

**drinkaware**

# **Annual Trustees' Report 2024**





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**The Drinking Check is easy, and it takes literally less than three minutes. Now I've got a gauge of where I'm at, I know what I'm doing, and I know what I'm putting into my body.**

**David Seaman, former England goalkeeper.**



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# Foreword from the Chair of Trustees

Drinkaware was set up with a clear objective – to preserve, protect and promote public health by providing evidence-based education programmes and research on reducing alcohol harm in the UK.

Our model is unique and places us at the centre of a sometimes divided debate. We believe it is only by working together with everyone involved in this space that we can effectively connect with the public and prevent future alcohol-related harm.

Over the course of 2024, we made significant strides in strengthening relationships with our partners. We actively sought their input on our strategy, creating more opportunities to connect with our work and identify ways to effectively reduce alcohol harm together.

**We know in order to reduce the harm alcohol causes, Drinkaware needs to be a trusted partner to industry and government, as well as reach the public with information and advice that is presented with clarity, relevance, and independence.**

To foster these deeper relationships, we hosted over 20 roundtable discussions throughout the year. This included a diverse range of webinars, in-person meetings, and planning sessions. These efforts have resulted in a more streamlined and focused approach to working with our partners.



**398**

**We had support from nearly 400 organisations – a 30% increase.**





We had support from 398 organisations, a 30% increase, and were thrilled to welcome 16 new funders, laying the groundwork for exciting partnerships in 2025. Their support will enable us to achieve our primary goal: working together to reduce alcohol harm across the UK.

During the year, we developed a longer-term financial strategy to ensure Drinkaware is financially sustainable. This is crucial to ensure we can continue our vital work of reducing alcohol harm in the long term and effectively support individuals and communities across the UK.

Our Independent Advisory Panel (IAP) continues to play an important role in ensuring we provide the most accurate and helpful alcohol advice and information to the public and I am delighted to welcome Professor Alastair O'Brien to it.

I would like to express my gratitude to everyone who has supported Drinkaware throughout 2024. Your dedication and hard work have undoubtedly contributed to our many successes this year. A special acknowledgment goes to our Trustees, whose guidance is invaluable to our organisation. We thank Dr Colin Hunter OBE, as he stepped down in November, and Paul Wells who left in March 2025.

**Our strong track record and focus remains on communicating accurate, simple to understand, and trusted information and insight, on alcohol and alcohol harm to the public.**

Looking ahead, we are committed to building on the successes of 2024 and continuing to work tirelessly to reduce alcohol-related harm in society. With the continued support of our funders, partners, and the dedicated work of our team, we are confident that Drinkaware will continue to make a significant and lasting impact.

A handwritten signature in black ink, reading 'Lucy Armstrong'.

**Lucy Armstrong**  
Chair, Board of Trustees

# Chief Executive's Report

2024 was a year of continued growth, change, and progress at Drinkaware with much to be proud of.

We successfully delivered impactful campaigns, notably promoting our Drinking Check which has achieved over 1.2 million completions since its relaunch, demonstrating our ability to support people at scale. In 2024, the campaign's content was seen nearly 43 million times across digital channels, engaged with over 2.9 million times, and our videos were watched just under 1.2 million times. With around eight million people putting their health at serious risk due to drinking above the Chief Medical Officers' (CMOs') low risk drinking guidelines, reaching people at scale is vital to our work.



## 43 million

**Our Drinking Check content was seen nearly 43 million times and our videos watched just under 1.2 million times.**



**Improving access to screening and brief, evidence-based advice is a quick, cost-effective way of preventing future harm from alcohol.**

Our Drinking Check, which can be delivered digitally or face-to-face, helps people understand their personal risk level and take simple steps to reduce that risk if needed.

Evaluation of our Drinking Check found that four-to-six weeks after completing the tool, 63% of people reduced the amount they drank and 16% self-reported their risk level being lower. In addition, 51% of people had taken at least one action, including increasing the number of drink-free days they take (15%) and noting or recording the amount they drink (10%).

Drinkaware is unique in how it brings together a cross section of partners behind a common goal – reducing alcohol harm. Our key objective is to positively change public behaviour where needed and influence the national drinking culture. Normalising the conversation around alcohol is more important than ever.





## **One in five people are exceeding the Chief Medical Officers' low risk drinking guidelines, putting their health at serious risk.**

We worked hard to build, sustain, and deepen our relationships across the sector to enable us to work better together. We collaborated on 12 partnership activities, including with Students Organising for Sustainability UK (SOS-UK), Tesco, Heineken UK, Sainsbury's, Morrisons, and Punch Pubs. New partnerships, such as with Morrisons pharmacy, are set to further expand our reach in 2025.

Our annual Monitor survey, which gives us a clear-eyed look at alcohol and alcohol-related harm across the UK, provided valuable insights into the nation's drinking habits and revealed positive trends while highlighting persistent challenges. Nine in 10 UK drinkers moderate their drinking but one in five are exceeding the CMOs' low risk drinking guidelines and putting their health at serious risk. These key findings were widely reported across national media including The Times, The Sun and the Daily Mail.

We carried out impactful research into the drinking behaviours of LGBTQ+ communities and published a report into drink spiking, the latter leading to a government roundtable discussion at Number 10 Downing Street. The event was attended by the Prime Minister, industry leaders, police chiefs, and transport bosses – all with a common goal of creating safer environments.

We were delighted to work with former England goalkeeper David Seaman who shared his experiences of the drinking culture in football and why he supports our Drinking Check campaign. Our brand awareness and trust continued to grow in 2024, fuelled by a 58% increase in media coverage and the breadth of activity throughout the year.

Alongside all the external activity, we reshaped our leadership team. The entire Drinkaware team demonstrated exceptional dedication and hard work throughout this time. I would like to extend a warm welcome to three new members of our senior leadership team: Caroline Price, our new Director of Operations and Programmes; Alex Bennett, our new Commercial Director; and Tiffani Burkitt, who has been promoted to the role of Director of Resources and Business Systems.

**There is much to be proud of this year, but it wouldn't be possible without everyone who works for Drinkaware and supports us. I firmly believe that while 2024 had its challenges, we have had an excellent year in terms of growing our impact – and that, of course, is what is most important.**

Looking ahead to the final year of our strategy, we remain committed to open dialogue with the public, our funders, supporters and partners, and continuing to work together to support those who are experiencing alcohol harm. We look forward to continued collaboration in 2025.

**Karen Tyrell**  
Chief Executive Officer

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# Reference and administrative details

## **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:**

Lucy Armstrong

### **Trustees:**

Dr Colin Hunter OBE  
(resigned 31 December 2024)  
Paul Wells  
(resigned 26 March 2025)  
Bruce Ray  
David Hutchinson  
Remalie Comport  
Simon Stephens  
Chris Jowsey  
(appointed 26 March 2025)  
Emma Reynolds  
(appointed 3 June 2025)  
Rosie Donachie  
(appointed 3 June 2025)

### **Chair of Independent Advisory Panel:**

Dr Paul Hughes  
(appointed 15 January 2024)

### **Chief Executive Officer:**

Karen Tyrell

### **Company Secretary:**

Tiffani Burkitt  
(appointed 11 December 2024)  
Simon Hopkins  
(appointed 16 August 2024,  
left 11 December 2024)  
Katrina Leighton-Hearn  
(left 24 July 2024)

## **Registered office:**

1st Floor Michael House  
35 Chiswell Street  
London  
EC1Y 4SE

## **Company number:**

04547974

## **Charity number:**

1094586

## **Scottish Charity number:**

SCO43163

## **Auditors:**

Moore Kingston Smith LLP  
9 Appold Street  
London  
EC2A 2AP

## **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



# Drinkaware organisational strategy 2023-2025

Drinkaware is the UK's leading alcohol charity. Founded in 2006 by the Government, devolved administrations and industry stakeholders, our vision is to work with a range of partners to reduce alcohol harm in the UK.

Our approach is evidence based. Our campaigns and initiatives are informed by the work of our experienced research team and independent advisory panel, allowing us to fully understand drinking behaviour in the UK.

We provide impartial information, advice and tools, and develop campaigns to support governments, industry, communities, and millions of people across the UK to make informed decisions about alcohol and how to reduce the harm it can cause.

## Drinkaware vision

Working together to reduce alcohol harm across the UK.

## Our mission

Using our expertise to give government, industry, communities, and individuals the knowledge and support to make informed decisions about alcohol and how to reduce the harm it can cause.

## Our vision and strategy

We know the majority of people drink within the UK CMOs' low risk drinking guidelines, but there still remain millions of people across the UK who need our help. In 2023 we launched our organisational strategy which will run until the end of 2025. [You can read more about that, and the ways we check our progress, on our website.](#)

We want to create a society where everyone can have a positive relationship with alcohol. We believe we need to make it:



**Normal to talk  
about your  
drinking**



**Normal to check  
your drinking  
from time to time**



**Normal to ask  
for, and find,  
help if required**

# Goals

1

## **Working together to reduce alcohol harm**

We'll partner with industry, governments, and others to move towards systemic and sustainable change at scale, to improve society's relationship with alcohol.



