was used by 10,216 people between September and December 2021.

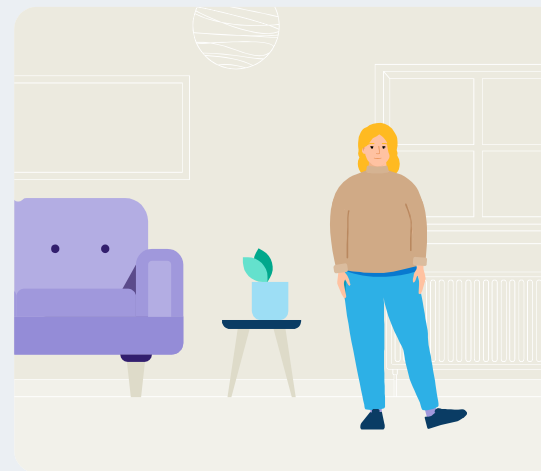


5.76 m

5.76 million visitors to our website.

50%

Over 50% of people completing the Self-Assessment tool were either high-risk or possibly dependent drinkers.



1,250

Over the year we had over 1,250 pieces of media coverage across print, online and broadcast channels.



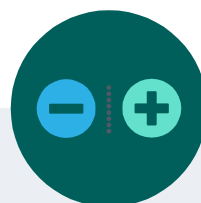
2/min

Two people completed one of our tools every minute in 2021.



2,735

13 organisations delivered Drinkaware at Work to **2,735** participants.



Trustees' report

For the year end 31 December 2021

Our purpose and values

In common with many organisations, Drinkaware continued to navigate the disruption as the country dealt with exceptionally challenging circumstances and lifestyle changes.

But despite the changes of 2021, some things did not change. We remained true to our purpose to reduce alcohol harm in the UK and continued to be independent and evidence-led, using the latest data to inform our work and commissioning independent research when there were gaps in the evidence base.

Our four values continued to guide our work in 2021. They are:

- **Driven to make a difference** – and never ceasing our activity to find ways to reduce alcohol harm
- **Led by the evidence** – looking at the evidence base that exists and commissioning our own research to fill gaps
- **Resourceful** – adapting to changing environments, from embracing digital tools to adopting hybrid working
- **Committed to working positively with others** – working with partners to maximise our impact

“

We remained true to our purpose to reduce alcohol harm in the UK.

”

Drinking trends in 2021

Research and data are key to ensuring our advice and content are informed by the best available evidence. As well as commissioning our own research into areas where no research is available, we monitor the research of other organisations to gain valuable insight into the UK's drinking behaviour and how it changes over time.

The Covid-19 pandemic and associated lockdown restrictions brought changes in alcohol consumption and drinking behaviour for many UK drinkers – not just how much^{2,3,4} or frequently they drank,⁵ but also where,^{6,7} what,⁸ and why they drank.^{9,10}

Increased consumption among those most at risk

Since the onset of the pandemic, we observed a polarisation in drinking behaviour, where the proportion of UK adults who reported drinking more than they would usually prior to the pandemic was similar to the proportion who reported drinking less.^{11,12} And while population level data, such as alcohol sales (from duty receipts¹³ and off-trade grocery sales¹⁴) remained largely unchanged from previous years, this masked significant variation within groups.

Specifically, we witnessed large increases in alcohol consumption among high-risk and possibly dependent drinkers (those considered to be most at risk of alcohol-related harm) – a finding also reported elsewhere.^{15,16}

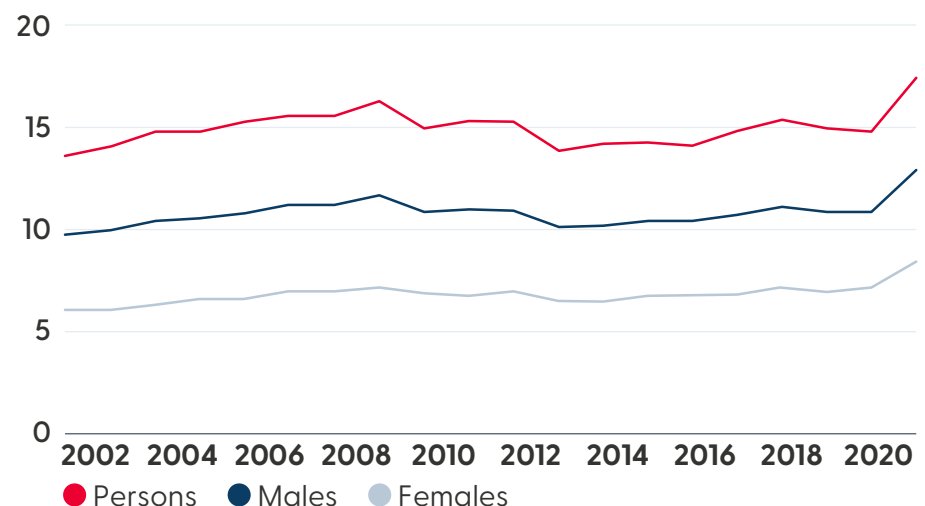
Sharp rise in alcohol mortality

Data from the Office for National Statistics in 2020 recorded an 18.6% increase in alcohol-specific deaths compared to 2019 – the highest year-on-year increase

in 20 years.¹⁷ The rise was driven primarily by the increase in deaths from alcohol-related liver disease – a chronic alcohol-related condition – and as such, probably attributable to those with a previous history of alcohol misuse or dependence. There are several likely reasons for this spike – not least the severe disruption to health and support services, as attention turned to Covid-19 – but also changes in people's habits and circumstances.

The alcohol-specific death rate for 2020 was 18.6%, higher than the previous year.

Age-standardised rate per 100,000



Many alcohol support organisations moved their services online, which while suitable for some, also meant other people were left without the support they needed. Similarly, for individuals on the brink of dependence before the pandemic, many may have been triggered by job loss, insecurity, bereavement, or strained relationships. There was also a reluctance to overburden the NHS during the initial phases of the pandemic, and this resulted in many without access to treatment or support. In addition, with social restrictions in place, many individuals lost access to vital support networks, which may have led to the development of maladaptive coping habits among some. Maladaptive coping mechanisms are behaviours that make us feel better in the short term, but in the long term they are very harmful. They include eating disorders, self-harm, alcohol and substance abuse, sexual promiscuity, shoplifting, risk-taking behaviour and compulsive lying. Our own research identified strong associations between increased alcohol consumption and mental health problems.^{18,19}



Many alcohol support organisations moved their services online, which while suitable for some, also meant other people were left without the support they needed.



Acceleration of existing trends

The increase in alcohol-related harm is not unique to the pandemic. There have been increasing trends for alcohol-related deaths and hospital admissions – particularly for alcohol-related liver disease – since 2017 in England, suggesting that the pandemic has accelerated an existing trend, rather than created a new one. While there was a reduction in hospital admission rates (not just for alcohol, but all conditions) in 2020/21 compared with previous years, alcohol-related hospital admissions have been on the increase in England – with admission rates in 2019/20 2% higher than in 2018/19, and 8% higher than in 2016/17.²⁰

The Office for Health Improvement and Disparities indicates that 17.5% of adults in England – the equivalent of 7.7 million people – were drinking at “increasing or higher risk” levels in the three months to the end of January 2022.²¹ This compares to 12.4% (or about 6 million people) in February 2020, and 11.9% (or about 5 million people) in October 2019. For many, alcohol consumption is showing little sign of returning to pre-pandemic levels.