## **Voice**

We'll become a leading voice in conversations around alcohol and use our voice to stand up for people who experience alcohol harm.

2

3

## **Information and support**

We'll ensure the public can make conscious, informed choices about alcohol and can find help if they need it.



## **Research and expertise**

We'll become the trusted experts in our field, generating and sharing knowledge and insight.

4

5

## **Infrastructure**

We'll be a great place to work, with simple, effective systems and a sustainable income.





# Values



## **Solid reasoning**

Seeking and using both hard evidence and expert insight to shape our work and inform our voice.



## **Clarity with empathy**

To reduce alcohol harm and strengthen informed choice we make every effort to communicate clearly and constructively, we express our thoughts with care to make a positive difference.



## **Principled partnership**

Working with others to maximise impact, while exercising our independence, to deliver on our purpose.



## **Understanding and connecting**

In every aspect of our work, we support people by listening well and focusing on what matters most to them, we embrace each individual's unique situation, perspectives, and skills.



## **Determination and curiosity**

Determined to meet challenges together, we adapt to discover fresh and more effective ways to work by being open to learning and flexible in our response.

# Our Plan

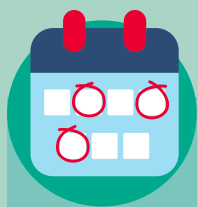
We believe everyone has a shared responsibility for the culture of the society they want to live in. Our work is focused on helping shift the conversation around alcohol, making it more normal to talk about drinking habits and reducing the stigma.

We want a cultural shift where addressing alcohol-related issues is met with empathy and understanding rather than judgment. As a society, community, and as families, we need to be able to talk more confidently, openly, and honestly about alcohol and the part it plays in our lives. We must collectively challenge societal norms and cultivate an environment that promotes understanding and compassion for those struggling with alcohol issues which supports those who want to reduce the amount they drink.

Drinkaware has unrivalled access to insights about the nation's drinking habits and we are committed to being led by those insights and evidence in all our work.

Our research shows that while there have been some encouraging trends around drinking in the UK, with more UK adults drinking less often, a rise in moderation techniques and a reduction in those binge drinking, significant challenges remain.

Concern for other people's drinking has increased and rates of 'high-risk' drinking remain unchanged. One in five (19%) UK drinkers – equivalent to around eight million people, are exceeding the CMOs' low risk drinking guidelines and putting their health at serious risk. We also know that knowledge of the drinking guidelines is mixed and that nearly a third of UK adults are concerned about someone else's drinking.<sup>1</sup>



**The UK CMOs' low risk drinking guidelines advise that to keep health risks from alcohol low, you should drink no more than 14 units a week, make sure you have several drink-free days, and never binge drink. The risk of developing a range of health problems increases the more you drink on a regular basis.**





# 85%

**of people said they trusted the Drinking Check information and advice shown about the risk levels.**

**Our Drinking Check** helps people identify if the amount they drink could be putting their health at risk. It uses a scoring system that was developed by the World Health Organization (WHO) and is used by medical professionals to check for alcohol harm including dependence. By giving people information about their drinking, and tailored information following their score, the tool can help people take steps to reduce their drinking.

Improving access to screening and brief, evidence-based advice is a quick, cost effective way of preventing future harm from alcohol. Our Drinking Check tool, delivered digitally or face-to-face, helps people understand their personal risk level and provides advice on simple steps to take to reduce their risk if needed.

Evaluation of the tool found that four-to-six weeks after completing it, 63% of people reduced the amount they drank and 16% self-reported their risk level being lower. In addition, 51% of people had taken at least one action, including increasing the number of drink-free days they take (15%) and noting or recording the amount they drink (10%). People surveyed were positive in their attitudes towards the Drinking Check with eight in 10 people believing the result accurately reflected their risk and 85% trusting the information and advice shown about the risk level. There were also high levels of trust in the Drinkaware brand, with 83% saying it made a difference to how much they trusted the information and advice shown.<sup>2</sup>

Tackling alcohol harm requires a collective effort involving industry, communities, families, and governments. As an independent charity, we are committed to providing expert guidance and support to achieve this shared ambition. We will continue to strengthen relationships with our partners and create more opportunities to work together to identify ways to effectively reduce alcohol harm. [Read our full strategy.](#)



The impact Drinkaware wants to achieve

## **More people drink within the CMOs' low risk drinking guidelines more often, and for more of the time.**

# Drinkaware in numbers

Our Drinking Check campaign content was seen nearly **43 million** times across digital channels, engaged with over **2.9 million** times, and there were just under **1.2 million** full plays of our video content



**4,569,702** unique visitors to our website



Support from **398** industry organisations (30% increase)



Our organic social media content was seen **728,988 times**, with 21,917 people engaging with the content



Our MyDrinkaware app was downloaded **62,200 times** with 20,956 Drink Free Days tracked (56% increase)



**5,143 people** took part in our UK-wide 2024 Drinkaware Monitor survey



**684,374** completions of our Drinking Check tool (24% increase)



# Drinkaware in numbers

## Held 22

Drinkaware-led meetings and events with our funders and secured 16 new funders



Delivered information and tools on how to moderate drinking to **51 universities**



## Delivered **12 partnership**

activities to support the public with information and guidance on reducing alcohol harm



We were mentioned **5,042 times** across print, broadcast, and online media (58% increase)



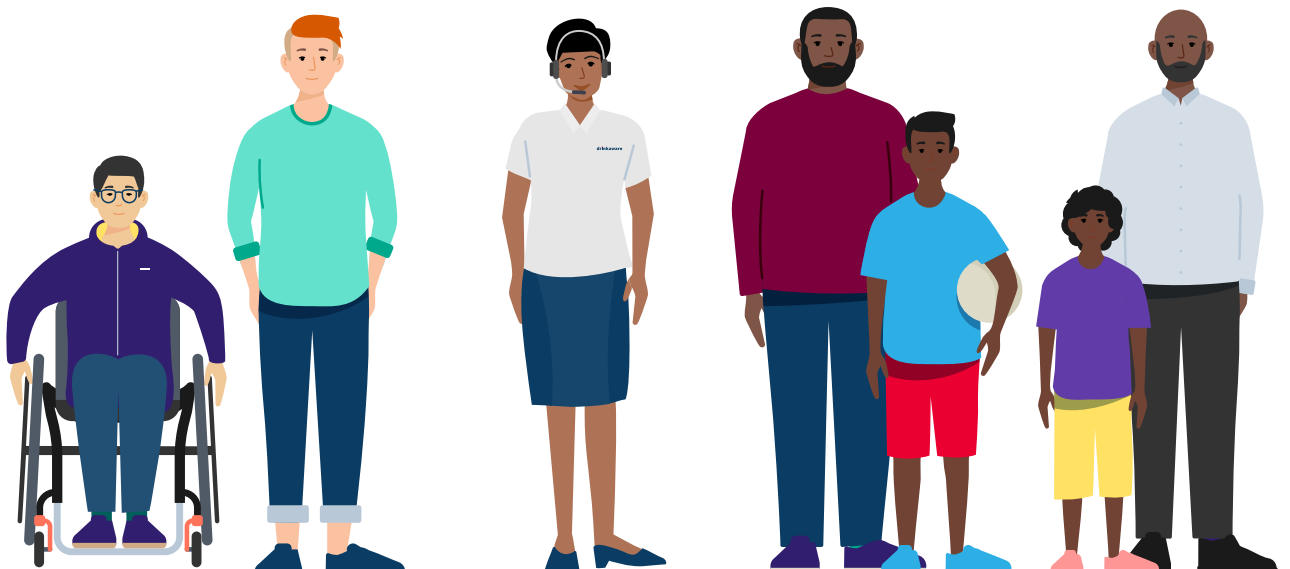
**108 NHS** organisations downloaded or purchased resources from our Drinkaware shop



Our prompted **brand awareness was 56%** (5% increase) and trust in our brand was 59%



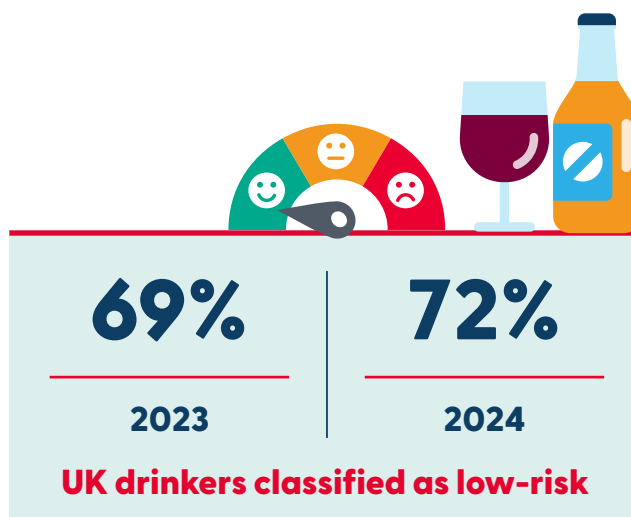
**385 supermarket branches** promoted the Drinking Check and information on alcohol harm in aisles and on digital displays



# Drinking trends in 2024

## Positive trends continue for many drinking behaviours

UK adults are drinking less frequently when they choose to drink, with nearly half of people (46%) drinking at least once a week in 2024<sup>3</sup>, compared to 52% in 2018<sup>4</sup>. This has largely been driven by a reduction in adults who drink very regularly (four or more times a week), with year-on-year decreases since 2020 (19% in 2020<sup>5</sup> vs. 13% in 2024<sup>6</sup>). UK adults also appear to be drinking less alcohol when they drink. The downward trend in regular (monthly or more often) binge drinking (more than eight units of alcohol in a single session for males, or more than six units in a single session for females) seen in the last two years continued in 2024, with 24% of drinkers<sup>7</sup> now doing so, compared to 27% in 2023<sup>8</sup> and 30% in 2018<sup>9</sup>.