Uneven impacts of the pandemic

The uneven impacts of the pandemic have been widely reported^{22,23} – and alcohol-related health harms were no exception. Alcohol harm already disproportionately impacts individuals living in the most deprived communities in what has been termed the ‘alcohol harm paradox’,²⁴ and available data indicates that the pandemic has exacerbated this disparity further. For example, more than half of hospital admissions (58%) and deaths (57%) from liver disease in 2020 in England occurred in the most deprived 40% of the population.²⁵ This is despite adults in the most deprived communities reporting consuming, on average, similar or lower levels of alcohol consumption than those in the least deprived areas. Similar trends can be observed across the devolved nations.^{26,27} In Scotland, for example, the alcohol-specific death rate in 2020 was over four times higher in most deprived areas.²⁷

Alcohol harm is a clear wider impact of the pandemic, and therefore needs to be made a priority in the recovery. Failing this, the health burden in subsequent years will be substantial. We continue our call for alcohol harm reduction strategies to be placed at the centre of public health priorities across the four nations of the UK.

Progress against our strategic goals

Reaching people through digital channels

A key pillar of our strategy has been a focus on reaching people through digital channels, including our website, email and digital marketing through social media and search campaigns, apps which sit on people's smartphones and digital 'tools' which help users to become more aware of what they are drinking. Digital channels enable us to more efficiently reach a large number of people and allows us to track behaviour, keep in contact with people and make sure they have access to the most up-to-date advice and information.

This emphasis on digital became even more important in 2020 and 2021 as lockdowns and uncertainty meant that people often could not access face-to-face services. Research from Deloitte²⁸ showed that people were becoming more comfortable moving online for activities and services which have traditionally been delivered face to face, from shopping to doctor's visits to training courses. This shift was played out in the way people purchased alcohol, as people began to buy more alcohol online or via online delivery services, and then drank it in their homes.²⁹

We responded to this shift by increasing our focus on digital tools, to reach the maximum number of people. We also moved some of our face-to-face products online, such as our alcohol awareness training programme, Drinkaware at Work. Participants across the UK completed the course either through e-learning sessions or through group workshops, depending on the regulations at the time.

Tools and products

Our range of digital products (which we call 'tools') continue to help users assess, track and set goals to reduce their drinking:

- **Unit and Calorie Calculator:** This tool calculates the total number of calories and units in an alcoholic drink or consumed across a week.
- **Self-Assessment (uses the full AUDIT test for alcohol dependence):** This consists of ten questions that assess how much alcohol people drink and whether their drinking could have an impact on their health. It is regarded as the 'gold standard' screening questionnaire for detecting hazardous and harmful drinking. AUDIT is short for Alcohol Use Disorders Identification Test; it was developed by the World Health Organization and adapted for use in the UK.



250,991

In 2021, 250,991 people completed the Drinkaware Self-Assessment tool.

- **Digital Scratchcard (uses the AUDIT-C test for alcohol consumption):** There are three questions (a shortened version of the full AUDIT), with results presented as a score within a risk band.
- **Drink Compare Calculator (weekly units):** Assesses a user's risk level based on their weekly unit consumption and frequency. It compares their drinking to that of the UK population and summarises calories consumed from alcohol.
- **MyDrinkaware App:** A smartphone app which consumers can download for free. It allows people to keep track of how much they are drinking, drink-free days, the quality of their sleep and understand how many calories they are consuming from alcohol. They can also use the app to fill out the Self-Assessment to assess their risk of alcohol dependency.
- **Chatbot:** Our interactive tool is a virtual assistant which uses AI technology to deliver personalised information and refer high-risk drinkers and those in crisis to the appropriate alcohol support services. It is available 24/7 and is increasingly being used in the evenings when other services are unavailable.

In 2021, 5.76 million people visited the Drinkaware website to access the most up-to-date information, advice and support around alcohol.

Reaching risky drinkers

Our focus on reaching people through digital channels and products has responded to new ways of working and societal changes accelerated by the pandemic, and we also see it as an effective way to reach many more people. In 2021, we observed that our drinking assessment tools are being used disproportionately by people who are drinking at risky levels. Being able to reach these people with tools, information and support is key to our being able to reduce alcohol harm in the UK. In 2021, 250,991 people completed the Drinkaware Self-Assessment tool, 51% of which were either high-risk or possibly dependent drinkers.³⁰

Targeting specific groups

Digital campaigns also allow us to target specific groups which may otherwise not be reached, or groups which experience a disproportionate burden of alcohol harm. During 2021, we ran targeted digital campaigns to test our reach with LGBTQ+ groups, young people and those from ethnically diverse backgrounds. This helped us to work out the best way to reach these groups and how best to offer them information and tools to help them reduce their drinking. This gave us valuable insight which will also help to inform future campaigns when we are targeting specific audiences.



Our vision to reduce alcohol-related harm by helping people make better choices about their drinking can only be realised if we work in partnership with our stakeholders.



Engaging with our audiences

In 2021, we increased our email marketing activities to improve how we engage with our audiences and provide continual support to people wanting to drink less and to reduce their risk of alcohol harm. It means we can communicate with them more regularly via email and on other platforms such as social media, providing tailored, relevant information and support to help them track and reduce their drinking.

Working together to increase our impact

Our vision to reduce alcohol-related harm by helping people make better choices about their drinking can only be realised if we work in partnership with our stakeholders.

Effectively delivered partnerships enable us to amplify our message and increase our ability to reach those in need. They also make it possible for us to support other organisations and broaden our reach, including those working face-to-face, in areas of deprivation and/or serving particularly hard to reach or digitally excluded audiences.

Drinkaware at Work

Drinkaware at Work is our training programme, developed in response to requests from organisations which wanted to support their staff with alcohol awareness training. In 2021, we delivered training to 2,735 participants across the UK. When the pandemic started and face-to-face training was not possible, we delivered the courses through a combination of e-learning sessions and group workshops. At the end of this report is a list of some of our Drinkaware at Work clients.

Our Drinkaware at Work campaign won an award at the [Northern Digital Awards](#) for best Business to Business campaign, working in partnership with our digital marketing agency [CTI Digital](#).

Identification and Brief Advice (IBA)

IBA interventions are designed to engage members of the public and help them understand how much alcohol they are drinking. The sessions are short and are usually delivered face to face. We worked in partnership with Budweiser, training staff through the Drinkaware at Work programme and jointly delivering 250 face to face sessions in shopping centres in Greater Manchester in November 2021. 9% of the people we spoke to were high-risk drinkers, and 42% were at increasing risk. In response to the pandemic, we have also developed 'digital IBAs' (which we call 'Digital Scratchcards').

Nightlife Crew

Nightlife Crew is an alcohol vulnerability education programme, tailored to the night-time economy. It is designed to support staff in pubs, venues and the wider environment to spot signs of alcohol vulnerability and know the appropriate steps to take. To reach the maximum number of people and to support the re-opening of pubs, bars and restaurants post-lockdown, we made the e-learning version of Nightlife Crew available for free to our funders and National Pubwatch Members in partnership with Pubwatch.

Home and Dry campaign

In December, Drinkaware invited on-trade (i.e. pubs and venues) owners and managers to claim free information packs as part of our drink-driving campaign, Home and Dry. These packs contained posters, beer mats, leaflets and virtual assets. The campaign was designed to assist on-trade venues encouraging designated drivers to go alcohol-free. Almost 500 venues across the UK received Home and Dry campaign packs.

Uber Eats partnership

We were approached by Uber Eats to work with it to create guidance for its drivers who were delivering alcohol alongside food orders. We advised Uber and created an educational video. This video is part of the training and induction process for new and existing drivers. It gives drivers information on whether the customer can receive the alcohol ordered and when the delivery needs to be returned; for example, if the customer appears drunk or underage.

With the increased take-up of delivery services over the pandemic, we recognise that there are many new companies now operating in this space and we are actively looking to work with more organisations like Uber Eats.

Reaching and communicating with our audiences

To continue to reduce alcohol harm, we want our information and advice to be available to as many people as possible. Having a strong presence in the media allows us to reach more people and give them the facts about alcohol. It also means that we can keep alcohol front of mind as a part of the national conversation and can draw attention to worrying trends and share key findings. As we have been providing independent, evidence-based information and advice on drinking for over 15 years, we are often asked to comment on media stories in the press. We also release our own media stories based on our research, such as our annual UK-wide Monitor survey into the nation's drinking habits.

This year, the Monitor survey gave insight into the continuing polarisation of drinking habits during the pandemic. It revealed that high-risk drinkers were most likely to report drinking more and drinking more often, compared to before the pandemic, compared to low risk drinkers. A later survey which returned to respondents who had already discussed their drinking habits in the Monitor, found that less than half (46%) of drinkers who planned to cut back on alcohol after restrictions lifted had stuck to their plan. The story received coverage from national

news outlets including Mail Online, The Independent and the Evening Standard and was broadcast on Sky News.

Our media activity in 2021 ranged from national radio and television to regional magazines targeted at different communities. With our overall objective of reducing alcohol harm, we focused on three themes: supporting people who were furloughed or working from home during the pandemic, promoting our new digital tools, and exploring the growing concern around drink spiking.

The second year of Covid-19 continued to be a central part of our media activity in 2021. Our focus on charting the change in alcohol consumption during furlough and increased working from home for some sections of the population led to an increase in demand for us to comment on these changes. We wanted to keep the focus on reducing alcohol-related harm and highlight worrying trends in the media. We were also part of discussions on flexible working, and the movement back into workplaces led to articles focusing on the importance of a more inclusive work culture.

Towards the end of 2021, drink spiking became a more prominent topic in the media. Our advice on drink spiking continues to be recognised as a leading source of information by both the media and other organisations, such as the Metropolitan Police and local authorities. We have identified this as an area where demand for credible information, support and advice will continue to grow and are commissioning new research into drink spiking in 2022.

Using our brand to motivate people

We know that the Drinkaware brand is well-known, and that millions of people trust it to be their source of information about alcohol.

To inform our brand relaunch, we surveyed 2,000 people drinking more than 11 units a day about their perceptions of Drinkaware and our relevance to them. We also commissioned some qualitative research to support the brand development work. This research indicated that those drinking at risky levels may feel that their lives are out of control and suggested that emphasising that people can take control of their lives, with information and support from Drinkaware and others, would be motivating and empowering. In August, we therefore launched our refreshed Drinkaware brand. Our 'Change Starts with You' branding helps to signal that shift and remind audiences that the decision to change comes from within them and that Drinkaware can support them on that journey with advice and information when they are ready. We made our branded materials clearer and more engaging and developed a style of icons and illustrations, to help us communicate more clearly to a broader spectrum of people.

“
Towards the end of 2021, drink spiking became a more prominent topic in the media.
”

Targeted campaigns for change

At the beginning of the year, we launched our 'No More Excuses' campaign. This targeted midlife men and women with a focus on parents and people on furlough due to Covid-19, to encourage them to have more drink-free days. This was in response to the long-term drinking effects recognised in some sections of the population of working from home. The campaign prompted nearly 79,000 people to complete the Drink Calculator Quiz. They then received a personalised assessment of their drinking and what it means for them.

Content audiences can trust

We know that to help motivate people to moderate their drinking, we need content which is informative, evidence-based and engaging. This ranges from advice and information on our website, to videos and infographics, guest and in-house blogs on hot topics, to social media posts. We create content with the support of our independent Medical Advisory Panel, who review and approve our new and revised medical and health-related content, to ensure our advice and information is based on the best available evidence.

Financial review

The statement of Drinkaware’s financial activities for the year is set out on page 31 of the Annual Report. The net surplus of the group for the year was £548,079 (2020 surplus: £1,313,806).

Funding

In 2021, Drinkaware’s total group income was £5,559,543 (2020: £6,022,497), received in voluntary donations, grants, sales of Drinkaware products and bank interest.

Drinkaware’s total income includes £5,105,493 in voluntary donations from UK alcohol producers, retailers, and sports bodies (2020: £5,513,421) and in addition £454,050 has been raised from grants, logo licence sales, alcohol awareness publications and products, bank interest and further donations (2020: £509,076). Given the continued uncertainty of the pandemic environment, a provision of £251,137 (2020: £548,045) has been made for donation requests and other invoices issued but not paid where payment is considered to be at risk; the charity has also made a provision of £495,886 (2020: £353,939) relating to management fees owed by Drinkaware’s trading subsidiary.

2021 has been the second full year of commercial activity for the trading subsidiary, Drinkaware Trading Limited, which commenced operations in July 2019. Covid-19 has continued to provide a difficult trading environment and sales of Drinkaware at Work, an alcohol awareness training programme designed for employers, has been particularly affected, with sales levels significantly below pre-Covid-19 forecasts. However, total income for 2021 of £336,068 across all product lines has increased on the previous year (2020: £264,002), supported by sales of the Drinkaware logo licence and bespoke partnership programmes. The trading company returned an operating profit, before management charges, of £159,704 for the year (2020: £60,843) and a loss for the year, after all charges and taxation, of £141,947 (2020: loss £224,967).

The trading company has an operating plan to achieve profitability by 2025.



From the outset of the pandemic, the Trustees considered the impact on the income expected from donations.



The continued impact of the Covid-19 pandemic on funding

The financial year ending 31 December 2021 represents the first full financial year during which Drinkaware’s funding has been directly impacted by the Covid-19 pandemic.

From the outset of the pandemic, the Trustees considered the impact on the income expected from donations. Many Drinkaware funders have been significantly impacted by the pandemic and the Trustees anticipated that some funders could reduce their level of contribution or suspend their donations for an indefinite period.

Drinkaware saw a further reduction of donation income in 2021 – £5,105,493 compared to £5,513,421 in 2020 and £5,916,710 in 2019. Whilst this further reduction is disappointing, it had been anticipated as a large proportion of donation requests are made in the first calendar quarter of the year. Therefore, in 2020 these requests had been issued before the onset of the Covid-19 pandemic but in 2021 the full impact of reduced donations was seen.

As further reduction of donation income was expected, expenditure plans were amended to ensure these were affordable with the lower expected income.

Fundraising

During 2021, 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 of the group for the year was £4,540,094 (2020: £4,233,091).

Drinkaware continued to refocus its activities in 2021, partly necessitated by the reduction to income, but also as it advanced the redesign and redirection of its programmes towards digital delivery.

Whilst 2021 expenditure increased on the previous year, it was below planned expenditure, driven by delays to the launch of the new Drinkaware app and associated marketing and research expenditure. This activity will now take place in 2022. With a small headcount, Drinkaware's planned research activity was also impacted by vacancies in key positions.

Staffing costs

Expenditure on staffing costs for the year was £1,561,446 (2020: £1,653,433). Headcount has decreased slightly from the previous year, in part reflecting roles made redundant through an organisation restructure completed in 2020.

£19,375 (2020: £175,077) was received from the Coronavirus Job Retention Scheme to contribute towards staffing costs during 2021. All employees on furlough were supported at 80% of full pay. In July 2021, the Trustees took the decision to cease claims from this scheme as they assessed, given increased certainty around income, this support was no longer required.

Expenditure on raising funds

Expenditure on raising funds for the year was £295,858 (2020: £272,441). This expenditure relates to the costs of account management.

Net assets

The total net assets of the Group were £3,589,857 at 31 December 2021 (2020: £3,041,778). This includes £105,000 relating to restricted funds (2020: £nil).

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



7.3%

increase in charitable expenditure despite **7.7%** reduction in our income.

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 achieved an average rate of 0.9% (2020: 0.07%) for the year.



£826k

was spent in the year developing our digital tools which help people manage their drinking.

Reserves policy

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 campaign activities.