## However, the prevalence of high-risk drinking is unchanged

The proportion of UK drinkers classified as ‘high-risk’ or ‘possibly dependent’ by the WHO’s screening tool for alcohol use – the Alcohol Use Disorders Identification Test (AUDIT)<sup>10</sup> – has remained relatively steady for the last few years (7% in 2024<sup>11</sup> vs. 6% in 2021<sup>12</sup>). This remains even when UK drinkers classified as low-risk increased compared to 2023 (72%<sup>13</sup> vs. 69%<sup>14</sup>). It suggests that despite the encouraging trends in drinking behaviours, 7% (equivalent to 3.2 million people<sup>15</sup>) are still at very high risk of experiencing alcohol-related harm and may be putting their health at serious risk. It is crucial to reach and engage these people, so they are supported to moderate their drinking and reduce their risk of alcohol-related harm.



## Levels of alcohol harm continue to rise

Harm from alcohol remains high, with a record number of alcohol-specific deaths (where each death is a direct consequence of alcohol) being broken for the fourth consecutive year. In 2023, the most recent year where data is available, there were 10,473 alcohol-specific deaths – an increase of 4.2% compared to 2022 (10,048 deaths), and an increase of 38.4% compared to 2019 (7,565 deaths)<sup>16</sup>. These figures highlight the pressing need to tackle ‘high-risk’ and ‘possibly dependent’ drinking behaviours and habits across the UK if alcohol harm is to be reduced, and these worrying trends are to be reversed.

## Confusion around the CMOs’ low risk drinking guidelines persists

The last time awareness of the CMOs’ low risk drinking guidelines was assessed in the 2022 Drinkaware Monitor, UK adults showed high levels of confusion about what the guidelines included. This still exists in 2024 and, in some respects, may have become more widespread. Only 51% of UK adults<sup>17</sup> correctly identified that the CMOs’ guidelines specify a weekly unit limit (down from 59% in 2022<sup>18</sup>). There does seem to have been improvements since 2022, however confusion is still rife. For example, although only 10% correctly identified that the guidelines specify the same unit limit for everyone, this is up from 7% in 2022, 60% incorrectly think they specify different limits for men and women, down from 65% in 2022<sup>19,20</sup>. Awareness of what the guidelines specify needs to be raised significantly.



## Not all UK drinkers recognise the signs of risky and problem drinking

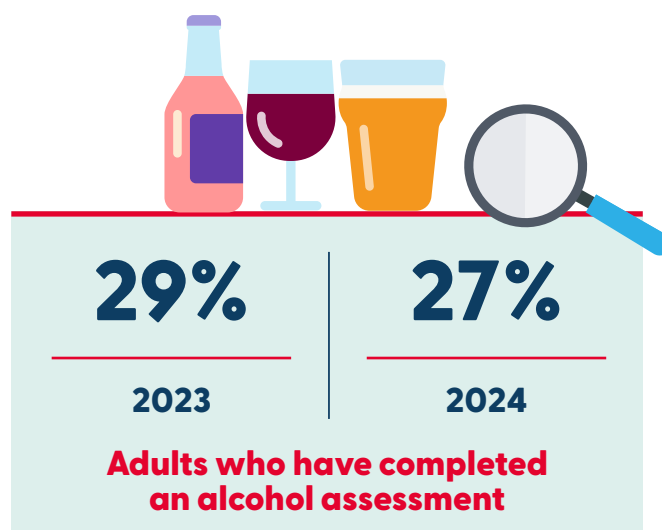
For the first time, the 2024 Drinkaware Monitor assessed the ability of drinkers to recognise the signs that someone may have alcohol problems. We used the Alcohol Problems Questionnaire (APQ)<sup>21</sup>, and the behaviours assessed by the AUDIT<sup>22</sup> to recognise whether someone may be a risky or problem drinker. In terms of problem drinking, the most widely recognised (APQ-derived)<sup>23</sup> sign was “sometimes being late to work due to drinking” (83%)<sup>24</sup>. There is a similar spread across the (AUDIT-derived)<sup>25</sup> signs of risky drinking, with 84% of UK drinkers recognising “not being able to stop drinking once started” as a sign of risky drinking<sup>26</sup>. However, far fewer than half were able to correctly recognise all the signs of problem drinking (43%), and all the signs of risky drinking (36%)<sup>27</sup>. More needs to be done to empower people to recognise the signs of risky and problem drinking, so they feel more able to make changes or seek help at an earlier stage.

## Stigma is a large barrier to accessing support services

For the first time, the prevalence of stigma around alcohol among UK adults, and stigma's role as a barrier to accessing support services, were assessed by the 2024 Monitor. It revealed people with alcohol problems are likely subject to relatively high levels of stigma, with 64% of UK adults feeling that those with alcohol problems are not respected, 53% feeling that they are different to everyone else, and 38% thinking that they are responsible for their own struggles<sup>28</sup>. Perhaps because of such widespread stigma, and as reported in previous research<sup>29</sup>, it was identified as a common barrier to accessing support services<sup>30</sup>. More work is required to understand stigma as a barrier to accessing support services.

## Moderation is on the rise, alongside growth of low-alcohol and alcohol-free drinks

In 2024, 90% of UK drinkers report currently using at least one technique to moderate their drinking – up significantly from 84% in 2018, and 87% in 2023<sup>31,32,33</sup>. This rise is a result of a range of moderation techniques becoming more widely used by drinkers in 2024. Taking drink-free days remains the most widely used moderation technique (71% of UK drinkers currently do this, compared to 67% in 2023), followed by avoiding alcohol on a “school/work night” (60% of UK drinkers currently do this, compared to 55% in 2023)<sup>34,35</sup>. In 2024, 34% of UK drinkers were using low-alcohol beverages to moderate their drinking, while 31% are using alcohol-free beverages to do so.<sup>36</sup>



## Just one in four UK adults have completed an alcohol assessment

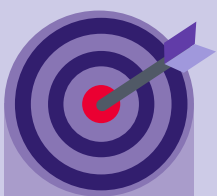
Interventions and brief advice (IBAs) and alcohol assessments, such as the AUDIT, serve as good ways for individuals to gain an objective understanding of their drinking and the risks associated with it. However, the use of these assessments has largely been limited to clinical settings, potentially restricting their use across the UK. The 2024 Monitor reveals that only 27% of UK adults have been asked to complete an alcohol assessment (29% in 2023<sup>37</sup>) – 87% of whom were asked to do so in a clinical setting (GP surgery, other healthcare setting, or substance/addiction treatment centre)<sup>38</sup>. With over 1.2 million completions of our digital alcohol assessment [Drinking Check](#) since its relaunch<sup>39</sup>, Drinkaware is at the forefront of making alcohol assessments accessible beyond only clinical settings, and in normalising such checks within society. This helps to increase public familiarity with the risks associated with alcohol, and equips individuals with tools to monitor and make changes to their drinking.



# Progress against strategic objectives

Drinkaware is the UK's leading alcohol charity. Working together with individuals, communities, academics, researchers, industry, and governments, we have a vision of reducing alcohol harm in the UK.

Many factors influence behaviour, including individual motivation, the wider environment, and policy and regulation. We want to see change at a societal level and create a future where people who choose to drink can make informed choices about their drinking and do it in a low-risk way.



**Our strategy is divided into five key goals and provides a clear roadmap for how we want to achieve our vision.**

# 1 Working together to reduce alcohol harm

It is only through working in partnership with different organisations that we can achieve our vision of reducing alcohol harm in the UK. We know real partnerships matter and it is only through these that we can jointly achieve change at scale.



**Delivered 12 partnership activities** to provide people with information and guidance on reducing alcohol harm



**In total, 385 supermarket branches promoted the Drinking Check** and information on alcohol harm in aisles and digital displays within stores



**Our CEO Karen Tyrell gave evidence to the Westminster's Health and Social Care Select Committee's inquiry** into preventing alcohol harm ([read more on page 22](#))



**Cross-stakeholder roundtables were held** off the back of our joint Drink Spiking Report, including a visit to No.10 Downing Street ([read more on page 23](#))



**Throughout 2024 we worked with several of our partners to help educate people on the harmful effects of alcohol.**



# Our work with partners

## Drinkaware partnered with supermarkets Morrisons and Sainsbury's to promote Heineken's low-alcohol and alcohol-free drinks in their stores.