During 2020, as part of its response to the pandemic and in line with Charity Commission guidance to the charity sector, the Board of Trustees reviewed Drinkaware's Reserves Policy in the light of predicted changes to our financial resources. It was agreed that free reserves (unrestricted funds excluding designated funds and fixed assets) should be a minimum of four months' operating expenditure, at least £1,000,000 of which is to be held in cash or near cash equivalents. The Trustees have reviewed this policy in 2021 and concluded that, as the impact of Covid-19 has continued, the policy should be maintained. The developing cost of living pressures in the wider economy will also probably affect our funders, confirming that this approach is properly prudent.

Free reserves held on 31 December 2021 were £1,961,782 (2020: £1,795,305), which represents 4.7 months of the year's operating expenditure (2020: 4.6 months). Our free reserves are broadly in line with our Reserves Policy, with scope for further investment in technology and operations.

Restricted funds were £105,000, all due to be spent on a specific project in 2022 (2020: £nil).

Designated reserves

Substantial investments in software were made in the year, greatly increasing Drinkaware's level of fixed assets. The Trustees have decided to establish a designated reserve to reflect the investment of reserves in capital assets rather than operating costs. The purpose of this reserve is to emphasise to the reader of the accounts that funds used to acquire assets are not then available to fund other operations in future years, while providing a fund into which these assets' depreciation can be charged.

It also means that the General Fund figure in Note 19 is consistent with free reserves. Consequently, £933,075 has been transferred into a new designated fund for future depreciation.

In addition, during the pandemic Drinkaware carefully monitored its cash flow and delayed some expenditure commitments until there was sufficient certainty on cash receipts. A number of large donations are received towards the end of each financial year, not allowing enough time to complete projects before the financial year-end.

The Trustees therefore decided to 'ring-fence' some of these reserves into two designated funds to ensure that activity that was planned but not completed could be completed in 2022:

- £550,000 was set aside to finance 2021 campaigns and was fully utilised within the year. A further £400,000 was set aside at 31 December 2021 to be used in 2022.
- £280,000 was set aside for the 2021 research activity programme and was fully utilised within the year. A further £190,000 was set aside at 31 December 2021 to be used in 2022.

Going concern

From the outbreak of the coronavirus pandemic, Drinkaware's Trustees reviewed the income expected from donations. Many Drinkaware funders continue to be significantly impacted by the pandemic and the Trustees have assumed, for budgeting purposes, that some funders may reduce their level of contribution or suspend their donations for an indefinite period.

Given the reduction in income, Drinkaware has made rapid changes and adjusted quickly to a new reality. The 2021 budget was prepared on the basis of lower income expectations to ensure that activities continued to be affordable and that reserves did not fall below the level required by our policy.

Drinkaware has also completed a restructure of its organisation, resulting in a small number of redundancies. This has been in part to reduce overall staff costs in the face of reduced income, but also to ensure that our team has the necessary skill sets to deliver its strategic priorities.

Drinkaware's Reserves Policy is subject to ongoing review and has been set at a level to ensure that sufficient free reserves are maintained to cover at least four months' operating expenses, of which £1,000,000 will be in cash or equivalents. At 31 December 2021, free reserves amounted to 4.7 months' operating expenses, and cash at bank amounted to £2,700,000.

The Trustees have also reviewed cash flow projections to the end of 2023 and are confident that Drinkaware remains a going concern.

Plans for future periods

While we prepare to transition to a new strategy period, our focus remains on the health harms caused by alcohol and, as we develop our Change starts with you proposition, we will increase the number of people who may have a propensity to change accessing our information, advice and tools. To do this we will enhance the numbers of people who we can support visiting our website, digital products and channels and develop a more personalised experience for them so that those who engage with us remain connected.

We will continue to be an evidence-led organisation and our commitment to conducting, utilising and learning from research remains a central pillar of our approach.

We continue to appreciate the many varied organisations which support us through unrestricted donations. Nonetheless, a key lesson of the last year for us as an organisation has been the need to diversify our income so we can best ensure our resilience and thus our ability to support those who engage with us. We will seek to further diversify our income by identifying new sources and partnerships to build our reach through others' channels and their networks.

Going into 2022, we will focus on reaching and engaging with risky drinkers who have a higher propensity to change their drinking. Rather than targeting using demographics alone, we will use our data about risky drinkers, and those who currently engage with our tools, to reach an audience open to changing their behaviour. To achieve impact in terms of measurable behaviour change, we need to extend our reach and get better at reaching people with that propensity to change.

We recognise that our pivot to digital health may exclude some of the hardest to reach risky drinkers. To mitigate this, we will research moving towards ring-fencing approximately 20% of our budget to focus on community-based interventions designed to reach this audience, using 2022 to identify and test how this could be operationalised.

There will still be important secondary audiences for Drinkaware to reach in 2022 – low-risk drinkers who want to understand their drinking, friends and family concerned about a loved one's drinking and seekers of facts about drinking.

Whilst Drinkaware is a primarily public-facing charity, we also wish to engage with and be relevant to professional audiences, such as academics, journalists, policymakers, healthcare professionals and those from charities with aligned aims.



We will continue to be an evidence-led organisation and our commitment to conducting, utilising and learning from research remains a central pillar of our approach.



Structure, governance and management

Governing document

The Drinkaware Trust is a company limited by guarantee and 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 Trustees' interests is maintained and accessible on the Drinkaware website.

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. In the year, co-opted members added significantly to the work of the Research and Impact Committee and the Marketing Advisory Group. 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 Risk & Audit, Finance & Human Resources, and Research & Impact. These sub-committees meet periodically throughout the year and Trustee members provide expertise and advice to the executive team as required.

In addition, the Drinkaware Board is advised by an independent Medical Advisory Panel of clinicians, academics and public health experts to ensure that the information and advice Drinkaware provides are based on the 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 and meetings of the Research & Impact Committee 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 maxillofacial 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 and Committee 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.

In 2020, to conserve our cash position, the Trustees agreed that no bonuses or cost of living increases would be paid in 2021.

Governance during the Covid-19 pandemic

As with many organisations, the Drinkaware Trust has been and continues to be, significantly impacted by the consequences of the Covid-19 pandemic. To meet these challenges, the Trustees have undertaken a number of additional steps to ensure the long-term future of Drinkaware.

Income from voluntary donations fell in 2020 from the level seen in previous years and has continued to fall in 2021. Careful consideration has been given to the implications of this reduction in income for our activities and our people.

At the outset of the pandemic our business plans were rewritten to ensure that expenditure plans continued to be affordable within an expected reduced income, and a redesign and redirection of programmes was undertaken. In addition, a review of the organisation's people structure was undertaken and has been completed in 2021.

Trustees, through the Finance & Human Resources Committee, also carefully considered Drinkaware's Reserves policy and this was strengthened to ensure that the organisation will be able, in all foreseeable circumstances, to meet a minimum of four months' operating expenditure.

Drinkaware has taken advantage of all appropriate schemes to protect the financial security of the organisation, principally the government's Coronavirus Job Retention Scheme (also known as the furlough scheme). Approximately half of the organisation's employees were placed on furlough in April 2020 and brought back gradually into the organisation as our financial position improved. All furlough claims were ceased by mid-2021.

Financial processes and policies were also adapted to ensure expenditure is tightly managed, with additional financial controls put in place.

“
At the outset of the pandemic our business plans were rewritten to ensure that expenditure plans continued to be affordable within an expected reduced income.
”

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 the principal risks to which the charity is exposed, is maintained and regularly reviewed by the Risk & 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 & 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.

At its meeting in April 2021, the Board again reviewed the Risk Register in the light of the pandemic and considered the following to be the key risks currently facing the charity:

- Drinkaware remains reliant upon voluntary donations from industry organisations across the UK and has been unable, as a result of the pandemic, significantly to diversify its income. A strong plan for trading activities is in place and is monitored by the Board of the trading company. In addition, the new organisational structure will add capacity and expertise in commercial income generation, and the Board has requested that a comprehensive new income generation strategy be undertaken.
- Drinkaware has, since its inception, benefitted from strong government support. 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 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 proved to be 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. The Board also welcomes the planned creation of a new Addictions Strategy and a greater focus on alcohol and public health planned by the government in England and Wales.

- Drinkaware underwent a period of very significant change in 2020 and this continued into 2021. Half of our employees were on furlough for much of 2020, and this, combined with remote working, Covid-19-related sickness absence and the impact of making a number of roles redundant, inevitably impacted organisation culture and confidence. We also started 2021 with reduced capacity and open roles; an inability to recruit new employees would present a key risk to our ability to deliver the 2021 plan. The leadership team acted quickly to commission a review of ways of working to help rebuild our team spirit and bring new colleagues on board as we returned, in a flexible way, to face-to-face working.
- With a greater focus on digital, the Board considers that risks of IT systems failure and data security are of rising importance. In addition, there is a risk that the focus on digital excludes people most at risk of harm; to this end, Drinkaware will commission research into how to reach digitally excluded audiences and limited users of digital information, and experts in the field of digital inclusion.

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 which were reviewed during 2021 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 being reviewed by a minimum of two employees;
- multi-factor authentication which is required to access all Drinkaware systems; and
- cyber security accreditation, 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 (United Kingdom Generally Accepted Accounting Practice). Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and the application of resources of the charitable company for that period.

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

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

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

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

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

By order of the Board of Trustees



Lucy Armstrong

Chair

21 July 2022

Independent Auditors’ Report to the members of The Drinkaware Trust Limited

Opinion

We have audited the financial statements of The Drinkaware Trust for the year ended 31 December 2021 which comprise the Group Statement of Financial Activities, the Group and Parent Charitable Company 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 Republic of 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 and the parent charity’s affairs as at 31 December 2021, and of its incoming resources and application of resources, 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 Charities Act 2011.

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 the financial statements section of our report. We are independent of the charity 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 charity'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
- the 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 and the Charities Act 2011 require 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 the Trustees

As explained more fully in the Trustees' responsibilities statement set out on page 25, the Trustees 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 charity'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 charity 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 charity'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 charity'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 charity 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 and, in respect of the consolidated financial statements, to the charity's Trustees, as a body, in accordance with Chapter 3 of Part 8 of the Charities Act 2011. Our audit work has been undertaken so that we might state to the charitable company's members and Trustees those matters which 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, the charitable company's members, as a body, and the charity's Trustees, as a body, for our audit work, for this report, or for the opinion we have formed.



Luke Holt
(Senior Statutory Auditor)

for and on behalf of Moore
Kingston Smith LLP

18 August 2022

Devonshire House
60 Goswell Road
London
EC1M 7AD

Moore Kingston Smith LLP is eligible to act as auditor in terms of Section 1212 of the Companies Act 2006.

Consolidated financial statements

For the year ended 31 December 2021
The Drinkaware Trust
(A Company Limited by Guarantee)

Consolidated Statement of Financial Activities

(incorporating the income and expenditure account)
For the year ended 31 December 2021

| | Notes | Unrestricted funds 2021 £ | Restricted funds 2021 £ | Total funds 2021 £ | Total funds 2020 £ |
|------------------------------------|-------|---------------------------------|-------------------------------|--------------------------|--------------------------|
| Income from: | | | | | |
| Donations | 2 | 5,105,493 | | 5,105,493 | 5,513,421 |
| Charitable activities | 2 | – | – | 0 | 57,009 |
| Commercial trading operations | 3 | 327,301 | – | 327,301 | 264,002 |
| Investment income | 4 | 2,374 | – | 2,374 | 1,776 |
| Other income | 5 | 19,375 | 105,000 | 124,375 | 186,289 |
| Total | | 5,454,543 | 105,000 | 5,559,543 | 6,022,497 |
| Expenditure on: | | | | | |
| Raising funds | 6 | 295,858 | – | 295,858 | 272,441 |
| Commercial trading operations | 3 | 175,512 | – | 175,512 | 203,159 |
| Charitable activities | 6 | 4,540,094 | – | 4,540,094 | 4,233,091 |
| Total | | 5,011,464 | – | 5,011,464 | 4,708,691 |
| Net (income/expenditure) | | 443,079 | 105,000 | 548,079 | 1,313,806 |
| Transfers between funds | 16,17 | – | – | – | – |
| Net movement in funds | | 443,079 | 105,000 | 548,079 | 1,313,806 |
| Reconciliation of funds: | | | | | |
| Total funds brought forward | | 3,041,778 | | 3,041,778 | 1,727,972 |
| Total funds carried forward | | 3,484,857 | 105,000 | 3,589,857 | 3,041,778 |

The notes on pages 34 to 47 form part of these financial statements.

Consolidated and Company Balance Sheets

For the year ended 31 December 2021

| | Notes | Group | | Charity | |
|--|-------|------------------|------------------|------------------|------------------|
| | | 2021 £ | 2020 £ | 2021 £ | 2020 £ |
| Fixed assets | | | | | |
| Intangible assets | 12 | 853,473 | 315,147 | 853,473 | 315,147 |
| Tangible assets | 13 | 79,602 | 101,324 | 79,602 | 101,324 |
| Investment in trading subsidiary | | – | – | 1 | 1 |
| | | 933,075 | 416,471 | 933,076 | 416,472 |
| Current Assets | | | | | |
| Stocks | 14 | 43,894 | 66,694 | 40,532 | 60,854 |
| Debtors | 15 | 708,634 | 648,072 | 751,939 | 749,721 |
| Cash at bank & in hand | | 2,717,264 | 2,600,521 | 2,505,060 | 2,448,495 |
| | | 3,469,792 | 3,315,287 | 3,297,531 | 3,259,070 |
| Creditors: amounts falling due within one year | 16 | (813,010) | (689,980) | (640,750) | (633,765) |
| Net current assets | | 2,656,782 | 2,625,307 | 2,656,781 | 2,625,305 |
| Net assets | | 3,589,857 | 3,041,778 | 3,589,857 | 3,041,777 |
| Funds | | | | | |
| Unrestricted funds | 19 | 1,961,782 | 2,211,778 | 1,961,782 | 2,211,777 |
| Designated | 19 | 1,523,075 | 830,000 | 1,523,075 | 830,000 |
| Restricted funds | 18 | 105,000 | – | 105,000 | – |
| | | 3,589,857 | 3,041,778 | 3,589,857 | 3,041,777 |

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 surplus for the year was £548,079 (2020: £1,184,832).

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 21 July 2022 and signed on its behalf by:



Lucy Armstrong
Chair

Registered Company no. 4547974

The notes on pages 34 to 47 form part of these financial statements.