### Morrisons, Sainsbury's & Heineken UK

We installed co-branded 'Low and No bays' (a set of shelves within an aisle) in 150 Morrisons stores which included QR codes to our Drinking Check and Drinkaware advice and support, as well as promoting Heineken's low-alcohol and alcohol-free drinks.

Additionally, from November we started a year-long partnership with Sainsbury's and Heineken installing 'Low and No bays' in 50 supermarkets, again directing people to our Drinking Check via a QR code and offering customers advice and support. This work will be evaluated to understand the impact of partnering with producers of low-alcohol and alcohol-free drinks, as well as promoting the Drinking Check within aisles selling alcohol.



# 200

stores across Morrisons and Sainsbury's promoted the Drinking Check.

### Staropramen 0.0 & Edgbaston Cricket Group

Staropramen 0.0, owned by Molson Coors, partnered with Drinkaware to help people attending the T20 Blast cricket semi-finals and Finals Day at Edgbaston Cricket Ground moderate their drinking by trying its alcohol-free beer. Fans at Edgbaston could visit a Staropramen 0.0 mobile truck and sample the drink, all while watching the live cricket. People could also take part in a 'spin the wheel' competition where prizes included winning a year's supply of Staropramen 0.0.

Staropramen supported us to promote our Drinking Check by encouraging fans to complete the tool and gain valuable insights into how much they drink and receive personalised results and guidance. This collaboration was also highlighted in a section of the spectator guide and in advertisements on screens throughout the ground to direct fans to complete the Drinking Check.



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# Our work with Government

2024 was an important year – a general election was held, and the UK electorate voted Keir Starmer’s Labour party into power after 14 years of a Conservative government. Additionally, both local and regional elections took place adding to the changing political landscape.

Labour’s priorities for the upcoming parliamentary year were outlined during the King’s Speech and while alcohol was not specifically mentioned, the government’s focus remains on a ‘prevention first’ approach to address social and health issues, including obesity, economic productivity, poverty, and likely alcohol-related harms.

With the Labour government now firmly established and health remaining a priority, there is potential for increased attention and efforts to tackle alcohol-related harm in 2025.

## Highlights from 2024

**Our focus was to meet with MPs to share our research findings, and to continue developing our relationships with civil servants in Westminster and Scottish governments.**

### Westminster’s Health and Social Care Select Committee’s inquiry into preventing alcohol harm

In February, our CEO Karen Tyrell was invited to give evidence to the Westminster’s Health and Social Care Select Committee’s inquiry into preventing alcohol harm. She delivered a range of key points, including calling for an alcohol harm prevention strategy and promoting our Drinking Check tool.

### Westminster All Party Parliamentary Group (APPG) on Global LGBT+ Rights

In March, we presented to the APPG on Global LGBT+ Rights our recent research into [LGBTQ+ drinking behaviours and harms](#). Across Westminster parliament, 11 parliamentarians and a range of parties listened to the presentation. The MPs and Peers were very engaged with our research and work. [Read more about the research on page 36.](#)



## Drink Spiking Report

In May, Karen was invited to participate in a roundtable on drink spiking organised by the Metropolitan Police. We shared findings from our [joint research project](#) with Anglia Ruskin University which looked at the rise of drink spiking incidents in the UK. [Read more about the research on page 35](#). Prior to the publication of the report in November, we held a cross-sector stakeholder roundtable in October to present the findings. Attendees included representatives from the Home Office, Scottish Government, Metropolitan Police, industry partners and charities. This work led to Karen attending a ministerial roundtable chaired by Minister for Safeguarding Jess Phillips, and a subsequent roundtable at Downing Street chaired by the Prime Minister. Building on this progress we will continue collaborating with stakeholders across sectors to identify and implement initiatives to drive this work forward.

## NHS 10 Year Health Plan

In December, we submitted a response to the NHS 10 Year Health Plan consultation, emphasising the critical role of IBA, such as our Drinking Check, in preventing alcohol-related harm and highlighting the disproportionate impact of alcohol harm on underserved communities. [Read the full response](#).

### Additional government activity in 2024:

- In February, we wrote to all MPs and MSPs with information about our Drinking Check, encouraging them to share it with their followers, asking them to check whether they could be drinking at harmful levels
- In July, we wrote to all 650 MPs with a brief introduction to Drinkaware and an overview of the trends around alcohol and alcohol harm in the UK. We received positive responses, with a few MPs highlighting their use of the Drinkaware app and encouraging us to continue our good work
- In November, we met with Diana Johnson, Minister of State for Police and Crime Prevention, to present findings from our Drink Spiking Report and introduce Drinkaware's role in reducing alcohol harm



# Our work in Scotland

Our 2024 Scotland Report shows the number of occasions people are drinking in Scotland has remained largely consistent since 2018. Compared to previous years, adults in Scotland are drinking fewer units on a typical day, although this is higher compared to UK drinkers as a whole.

The use of moderation techniques among drinkers in Scotland has increased with 91% of people using at least one technique to moderate their drinking, the same as 2023 (91%) but up from 86% in 2018.

Similar to across all of the UK, people are more likely to feel that those with a drinking problem are different to everyone else and are not respected in the same way, but less likely to feel they are responsible for their struggles. In addition, a quarter of adults in Scotland report having been asked to complete an alcohol assessment, similar to all of the UK.

[Download full report.](#)

We recognise the different policy environment in Scotland but believe through greater partnership working, we can identify ways to effectively reduce alcohol harm together and support people to make informed decisions about their drinking.

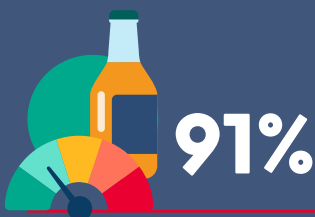
## Our work with Scottish government

At the start of 2024, we had an exhibition stand in the Members' Lobby of the Scottish Parliament for a week where we talked to MSPs, staffers, and others about Drinkaware's work, the data from the **2023 Scottish Monitor**, and our Drinking Check tool. We aimed to speak to 30 MSPs but finished the week having had quality conversations with 46 – more than a third of MSPs. This builds on our concerted efforts to build and renew our relationships in the country.

In December, we travelled to Scotland, and met with four MSPs from different political parties where we discussed our upcoming research and the Drinking Check, and sought additional support to increase its visibility and impact in Scotland.

## Our work with Scottish partners

With 10% of Drinkaware's licence holders and 9% of our funders based in Scotland, we wanted to work more with local businesses in the country to promote our Drinking Check and other tools, information, and advice.



**of Scottish drinkers use at least one technique to moderate their drinking.**



## Scottish Alcohol Industry Partnership (SAIP)

We launched a Scotland-focused Drinking Check campaign in collaboration with SAIP. Through digital marketing, as well as traditional media such as radio and print advertising, the campaign aimed to drive completions of our Drinking Checking. With SAIP's support, we wanted to reach more people using partnerships, and other proven strategies, to reduce alcohol harm in a high-risk area and ultimately normalise conversations around drinking. We achieved 6,095 completions of our tool directly through digital activity – over six times the number of completions in Scotland compared to the same period the year before. The digital activity reached 9.7 million people and digital advertising was seen by over 13 million people.

## William Grant & Sons

Drinkaware provided alcohol awareness training to over 290 employees at the Scottish distillery with staff given information on the CMOs' low risk drinking guidelines along with guidance on alcohol units, how to calculate a unit, as well as information on short-and long-term health risks associated with drinking alcohol.

## Scottish Professional Football League (SPFL)

As part of the SPFL Trust's award-winning [Football Fans in Training \(FFIT\)](#) programme, Drinkaware provided alcohol awareness training to FFIT coaches through workshops and an e-learning course. The training equips coaches with the knowledge and tools to deliver alcohol awareness content confidently. We provided assets to each of the participating clubs to help people moderate their drinking – 485 people took part in the programme.



## SOS-UK

As part of Drinkaware's partnership with SOS-UK, [read more on page 33](#), student ambassadors at Scottish universities have been trained to deliver the Drinking Check on campus. Students across the participating universities were provided with wellbeing resources with advice and guidance on how to moderate their drinking and how to reduce the harm drinking can cause.

## Considerate Constructors Scheme (CCS)

Drinkaware now supports nearly 200 Considerate Constructors Scheme (CCS) sites in Scotland by providing advice and information on ways to moderate your drinking via digital assets, posters, and access to the Drinking Check. Alcohol awareness training is available to 390 site ambassadors who, in turn, help promote Drinkaware's advice and support by displaying posters in communal areas, reaching a wide demographic of self-employed and small business contractors.

# 2 Voice

We want to positively change public behaviour where needed and influence the national drinking culture to reduce alcohol harm in the UK. Normalising conversations around alcohol is more important than ever.

To help make these changes and start conversations with a large number of people, we must have clear and effective ways of communicating. Our information and advice must be simple to understand and resonate with those who need our support the most.