Consolidated Statement of Cash Flows

For the year ended 31 December 2021

| | 2021 £ | 2020 £ |
|--|------------------|------------------|
| Cash generated from operating activities | | |
| Net cash provided by operating activities | 1,027,883 | 1,728,583 |
| Cash flows from investing activities: | | |
| Interest income | 2,374 | 1,776 |
| Purchase of property, plant and equipment | (913,514) | (410,088) |
| Net cash used in investing activities | (911,140) | (408,312) |
| Change in cash and cash equivalents in the reporting period | 116,743 | 1,320,273 |
| Cash and cash equivalents at the beginning of the reporting period | 2,600,521 | 1,280,250 |
| Cash and cash equivalents at the end of the reporting period | 2,717,264 | 2,600,521 |
| Reconciliation of net income/(expenditure) to net cash flow from operating activities | | |
| Net income/(expenditure) (as per the Statement of Financial Activities) | 548,079 | 1,313,806 |
| Adjustments for: | | |
| Depreciation charges | 108,649 | 91,889 |
| Amortisation charges | 292,882 | 170,921 |
| Bad debt provision | (296,907) | 548,045 |
| Other provisions | (4,621) | (240,556) |
| Investment income | (2,374) | (1,776) |
| Decrease/(increase) in stocks | 22,800 | 4,725 |
| Decrease/(increase) in debtors | 236,345 | (616,427) |
| (Decrease)/increase in creditors | 123,030 | 457,957 |
| Net cash provided by operating activities | 1,027,883 | 1,728,583 |
| Analysis of cash and cash equivalents | | |
| Cash in hand | 2,717,264 | 2,600,521 |
| Total cash and cash equivalents | 2,717,264 | 2,600,521 |

Analysis of changes in net debt

| | As at 1 January 2021 | Cash- flows | As at 31 December 2021 |
|--------------|----------------------------|----------------|------------------------------|
| Cash at bank | 2,600,521 | 116,743 | 2,717,264 |
| Total | 2,600,521 | 116,743 | 2,717,264 |

Notes to the Financial Statements

For the year ended 31 December 2021

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, London Wall, London EC2M 5QQ.

a) Accounting convention

Basis of Preparation

The charity constitutes a public benefit entity as defined by FRS 102. 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 (FRS 102), including update bulletin 2, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011, the Companies Act 2006 and United Kingdom Generally Accepted Accounting 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 2021 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.

Drinkaware's Reserves Policy is subject to ongoing review and has been set at a level to ensure that sufficient free reserves are maintained to cover at least four months' operating expenses, of which £1m will be in cash or equivalents. At 31 December 2021, free reserves amounted to 4.7 months' operating expenses, and cash at bank amounted to £2.7m.

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 £5,523,475 (2020: £6,022,497) and gross expenditure was £4,975,397 (2020: £4,708,691).

b) Tangible fixed assets and depreciation

Tangible fixed assets are capitalised where the purchase price exceeds £500 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 remaining term of the lease |
| Leasehold depreciation | Over the remaining term of the lease |

c) Intangible fixed assets

Intangible fixed assets are capitalised where the purchase price exceeds £500. 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.

1. Accounting policies continued

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 includes 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** – are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.
- **Restricted funds** – represent grants and other income received which are allocated by the donor for specific service delivery.
- **Designated funds** – represent unrestricted funds that have been set aside by the Trustees for specific future projects.

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

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.

Provision for bad and doubtful debts is based on a specific provision in respect of invoices that have been unpaid for more than one year and a general provision for all invoices that relate to the on-trade sector.

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 and donations – Charity

| | 2021 £ | 2020 £ |
|-----------------------------------|------------------|------------------|
| Unrestricted: | | |
| Donations | 5,105,493 | 5,513,421 |
| Income from Charitable Activities | – | 57,009 |
| Total income | 5,105,493 | 5,570,430 |

3. Commercial trading operations and investment in trading subsidiary

The wholly owned trading subsidiary, Drinkaware Trading Limited, registered office 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

| | 2021 £ | 2020 £ |
|------------------------|-----------|-----------|
| 1 Ordinary share of £1 | 1 | 1 |

| | 2021 £ | 2020 £ |
|---|------------------|------------------|
| Summary profit & loss account | | |
| Turnover | 142,370 | 55,949 |
| Cost of sales and administrative expenses | (2,480) | (17,653) |
| Gross profit | 139,890 | 38,296 |
| Distribution costs | (9,857) | (5,249) |
| Administrative costs | (164,027) | (180,257) |
| Other income | 193,698 | 208,053 |
| Net profit | 159,704 | 60,843 |
| Management charges | (300,000) | (283,250) |
| | (140,296) | (222,407) |
| Interest payable and similar charges | (1,651) | (2,560) |
| Loss on ordinary activities | (141,947) | (224,967) |
| Loss brought forward | (353,939) | (128,972) |
| Retained loss in the subsidiary | (495,886) | (353,939) |

| | 2021 £ | 2020 £ |
|------------------------------|------------------|------------------|
| Summary Balance Sheet | | |
| Current assets | 345,852 | 213,068 |
| Current liabilities | (841,738) | (567,007) |
| Capital and reserves | (495,886) | (353,939) |

4. Investment income

| | 2021 £ | 2020 £ |
|---------------------------------------|-----------|-----------|
| Unrestricted bank interest receivable | 2,374 | 1,776 |

5. Other income

| | 2021 £ | 2020 £ |
|-----------------------|----------------|----------------|
| Unrestricted income | – | 1,212 |
| Furlough Grant income | 19,375 | 175,077 |
| Restricted income | 105,000 | – |
| City of London | – | 10,000 |
| | 124,375 | 186,289 |

6. Expenditure

| | Staff Costs £ | Support Costs £ | Other Direct Costs £ | Total 2021 £ |
|---------------------------------|---------------------|-----------------------|----------------------------|--------------------|
| Raising funds | | | | |
| Cost of raising donations | 171,759 | 124,099 | – | 295,858 |
| Commercial trading operations | – | 175,512 | – | 175,512 |
| Charitable activities | | | | |
| Consumer information | 1,389,687 | 1,203,779 | 1,946,628 | 4,540,094 |
| Total resources expended | 1,561,446 | 1,503,390 | 1,946,628 | 5,011,464 |
| | Staff Costs £ | Support Costs £ | Other Direct Costs £ | Total 2020 £ |
| Raising funds | | | | |
| Cost of raising donations | 181,878 | 90,563 | – | 272,441 |
| Commercial trading operations | – | 203,159 | – | 203,159 |
| Charitable activities | | | | |
| Consumer information | 1,471,556 | 830,943 | 1,930,592 | 4,233,091 |
| Total resources expended | 1,653,434 | 1,124,665 | 1,930,592 | 4,708,691 |

7. Allocation of support costs and overheads

| | Raising Funds £ | Consumer Information £ | Commercial Trading Operation £ | Total 2021 £ |
|-------------------------------|--------------------|---------------------------|-----------------------------------|------------------|
| Unrestricted funds: | | | | |
| Premises | 22,544 | 182,397 | – | 204,942 |
| Depreciation | 42,496 | 343,832 | – | 386,328 |
| Communications and IT | 22,238 | 179,922 | – | 202,160 |
| Postage and printing | 858 | 6,946 | – | 7,804 |
| Travel costs | 221 | 1,790 | – | 2,011 |
| Employee-related costs | 35,743 | 289,190 | – | 324,933 |
| Governance costs (Note 8) | | 199,701 | – | 199,701 |
| Commercial trading operations | | | 175,512 | 175,512 |
| Total support costs | 124,100 | 1,203,778 | 175,512 | 1,503,390 |

| | Raising Funds £ | Consumer Information £ | Commercial Trading Operation £ | Total 2020 £ |
|-------------------------------|--------------------|---------------------------|-----------------------------------|------------------|
| Unrestricted funds: | | | | |
| Premises | 26,216 | 212,113 | – | 238,329 |
| Depreciation | 28,909 | 233,899 | – | 262,808 |
| Communications and IT | 16,171 | 130,836 | – | 147,007 |
| Postage and printing | 953 | 7,708 | – | 8,661 |
| Travel costs | 1,665 | 13,473 | – | 15,138 |
| Employee-related costs | 16,649 | 134,707 | – | 151,356 |
| Governance costs (Note 8) | | 98,207 | – | 98,207 |
| Commercial trading operations | | | 203,159 | 203,159 |
| Total support costs | 90,563 | 830,943 | 203,159 | 1,124,665 |

8. Analysis of governance costs

| | Total 2021 £ | Total 2020 £ |
|---|-----------------|-----------------|
| Auditors' remuneration | 23,840 | 14,280 |
| Auditors' remuneration – prior year | – | 15,045 |
| Auditors' remuneration – non-audit services | – | 3,735 |
| Legal and professional fees | 175,861 | 65,147 |
| Total support costs | 199,701 | 98,207 |

Legal and professional fees in 2021 included one-off costs arising from the organisational restructure.