Drinking Check campaign content was seen nearly **43 million times across digital channels**



Media coverage secured **increased by nearly 60%**



More than **4.5 million unique visitors** to our website



Our prompted **brand awareness increased by 5%**



**Throughout 2024, we ran campaigns promoting what we do and the advice, support and tools we offer to help people moderate their drinking.**

# Drinking Check

In 2024, we concentrated our efforts on promoting our Drinking Check and increasing the number of people completing the tool. This area of work received the lion's share of our marketing and communications activity.

We know improving people's access to intervention and brief advice tools, such as our Drinking Check, can prevent future harm from alcohol.

**Promoting the tool offers a cost-effective way to help people at scale understand the risks of alcohol and provides simple steps for reducing those risks, if needed.**

We promoted the tool with a range of campaign activity across the year including securing high profile media coverage, digital advertising, and working with influencers – all signposting people to the [Drinking Check](#).

We partnered with ex-England and Arsenal goalkeeper David Seaman to encourage people to complete the tool and check if their drinking was putting their health at serious risk. A moderate drinker himself, David has supported friends over the years with their drinking and wanted to back Drinkaware's campaign to encourage more people to have conversations about their drinking by completing the Drinking Check. We produced two videos, one focusing on the drinking culture within football and a second video of David completing the Drinking Check.



**David Seaman completing the Drinking Check.**  
[Watch the video here](#)

As part of our ongoing partnership with David, he promoted the Drinking Check on his podcast 'Seaman Says'. Each of the presenters completed the tool and discussed their results. Other activity included sharing the videos on social media, news articles on our website, and a day of media interviews with coverage secured on Sky Sports News, Talk Sport and BBC radio stations across the UK.

Due to David's household name status, we were able to reach new audiences, raise awareness of the Drinking Check, and help normalise conversations around drinking. The videos drove over 5,031 engagements. We also saw an increase in our brand tracking, showing how this type of activity has a positive impact on the awareness of Drinkaware across the UK.



# 700,000

**Drinking Check completions in 2024.**

During planned activity in the summer, which coincided with Alcohol Awareness Week, we received widespread media coverage of our Drinking Check, with our CEO Karen Tyrell giving 17 radio interviews including LBC, and a TV interview with Sky News. We also featured on more than 340 radio stations' news bulletins and secured features across trade magazines including The Morning Advertiser, Propel, Food & Drink, and The Caterer.

Overall, we ended 2024 with just under 700,000 Drinking Check completions. Our marketing content was seen nearly 43 million times across digital channels, engaged with over 2.9 million times, and there were just under 1.2 million full plays of our video content. In total, we secured 1,038 pieces of media coverage with a total audience reach of 8,656,691. Our campaign evaluation shows that completions of the Drinking Check spike when we increase marketing activity or secure press coverage about the tool.

We worked with our partners to promote the Drinking Check during 2024. [Read more on page 39.](#)

## Understand more about your drinking. Take the Drinking Check and get all the tips and advice to help you make a change

**[Take the Drinking Check](#)**



# Our channels

## Drinkaware in the media

In total, Drinkaware was mentioned 5,042 times across print, broadcast, and online media in 2024 – a 58% increase. In addition to media coverage about the Drinking Check, one of our other big media moments in 2024 was the publication of our annual Monitor survey.

The findings led to widespread coverage with articles in The Times, The Sun, and the Daily Mail. Our CEO Karen Tyrell pre-recorded three news bulletins that were syndicated on commercial radio stations across the UK. These included The Lunchtime News report which has 187 stations and a reach of 4.8 million, and the News Bulletin which has 346 stations and a reach of 8.6 million. The Financial Times was provided with a more detailed analysis of the Monitor on young people's drinking habits and an article was published in November. BBC Wales used the Welsh specific Monitor report for a feature on people stopping drinking and the story ran across the BBC network. [Read the full report.](#)

Ahead of Christmas, we commissioned a survey looking at people's drinking habits over the festive period. The findings led to Karen appearing on [Dr Hilary Jones' podcast](#) which promoted the Drinking Check. The show was played on 73 UK radio stations, and the video has had more than 20,000 views. The festive drinking survey led to widespread coverage across the media with Karen giving 16 interviews including Sky News Radio and London Live, with an overall reach of 49.5 million. [Read the full report.](#)



## 20,000 views

**A podcast with Dr Hilary Jones and Karen Tyrell has gained significant attention.**





## Other highlights from 2024 included:

- [Our LGBTQ+ report \(read more on page 36\)](#) prompted a thoughtful piece on the findings by a prominent LGBTQ+ journalist at the [Manchester Evening News](#)
- An opinion piece by Karen in Scottish newspaper [The Herald](#) on the need to be more open with our relationship with alcohol in Scotland
- A series of podcast host reads (adverts read by podcast hosts) promoting our Drinking Check on programmes including Alan Carr's 'Life's a Beach', 'The Adam Buxton Podcast', and 'Stick to Football', hosted by ex-England footballer Gary Neville
- Our [Drink Spiking Report](#) received coverage in The Observer with online articles in Daily Mail Online, The Independent, and Metro ([read more about the research on page 35](#))
- Trade media articles on our free [Low and Alcohol-Free Publican Training Guide](#) published in both the [DRAM](#) and [BAR](#)

### Club Soda, Punch Pubs and Star Pubs



Following a roundtable event with our on-trade funders we agreed a shared area of focus was improving the knowledge and acceptability of low-alcohol and alcohol-free drinks in venues. The result was a partnership with Club Soda, Punch Pubs, Star Pubs, and Admiral Taverns, and the creation of the free '[Low and Alcohol-Free Publican Training Guide](#)'. We recorded a series of videos with publicans as well as providing an e-booklet with key information that can be distributed to on-trade venues. More than 1,500 people have accessed the free guide since its launch published in February.

 **Club Soda**

# 3 Information and support

Our digital tools can help people assess, track, and set goals to reduce their drinking. All our tools provide clear, evidence-based information about alcohol and give advice and information on how to moderate your drinking – directing people to where they can find support if they need it.



Nearly **700,000 completions** of our **Drinking Check** in 2024, with over 1.2 million completions since its relaunch<sup>40</sup>



Just under **200,000 messages** from people **contacting our virtual assistant** which provides personalised information and advice on drinking



**108 NHS organisations** downloaded or purchased items from our online shop



**Tools to help people reduce their drinking, known as Identification and Brief Advice (IBA), are an established and well recognised behaviour change intervention and can be delivered in several ways including a self-completed digital format, such as our Drinking Check.**

# Our tools



## Drinking Check

Our Drinking Check is an alcohol self-assessment that can help people identify whether the amount they drink could be putting their health at risk. We use a tool developed by WHO called 'AUDIT', that is used internationally by medical professionals to check for alcohol harm, including dependence. The Drinking Check is a digital tool that can be accessed through our [website](#) or via our [MyDrinkaware app](#). All completions are anonymous, although individuals can receive their results via email if they wish.

Increasing completions of the Drinking Check is an important way for Drinkaware to reach people and communities at scale, enabling more people to make informed decisions about their drinking, and have conversations about alcohol and how to reduce the harm it can cause.

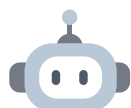
As part of our continuing work to improve the Drinking Check, we commissioned an independent evaluation of the tool which was published in 2024. We wanted to measure the tool's effectiveness, identify its impact, and make recommendations for its future development. The evaluation found that the majority of people think it is easy to fill in accurately (90%) and honestly (88%). [More information on the findings of the evaluation can be found on page 36.](#)



**Of users found the Drinking Check easy to fill in accurately.**

In response to the findings, improvements were made to the tool during 2024. People now receive more personalised content after completing it, depending on their answers. For example, if someone said they binge drink frequently they are now provided with information specifically around binge drinking. We have also made it easier for people to record the number of units of alcohol they drink and made the tool more gender inclusive following feedback from LGBTQ+ communities.

These updates aim to make the results more accessible and engaging for people so they can have better insight into their risk score and level, and act to change their drinking behaviour if necessary. [Download the full evaluation report.](#)



## Chatbot

Our virtual assistant, which uses AI technology, provides people with personalised information and advice. It is designed to identify and direct high-risk and possible dependent drinkers, and those in crisis, into appropriate alcohol support services, and is available 24 hours a day. The Chatbot supports people with critical issues like alcohol poisoning and directs them to the NHS. It also deals with a range of customer enquiries on topics from drink spiking to how to report a drink driver, routing enquiries to the relevant information. The Chatbot had just over 40,000 unique users and more than 195,000 messages in 2024.



## Students Organising for Sustainability UK (SOS-UK)

Drinkaware and SOS-UK launched a programme of activity to encourage university students across the UK to check their drinking habits. According to research by SOS-UK, 38% of students said they had missed a lecture or seminar due to their drinking, and 32% of students said they had argued with friends or strangers while under the influence of alcohol.

We trained just over 70 student ambassadors at 11 UK university campuses on how to provide face-to-face drinking assessments using our Drinking Check tool.

**“I have found the student insight very helpful. Also, the Drinking Check has been – and continues to be – a really useful conversation starter with staff and students,”** – said a member of university staff on the digital project.

Overall, 51 universities signed up for our digital programme with the activity reaching 960,520 students across the UK. Drinkaware supplied digital resources promoting the Drinking Check, health and wellbeing content, posters, emails, newsletters, videos, and webinars.