9. Staff costs and Trustee remuneration

| | Group | | Charity | |
|-----------------------|------------------|------------------|------------------|------------------|
| | 2021 £ | 2020 £ | 2021 £ | 2020 £ |
| Wages and salaries | 1,296,643 | 1,384,539 | 1,296,643 | 1,384,539 |
| Pension contributions | 115,226 | 151,318 | 115,226 | 151,318 |
| Social security costs | 149,577 | 117,576 | 149,577 | 117,576 |
| | 1,561,446 | 1,653,433 | 1,561,446 | 1,653,433 |

The average number of full-time equivalent employees during the year was:

| | 2021 | 2020 |
|---------|-----------|-----------|
| Charity | 24 | 27 |
| | 24 | 27 |

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

| | 2021 | 2020 |
|----------------------|------|------|
| £60,000 to £69,999 | 1 | 2 |
| £70,000 to £79,999 | 1 | 2 |
| £80,000 to £89,999 | 1 | – |
| £90,000 to £90,999 | – | 1 |
| £110,000 to £110,999 | 1 | 1 |

The pension contribution attributable to higher paid employees is £28,542 (2020: £33,660).

10. Trustee and key personnel remuneration

The Trustees neither received nor waived any emoluments during the year (2019: £nil).

Expenses of £895 (2020: £773) were reimbursed to three (2020: four) Trustees during the year.

Key personnel include Trustees, the Chief Executive Officer and the Chief Medical Advisor. The total employee benefits of the charity's key management personnel were £267,636 (2020 £263,654).

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 2021 | 1,572,395 | 55,052 | 1,627,447 |
| Additions | 826,588 | – | 826,588 |
| Disposals | (1,024,558) | (55,052) | (1,079,610) |
| At 31 December 2021 | 1,374,425 | – | 1,374,425 |
| Depreciation | | | |
| At 1 January 2021 | 1,257,248 | 50,432 | 1,307,680 |
| Charge for year | 288,262 | 4,620 | 292,882 |
| Disposals | (1,024,558) | (55,052) | (1,079,610) |
| At 31 December 2021 | 520,952 | – | 520,952 |
| Net Book Value | | | |
| At 31 December 2021 | 853,473 | – | 853,473 |
| At 1 January 2021 | 315,148 | 4,620 | 319,768 |

13. Tangible fixed assets – group and charity

| | Fixtures, Furniture and Equipment £ | Leasehold Improvements £ | Total £ |
|-----------------------|--|--------------------------------|----------------|
| Cost | | | |
| At 1 January 2021 | 341,669 | 145,175 | 486,844 |
| Additions | 38,882 | 48,044 | 86,926 |
| Disposals | (209,622) | (145,174) | (354,796) |
| At 31 December 2021 | 170,929 | 48,045 | 218,974 |
| Depreciation | | | |
| At 1 January 2021 | 240,344 | 145,175 | 385,519 |
| Charge for year | 99,766 | 8,883 | 108,649 |
| Disposals | (209,622) | (145,174) | (354,796) |
| At 31 December 2021 | 130,488 | 8,884 | 139,372 |
| Net Book Value | | | |
| At 31 December 2021 | 40,441 | 39,161 | 79,602 |
| At 1 January 2021 | 101,324 | – | 101,324 |

14. Stock

| | Group | | Charity | |
|--------------------------------------|---------------|---------------|---------------|---------------|
| | 2021 £ | 2020 £ | 2021 £ | 2020 £ |
| Informational booklets and materials | 43,894 | 66,694 | 40,532 | 60,854 |

Charity stock of £40,532 (2020: £60,853) are items held for the Home and Dry Campaign.

15. Debtors

| | Group | | Charity | |
|--------------------------------------|----------------|----------------|----------------|----------------|
| | 2021 £ | 2020 £ | 2021 £ | 2020 £ |
| Trade debtors | 800,235 | 1,042,905 | 688,045 | 956,118 |
| Provision for bad and doubtful debts | (251,137) | (548,045) | (706,288) | (866,386) |
| Other debtors | 40,574 | 111,041 | 31,601 | 107,027 |
| Amounts owed by group undertakings | – | – | 657,965 | 510,792 |
| Prepayments and accrued income | 118,962 | 42,171 | 80,616 | 42,170 |
| | 708,634 | 648,072 | 751,939 | 749,721 |

16. Creditors: amounts falling due within one year

| | Group | | Charity | |
|---------------------------------|----------------|----------------|----------------|----------------|
| | 2021 £ | 2020 £ | 2021 £ | 2020 £ |
| Trade creditors | 415,184 | 269,037 | 350,082 | 259,557 |
| Other creditors | 143,744 | 226,375 | 130,339 | 226,376 |
| Accruals pension costs | 34,072 | 12,782 | 34,072 | 12,782 |
| Taxes and social security costs | 41,375 | 44,907 | 30,681 | 42,344 |
| Accruals | 178,635 | 136,879 | 138,923 | 92,706 |
| Intercompany | – | – | (43,347) | – |
| | 813,010 | 689,980 | 640,750 | 633,765 |

17. Operating leases

At 31 December 2021 the group had commitments under non-cancellable operating leases as follows::

| | Group | | Charity | |
|----------------------|----------------|---------------|----------------|---------------|
| | 2021 £ | 2020 £ | 2021 £ | 2020 £ |
| Land & Buildings | | | | |
| within one year | 62,208 | 49,473 | 62,208 | 49,473 |
| in two to five years | 70,725 | – | 70,725 | – |
| after five years | – | – | – | – |
| Office equipment | | | | |
| within one year | 2,153 | 4,061 | 2,153 | 4,061 |
| in two to five years | – | 2,153 | – | 2,153 |
| after five years | – | – | – | – |
| | 135,086 | 55,687 | 135,086 | 55,687 |

18. Statement of restricted funds – group and charity

Year ended 31 December 2021

| | Brought forward £ | Incoming resources £ | Resources expended £ | Transfers £ | Carried forward £ |
|------------------|----------------------|-------------------------|-------------------------|----------------|----------------------|
| Restricted funds | – | 105,000 | – | – | 105,000 |
| Total funds | – | 105,000 | – | – | 105,000 |

Year ended 31 December 2019

| | Brought forward £ | Incoming resources £ | Resources expended £ | Transfers £ | Carried forward £ |
|------------------|----------------------|-------------------------|-------------------------|----------------|----------------------|
| Restricted funds | – | – | – | – | – |
| Total funds | – | – | – | – | – |

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

Year ended 31 December 2021

| | Brought forward £ | Incoming resources £ | Resources expended £ | Transfers £ | Carried forward £ |
|---------------------------------------|----------------------|-------------------------|-------------------------|----------------|----------------------|
| General Fund | 2,211,778 | 5,454,543 | (4,181,464) | (1,523,075) | 1,961,782 |
| Designated Fund – Future depreciation | – | – | – | 933,075 | 933,075 |
| Designated Fund – Campaign Fund | 550,000 | – | (550,000) | 400,000 | 400,000 |
| Designated Fund – Research Fund | 280,000 | – | (280,000) | 190,000 | 190,000 |
| | 3,041,778 | 5,454,543 | (5,011,464) | – | 3,484,857 |

Year ended 31 December 2020

| | Brought forward £ | Incoming resources £ | Resources expended £ | Transfers £ | Carried forward £ |
|---------------------------------|----------------------|-------------------------|-------------------------|----------------|----------------------|
| General Fund | 1,601,124 | 6,022,497 | (4,581,843) | (830,000) | 2,211,778 |
| Designated Fund – Campaign Fund | – | – | – | 550,000 | 550,000 |
| Designated Fund – Research Fund | – | – | – | 280,000 | 280,000 |
| | 1,601,124 | 6,022,497 | (4,581,843) | – | 3,041,778 |