By completing our Drinking Check, students were able to understand more about their personal relationship with alcohol, making it easier to see how it might be affecting their studies or health.

Other highlights from the partnership included:

- 38 days of student-led face-to-face interventions on campus
- A network of over 70 staff members across universities and students' unions supporting the activity
- 8,667 Drinking Check completions across the university programme



## Drinkaware App

MyDrinkaware can help people take the first step towards changing their drinking habits. The app helps to track units, calories and sleep quality side-by-side. It is free to download from the App Store or Google Play.

In response to feedback on the app, and to improve the customer experience, we made some upgrades in 2024. Through a year-long programme there was a focus on usability and accessibility upgrades, allowing people to log their drinks while outside of the UK, and improving the login process which some people found difficult. A feedback form has been implemented allowing users to highlight any issues or provide feedback which can be used for further improvements.

The app has been installed or downloaded more than 1.1 million times since its creation, more than any other UK alcohol tracking app. In 2024, it was downloaded 62,000 times with 20,956 drink-free days recorded. [Download the app.](#)



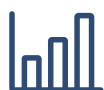
## Shop

The [Drinkaware shop](#) hosts materials which can be used to support reducing alcohol harm. This includes a range of free resource packs, an accredited Drinkaware at Work training programme, as well as our popular alcohol moderation products including the unit measuring cup and unit and calorie calculator wheel. The shop is widely used by the public, employers, other charities, treatment providers, local government, and the NHS. In 2024, there were over 80,000 items downloaded or purchased from the online shop which included those distributed to 108 NHS organisations.



# 4 Research and expertise

Drinkaware has unrivalled access to insights about the nation's drinking habits. We are committed to being led by the evidence in all our work. From our annual Monitor through to our data and insights, we provide a range of information that examines alcohol habits, behaviours, and attitudes in the UK.



Our Drink Spiking Report led to a **roundtable at No.10 Downing Street** ([read more on page 23](#) and [35](#))



**Independent evaluation of our Drinking Check tool** ([read more on page 36](#))



Report exploring **attitudes to drinking among the UK's LGBTQ+ communities** ([read more on page 36](#))



**Our approach is evidence based. Our campaigns and initiatives are informed by the work of our experienced research team and independent advisory panel, allowing us to fully understand drinking behaviour in the UK.**



# Our research

## Drinkaware Monitor

In September we published our annual Monitor, a UK-wide fully representative survey that provides a snapshot of the UK's drinking habits. This year we wanted to examine UK adults' ability to recognise the signs of problem drinking, their perceptions of what constitutes harmful drinking, and stigma towards those with alcohol problems. We also explored people's moderation practices in greater detail.

In addition to the findings already reported [on pages 16 to 18](#), there were mixed responses around UK drinkers' concerns about their own drinking. 14% are concerned about their drinking, while 17% think it is likely that their current level of drinking will lead to future health problems. Concern for someone else's drinking is more common with 28% of UK adults citing this as a concern – up from 26% in 2023.

[Download the full report.](#)

## Drink spiking

In the UK, incidents of drink spiking have increased, as well as a relatively new phenomenon of 'needling' – where someone injects a person with a substance using a hypodermic needle<sup>41</sup>. In response to the increase, Drinkaware and Anglia Ruskin University partnered on a two-year research project and jointly published the Drink Spiking Report in November 2024.

Findings included only one in 10 drink spiking incidents are reported to police, and of those 90% who did not report it, approximately half said they "didn't see the point". Some 2.2% of respondents reported having their drinks spiked in the previous 12 months, which is equivalent to around 1.2 million UK adults every year in the UK. In 2023, more incidents of drink spiking occurred in bars (41%) and clubs (28%) than anywhere else. However, 9% reported being a victim in a private home. [Download the full report.](#)



## Evaluation of our Drinking Check

As part of our continuing work to improve our Drinking Check, we commissioned an independent evaluation of the digital IBA tool to measure its effectiveness, identify its impact, and make recommendations for the future development of the tool. People surveyed were asked to complete the Drinking Check twice, approximately four-to-six weeks apart, and complete a short survey at both phases. The report was published in April 2024.

Findings included people being positive in their attitudes towards the Drinking Check with the majority believing the result accurately reflected their risk (80%) and 85% trusting the information and advice shown about the risk level. At phase two, 48% said they would use the Drinking Check again in the next six months and 40% would recommend it to someone else. In response to the findings several changes were made to the tool. [Download the full report.](#)

## Out in the open: Alcohol use and harm in LGBTQ+ communities

We wanted to understand more about alcohol consumption, drinking behaviour, and experiences among gender and sexual minority (GSM) individuals in the UK. Reports consistently highlight that GSM individuals are more prone to high-risk drinking compared to the general population, making them vulnerable to various harm.<sup>42,43,44</sup>

In one of the largest and most comprehensive surveys of the attitudes to drinking of the UK's LGBTQ+ communities, we asked individuals who identify as LGBTQ+ about their alcohol consumption, mental health, and experiences of alcohol-related harm. Findings included 70% of LGBTQ+ drinkers engaging in binge drinking, compared to 62% of non-LGBTQ+ adult drinkers. LGBTQ+ drinkers are more likely to report drinking alone at home in the last 12 months than non-LGBTQ+ drinkers (63% vs. 57%). Adults from LGBTQ+ communities are more likely to seek support for their drinking. [Download the full report](#)

[View all our latest research](#)



# 5 Infrastructure

At Drinkaware, we deeply value our team. We believe in providing a supportive and inspiring work environment that attracts and retains top talent. Our dedicated staff are crucial to our mission of reducing alcohol harm in the UK.

We recognise that our success hinges on the generous support of our funders and partners. Their vital funding and collaboration are essential for our evidence-based approach and impactful work.



Instigated **annual planning meetings** with key stakeholders



Developed a **new financial strategy** and improved our reserves policy



Moved to new larger offices meaning we can convene **more meetings with partners providing more opportunities to collaborate**



Welcomed 16 new funders and **overall had support from 398 businesses** – a 30% increase



**We are committed to securing the necessary resources to effectively implement our strategic goals.**



# Our people

In 2024, we started a review of our HR practices to ensure we have the right systems and processes in place, and that any existing ones are up to date and fit for purpose. Priority areas include looking at a new staff survey platform and having a learning and development strategy in place. Several internal policies have been reviewed including carer and family leave policies.

We have reviewed our staff appraisal process, and a new appraisal pack was launched in early 2025 which includes a guide for staff and managers, training slides, tools, and resources on giving constructive feedback. Other areas being reviewed include a comprehensive appraisal of the employee lifecycle. This work will continue into 2025.



## Leadership

**In 2024 we reshaped our leadership team.**

During 2024, we reshaped our leadership team. We updated how we think about leadership, creating broader roles and bringing in people with wider responsibilities. We've given more attention to our operational and commercial functions, and we've improved how we manage our resources and supply chains. At the same time, we're still strongly focused on research, measuring our impact, and gaining insights. We believe this new leadership structure will ensure Drinkaware remains effective both now and in the future.





# Our funders

Drinkaware is committed to working in partnership with our funders and being open, transparent, and collaborative. In 2024, we created more opportunities to share our upcoming work. We facilitated 22 separate meetings throughout the year including webinars, in-person meetings, and strategic planning sessions. New working groups and forums have been formed, and a yearly planning meeting will now be held with funders to seek their thoughts on future planned work and areas including our public affairs activities and financial planning.

In total we had support from 398 industry organisations in 2024 (30% increase) which included 16 new funders such as Amazon Fresh UK, Just Eat, Butlins, and Estrella Damm. As we move into 2025, we have some great partnership work coming up with one of our producer partners and another with Morrison's pharmacy team, among others. Our funders' support will help us achieve our primary goal: working together to reduce alcohol harm across the UK.

## Punch Pubs

We provided 10 Punch Pubs based in the Cotswolds with over 3,000 assets including beer mats and posters which promoted our Drinking Check and had a QR code or URL directing people to our website. The materials were distributed in October and were in venues until January 2025. At the start of 2025, we also provided similar materials promoting the Drinking Check to more than 200 Star Pubs across the UK.



## Tesco & Heineken®

We worked with two of our funders, Tesco and Heineken, on a campaign to help supermarket customers reflect on their drinking habits while also introducing them to low-alcohol and alcohol-free drinks. We held activity in 50 Tesco stores, specifically targeting areas with higher alcohol harm in regions such as the north-east, north-west, Midlands, Scotland, and south Wales.

Customers were encouraged to complete our Drinking Check and then invited to sample Heineken 0.0. Alongside the face-to-face activity, we ran a month-long digital advertising campaign and Drinkaware materials were placed at checkouts to further engage with customers. We spoke with 16,000 people and the online activity achieved two million impressions with over 100 people completing the Drinking Check either while in the store or after they returned home by using the QR code supplied. In the lead up to Christmas, we also partnered with Tesco to promote the CMOs' low risk drinking guidelines which were advertised in 85 stores on digital screens along aisles that stocked alcohol.