20. Analysis of net assets between funds

Year ended 31 December 2021

| | Unrestricted funds £ | Restricted funds £ | Total £ |
|---|-------------------------|-----------------------|------------------|
| Group | | | |
| Fund balances at 31 December 2021 are represented by: | | | |
| Fixed assets | 933,075 | – | 933,075 |
| Net current assets | 2,551,782 | 105,000 | 2,656,782 |
| Total net assets | 3,484,857 | 105,000 | 3,589,857 |

| | Unrestricted funds £ | Restricted funds £ | Total £ |
|---|-------------------------|-----------------------|------------------|
| Charity | | | |
| Fund balances at 31 December 2021 are represented by: | | | |
| Fixed assets | 933,076 | – | 933,076 |
| Net current assets | 2,551,781 | 105,000 | 2,656,779 |
| Total net assets | 3,484,857 | 105,000 | 3,589,857 |

20. Analysis of net assets between funds continued

Year ended 31 December 2020

| | Unrestricted funds £ | Restricted funds £ | Total £ |
|---|----------------------------|--------------------------|------------------|
| Group | | | |
| Fund balances at 31 December 2020 are represented by: | | | |
| Fixed assets | 978,020 | – | 978,020 |
| Net current assets | 1,917,945 | – | 1,917,945 |
| Total net assets | 2,895,965 | – | 2,895,965 |

| | Unrestricted funds £ | Restricted funds £ | Total £ |
|---|----------------------------|--------------------------|------------------|
| Charity | | | |
| Fund balances at 31 December 2020 are represented by: | | | |
| Fixed assets | 978,021 | – | 978,021 |
| Net current assets | 2,420,698 | – | 2,420,698 |
| Total net assets | 3,398,719 | – | 3,398,719 |

21. Related party transactions

On 1 November 2019, the Drinkaware Trust made a loan of £50,000 at a rate of 3% above the Bank of England base rate (3.73%) which accrues daily.

During the year, the Drinkaware Trust charged a management fee of £300,000 (2020: £283,500) to Drinkaware Trading Limited for administration and support costs.

At the balance sheet date, the Drinkaware Trust was owed £712,825 (2020: £510,792) by Drinkaware Trading Limited.

During the year, Wells & Co Limited, a related party to Drinkaware by virtue of Trustee Paul Wells also being a di-rector of the company, purchased logo licences totalling £1,500 and donated £5,648 to the Trust.

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 (2020: 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.

Drinkaware's donors

December 2021

1. Accolade Wines Limited
2. Admiral Taverns Ltd
3. Adnams PLC
4. Aldi UK
5. Amber Beverage Group
6. Asahi UK
7. ASDA Stores Ltd
8. Aston Manor
9. Bacardi
10. Bancroft Wines Limited
11. Brown-Forman Brands
12. Beam Suntory
13. Berry Brothers & Rudd
14. Blue Tree Limited
15. Bourne Leisure
16. Broadland Wineries
17. Brothers Drinks Co
18. Budweiser Brewing Group UK&I
19. Budweiser Budvar UK Ltd
20. C&C group plc
21. Campari UK
22. Carlsberg UK Ltd
23. Casella Family Brands (Europe) Ltd
24. Castel-Frères
25. Celtic Marches Beverages Ltd
26. Champagne Nicolas Feuillatte
27. Cider of Sweden (Kopparberg)
28. Concha y Toro
29. Continental Wine & Food
30. Corinthian Brands Limited
31. Daniel Thwaites plc
32. DGB Europe Limited
33. Diageo Great Britain Ltd
34. Disaronno International UK Limited
35. Distell International
36. E & J Gallo Winery Europe
37. Edrington Group
38. England & Wales Cricket Board
39. Enotria Winecellars Ltd
40. Everards Brewery Ltd
41. Frederic Robinson Ltd
42. Freedom Brewery
43. Fuller Smith & Turner plc
44. Gen!us Brewing
45. Glen Turner Company Ltd
46. Global Brands
47. Goedhuis & Co
48. Gordon & Macphail
49. H Weston & Sons
50. Halewood Artisanal Spirits (UK) Ltd
51. Hallgarten & Novum Wines
52. Harrods
53. Harvey & Sons
54. Hatch Mansfield
55. Heineken UK
56. Hippodrome Casino Ltd
57. Hi-Spirits
58. Hook Norton
59. Ian Macleod Distillers
60. Ideal Wine Company
61. InchDairnie Distillery Ltd
62. Inver House Distillers Ltd
63. J Chandler (Buckfast) & Co
64. JD Wetherspoon plc
65. JW Lees & Co (Brewers)
66. Kato Enterprises
67. Kingsland Wines
68. Laithwaite's Wine (Direct Wines)
69. Laurent-Perrier
70. Lidl
71. Lion-Beer, Spirits & Wine (UK) Ltd
72. Loch Lomond Group
73. Louis Latour Agencies
74. Maisons Marques et Domaines
75. Majestic Wine Warehouses Ltd
76. Marks & Spencer PLC
77. Marston's PLC
78. Masons of Yorkshire Ltd

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| <p>79. Mast-Jaegermeister UK 80 Masters of Malt</p> <p>81. McQueen Gin</p> <p>82. Mitchells and Butlers plc</p> <p>83. Moet Hennessy UK Ltd</p> <p>84. Molson Coors Brewing Company UK</p> <p>85. Morrison & Mackay Ltd</p> <p>86. Oakham Ales</p> <p>87. Ocado Retail group</p> <p>88. Off-Piste Wines Ltd</p> <p>89. Origin Wine Ltd</p> <p>90. OSA Fine Spirits Ltd</p> <p>91. Parkdean Resorts UK Ltd</p> <p>92. Pernod Ricard UK</p> <p>93. Pinnacle Drinks</p> <p>94. Pol Roger</p> <p>95. Proximo Spirits UK Ltd</p> <p>96. Punch Taverns plc</p> <p>97. Quintessential Brands</p> <p>98. QVC</p> <p>99. R&B Distillers Limited</p> <p>100. Racecourse Association</p> <p>101. Ramsbury Single Estate Spirits</p> <p>102. Remy-Cointreau</p> <p>103. Rekom UK</p> <p>104. Sainsbury's</p> <p>105. Shepherd Neame Ltd</p> <p>106. SHS Drinks Division</p> <p>107. Southwestern Distillery</p> <p>108. Spar (UK) Ltd</p> <p>109. Spendrups Bryggeri AB</p> <p>110. St Austell Brewery Company Ltd</p> <p>111. Tesco plc</p> <p>112. TGI Friday's</p> <p>113. Thatchers</p> <p>114. The Coca-Cola Company</p> <p>115. The Co-operative Group</p> <p>116. The Drinks Company</p> | <p>117. The Haciendas Company</p> <p>118. The Restaurant Group</p> <p>119. The Wine Society</p> <p>120. Theakstons</p> <p>121. Treasury Wine Estates</p> <p>122. Trolle Trading</p> <p>123. Two Tribes Brewing</p> <p>124. Vranken Pommery Monopole</p> <p>125. Waitrose Ltd</p> <p>126. Warners Distillery Ltd</p> <p>127. Wells & Co</p> <p>128. Whitbread</p> <p>129. Whyte and Mackay Ltd</p> <p>130. William Grant & Sons</p> <p>131. Wilkin & Son Ltd</p> <p>132. Woodforde's Brewery</p> <p>133. WM Morrisons Supermarkets plc</p> <p>134. Young and Co Brewery P.L.C.</p> |
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Drinkaware

Salisbury House
London Wall
London EC2M 5QQ

t. 020 7766 9900
e. contact@drinkaware.co.uk

Charity number: 1094586

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[drinkaware.co.uk](https://www.drinkaware.co.uk)