# 398

**Industry organisations supported us in 2024.**

**[Our funders are listed on page 73.](#)**

# Our income

Drinkaware funding operates through a long-standing universal funding model, established in partnership with government stakeholders and representatives from across the alcohol industry.

The donation funders are asked to pay to Drinkaware is calculated through the funding model matrix, based on their annual turnover from alcohol sales (including Duty, but excluding VAT) and on their category of business e.g. producer, off-trade, on-trade, wholesaler.

Contributions to Drinkaware follow our financial year of January to December, with donations subject to potential inflationary increases depending on the external environment. We aim to keep any increases as low as possible, with any inflation increments approved by the Drinkaware Board after careful consideration.

During 2024, we developed a longer-term financial strategy to ensure we are financially sustainable. This is crucial to ensure we can continue our vital work of reducing alcohol harm in the long term and effectively support individuals and communities across the UK.

## Drinkaware trademark logo licence

The [bedrinkaware.co.uk](https://bedrinkaware.co.uk) logo is used to signpost the public to our website where they can find information and advice about alcohol, learn about its impact on their health and wellbeing, and feel empowered and supported to make informed choices.

Businesses with a revenue of below £2.5 million per year can renew their licence each year via the [Drinkaware Shop](#). In 2024, we had 273 logo licence holders – a 39% increase.



# Plans for future periods

During 2025 we will remain focused on public-facing campaigns which target people drinking above the CMOs' low risk drinking guidelines. We want those people who have never completed an alcohol assessment before or had a face-to-face IBA to know about our Drinking Check and to feel empowered to complete it.

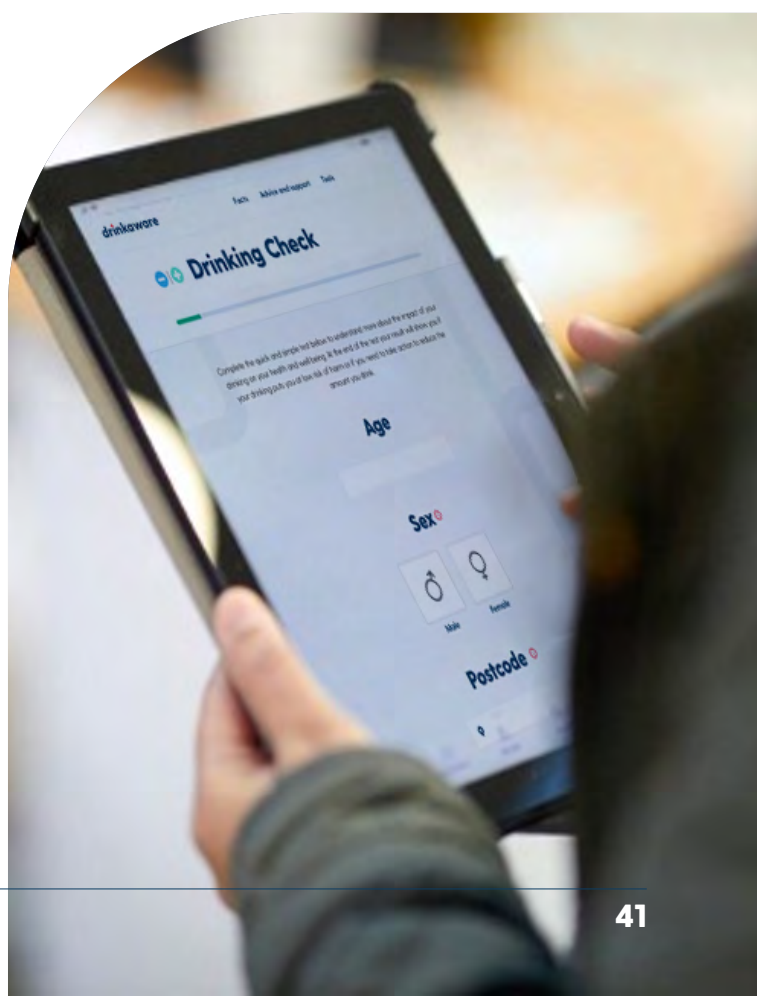
We will refocus our marketing, content, and products on reaching and engaging those drinkers who are increasing their risk of alcohol-related harm. We plan to undertake work to make it easier for those who drink at higher risk and possibly dependent levels to come to us to find, and access, specialist support.

Our partnership activity will expand further in 2025, with new partnerships created to increase our reach even further. We will increase support to our existing partners, learning from previous activity and supporting them to deliver and demonstrate even greater impact.

We also plan to continue to review and refresh our organisational infrastructure to give us the best possible foundations to move into our new strategy period.

Our research, and unrivalled access to insights about the nation's drinking habits, will remain the cornerstone of all our work and continue to direct what we do. In 2025, the Drinking Check will continue to be the main focus of our marketing activity, however we plan to take a more targeted approach having delivered a broad, mass campaign in 2024. We hope to work with funders and partners to amplify our activity during these campaign periods.

2025 will be the final year of our three-year strategy. Throughout the year we will talk with the public, our funders, partners, and government, ensuring everyone has an equal voice and a chance to help shape our new strategy. We are keen to hear from more people who have moderated their own drinking and can share their experiences with us and other people who may be concerned about their drinking. We plan to do even more work on normalising conversations around alcohol. This will remain at the heart of what we do and our new strategy.





### Goal 1: Working together to reduce alcohol harm

We will continue to strengthen relationships with our key partners by bringing people together through roundtables, and hosting events and forums, that will provide updates on our work and explore opportunities for collaboration. We will deliver more face-to-face activity with our partners to promote our Drinking Check and other advice and support we provide.



### Goal 2: Voice

We will continue to build awareness of our brand, so the public recognise and trust our advice. We will focus on storytelling, working with people with real lived experience of alcohol harm to help promote and normalise conversations around alcohol and moderation.



### Goal 3: Information and support

Our focus will be on increasing completions of our Drinking Check by ensuring our campaign content is simple to understand and resonates with those who need our support the most. We want to reach people most at risk from alcohol harm who haven't completed an IBA before. We will run campaigns with new and existing partners to help deliver this work.



### Goal 4: Research and expertise

Research will continue to be the foundation of all our work in 2025, ensuring we have unrivalled access about the nation's drinking habits and are led by the evidence in everything we do.



### Goal 5: Infrastructure

Drinkaware will prioritise financial sustainability in 2025 to ensure the long-term impact of our goal to reduce alcohol harm in the UK. We are committed to nurturing a high-performance culture by focusing on employee wellbeing. This includes implementing best practices in staff welfare, such as robust learning and development programmes. By investing in our team's growth and providing a supportive environment, we empower them to excel in their roles and contribute significantly to reducing alcohol-related harm.

**Understand more  
about your drinking.  
Take the Drinking  
Check and get all the  
tips and advice to help  
you make a change**

**Take the Drinking Check**



# Financial review

The group financial statements are set out on pages 55 to 72 of the annual report. The net deficit for the group for the year was £781,750 (2023: surplus of £682,020).

## Income

In 2024, Drinkaware's total group income was £6,340,472 (2023: £6,425,068), received in voluntary donations, grants, sales of Drinkaware products and investment income. Drinkaware's total income includes £5,884,092 in voluntary donations from alcohol producers (with operations in the UK), retailers and hospitality businesses (2023: £5,992,227). In 2023, we moved to a rolling commitment from our voluntary donors to mitigate the risk of a significant drop in income due to all recommitment processes falling at the same time. Income from expected donations is a high-risk area and one that is under constant scrutiny internally and by the Trustees (see risk management on page 48).

We also raised £456,380 (2023: £432,841) from grants, logo licence sales, alcohol awareness publications, and products and bank interest.

## Fundraising

In 2023 and 2024, Drinkaware did not undertake 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. The charity did not receive any complaints in relation to fundraising.

## Expenditure

Total group expenditure in 2024 increased by 24% to £7,122,222 (2023: £5,743,048). During the year, we accelerated the implementation of our 2023-2025 strategy. In particular, we invested heavily in marketing and media campaigns to promote our digital services, information, and guidance through our Drinking Check. We also undertook a lot of research work including examining UK adults' ability to recognise the signs of problem drinking and evaluation on the impact and effectiveness of our campaigns and partnership work.

Of the total group expenditure, 93% (2023: 91%) was spent on charitable activities. Expenditure on raising funds for the year was 6% of total expenditure (2023: 7%). This expenditure covers the costs of account management. Excluding redundancy and termination costs, staff costs represented 35% of total expenditure in 2024 (2023: 37%). At the end of 2024, we had a total of 37 employees (2023: 41).

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## Commercial trading operations

Drinkaware's trading subsidiary had another good year with strong sales of its educational and support materials and logo licence fee income from both existing and new funders. The commercial operations generated a profit of £201,671 (2023: £96,364). This profit will be Gift-Aided to the parent charity within nine months of the year end.

The results of the trading subsidiary are shown in note 3 of the financial statements on page 61.

## 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. Future cash flow requirements are regularly reviewed, and any excess cash balances are invested in fixed term deposits or notice accounts with a view to maximising interest income.

The invested funds held on deposit by the Trust achieved an average rate of 3.8% (2023: 1.3%) for the year. In 2024, we put excess funds in a higher interest-bearing account, which is evidenced by the increase in investment income.

## Reserves policy and performance

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

In early 2024, the Board of Trustees reviewed Drinkaware's reserves policy to ensure that it is still appropriate and in line with the Charity Commission guidance, Charity reserves: building resilience (CC19). It was agreed that our free reserves (unrestricted funds excluding designated funds and fixed assets) should be a minimum of six months' operating expenditure, following the latest review of our principal risks and the likely impact on the charity should they materialise.

The minimum reserve levels sufficient to cover expenditure for six months is £2.9m (based on budgeted costs for the next financial year). Free reserves held on 31 December 2024 were £3,206,270 (2023: £3,182,792) and are therefore above the minimum required amount. This will enable scope for further investment in 2025 to support our strategy.

## Designated reserves

Designated reserves are established at the discretion of the Trustees for specific purposes which are in the best interests of the charity, or to reflect the investment of reserves in capital assets rather than operating costs.

At the end of 2024, there was £479,513 in a future depreciation fund representing the net book value of tangible and intangible fixed assets. The purpose of this reserve is to emphasise to the reader of the accounts that funds used to acquire tangible and intangible assets are not available to fund other operations in future years, while providing a fund into which these assets' depreciation and amortisation can be charged.

At the end of 2023, the Trustees decided to ring-fence some of the group's reserves into the following designated funds, to ensure that accelerated activity to support the strategy can be carried out:

- Campaign fund: there was £67,000 in this fund at the end of 2023. The entire amount was spent in 2024 to promote our Drinking Check
- Research fund: there was £31,000 in this fund at the start of 2023. The entire amount was spent in 2024 to produce a specific report on high-risk drinkers
- Strategy delivery fund: we started the year with £951,372 in this fund and we spent £851,264 in the year towards the promotion and improvement of our Drinking Check, strengthening our IT infrastructure and the move to our new office in Chiswell Street. The remaining balance of £100,108 will be spent in 2025 on further improvements to our IT infrastructure and reviewing our information, advice, and guidance materials for our partners. At the end of 2024, a further £200,000 was designated to be used towards new strategic projects in 2025 and £26,344 for evaluation work

## Going concern

The Trustees have reviewed the latest budget and business plan, the level of free reserves, the latest management accounts, and most recent cash flow projections.

Drinkaware's reserves policy will remain subject to ongoing review and has been set at a level to ensure that sufficient free reserves are maintained to cover at least six months' operating expenses. On 31 December 2024, free reserves amounted to seven months' operating expenses.

The Trustees have also considered the potential impact of a reduction in future income and the consequential effect on expenditure, after allowing time for Drinkaware to implement necessary actions to maintain a sustainable financial position.

As a result, the Trustees believe that Drinkaware is well-placed to manage operational and financial risks successfully. The Trustees are confident that Drinkaware has adequate resources to continue in operational existence for the foreseeable future. Accordingly, the Trustees are of the view that Drinkaware can continue to adopt the 'going concern' basis of accounting in preparing the financial statements.

# 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 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 industry or have a policy role with respect to alcohol. A register of Trustees' interests is maintained and accessible on the Drinkaware website.

## 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. New Trustees also receive induction material on the role of a Trustee and are signposted to the Charity Commission website for wider reading.

Training is provided at the request of the Trustees. The Board has a formal annual appraisal of Trustees (including the Chair) in line with best practice in the charity sector.





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## Trustee recruitment

Under its Memorandum and Articles of Association, the Board may comprise of at least three and no more than 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.

## Organisation

The Board of Trustees direct the work of the charity. It typically meets around six times per year, although additional meetings can be held as and when required.

The Risk & Audit Committee provides independent oversight of Drinkaware's systems of internal controls, risk management, and financial reporting. The Committee meets up to four times per year and committee members provide expertise and advice to the executive team as required.

In addition, the Board is advised by an Independent Advisory Panel (IAP) which was set up in 2024. The IAP assists the charity by providing expert advice that will help raise awareness of the long-and-short-term risks associated with alcohol consumption. It has a wider expertise in behavioural sciences to sit alongside medical experts. The IAP meets twice a year and attends Board meetings on an observer basis.

The Chief Executive Officer (CEO) is appointed by the Board of Trustees to manage the day-to-day operations of the charity. The CEO works with the Senior Leadership Team, which comprises of directors for each key department. Collectively, they have delegated authority for operational matters. These include 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 cooperation with other organisations

No Trustees receive remuneration or other benefits 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

In 2023, we undertook a pay and reward review whereby all staff pay was benchmarked against market rates at the time. The review ensured that Drinkaware pays a fair and equitable salary for the diversity of its job roles. When a vacancy is advertised, a benchmarking exercise is also undertaken to ensure that the salary offered is attractive to prospective applicants. As part of our pay policy, we have committed to undertake a benchmarking exercise every two years.

Proposed pay increases or bonuses for exceptional performance are agreed by the Trustees or the CEO as appropriate and are not guaranteed.

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

## Public benefit

The Trustees believe that activities undertaken in 2024 by the charity further its purpose for public benefit, and believe that the annual report provides evidence of this with its case studies, research, and progress against strategic objectives. Therefore, the Trustees believe that they have complied with their duty to have due regard for public benefit in undertaking activities.

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# Risk management

The Board of Trustees has created a risk management strategy that 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 Trustees consider the following to be the key risks and mitigations currently facing the charity:

- Drinkaware's income is made up of donations from industry organisations from across the UK, which is a risk when the industry is under financial pressure or for other reasons, such as how donations are being spent. This continues to be closely monitored, given the continued impact of inflation and cost of living, and other pressures faced by the industry including a new duties system and changing consumer preferences. The trading activities are monitored by the Board of the trading company. A review of our pipeline process will be undertaken in 2025 by our new Commercial Director, with a view to developing a clear funding strategy
- Our reputation as a trusted source of information for the public, government, and industry remains a key organisational risk. We have a range of mitigations in place for this including an Independent Advisory Panel, revised organisational values, and investment in new key roles across our management team
- With a greater focus on digital, the Board considers that risks of IT systems failure and cyber and data security are of rising importance. Drinkaware's business continuity plan is reviewed quarterly, and a cyber maturity assessment was completed in late 2022 with remedial actions put in place during 2023. Annual penetration testing is conducted on both our internal and external infrastructure. In 2024, we also outsourced our data governance which has led to a review of all data processing activities across the organisation. No significant issues were highlighted, and we are in the process of improving and documenting our internal practices and formalising new data protection policies
- The Board is concerned that the governance and leadership structures are resilient enough to ensure that Drinkaware's work to reduce alcohol harm will continue despite departures and absences among Trustees and senior management. To mitigate this, the management level under the Senior Leadership Team has been strengthened so that each area of activity has a Head. These new roles have taken on responsibility for day-to-day management of teams, allowing more time for the Senior Leadership Team to focus on strategic work. During 2024, the Senior Leadership Team was also reshaped to ensure our operational effectiveness and ongoing ability to deliver our strategy. Following a couple of Trustee retirements, recruitment of new Trustees is underway. A full list of current Trustees can be found on page 8
- The Board is aware of the potential for the loss of organisational memory when there is change both among the Board and senior management

# 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 Statements of Recommended Practice (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
- 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.

## Information to Auditors

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 that 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, Board of Trustees

23 July 2025

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

## Opinion

We have audited the financial statements of The Drinkaware Trust (the 'company') for the year ended 31 December 2024 which comprise the Group Statement of Financial Activities, the Group and Parent Charitable Company Balance Sheets, the Statement of Cash Flows 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's and the parent charitable company's affairs as at 31 December 2024, and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice
- Have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee investment (Scotland) Act 2005 (as amended), regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and 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 charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least 12 months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.



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## 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
- The Trustees' annual report has been prepared in accordance with applicable legal requirements

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

In light of the knowledge and understanding of the group and parent charitable 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, the Charities Accounts (Scotland) Regulations 2006 (as amended) and the Charities Act 2011 require us to report to you if, in our opinion:

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

## Responsibilities of Trustees

As explained more fully in the Trustees' responsibilities statement set out on page 49, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

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

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005, the Companies Act 2006 and section 151 of the Charities Act 2011 and report in accordance with those Acts.

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 group and parent charitable company's internal control
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Trustees
- Conclude on the appropriateness of the Trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the group and parent charitable company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of

our auditor's report. However, future events or conditions may cause the group or parent charitable company to cease to continue as a going concern

- Evaluate the overall presentation, structure, and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation
- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the group to express an opinion on the consolidated financial statements. We are responsible for the direction, supervision, and performance of the group audit. We remain solely responsible for our audit report

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.

#### **Explanation as to what extent the audit was considered capable of detecting irregularities, including fraud**

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed as follows.

The objectives of our audit in respect of fraud are: to identify and assess the risks of material misstatement of the financial statements due to fraud; to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud, through designing and implementing appropriate

responses to those assessed risks; and to respond appropriately to instances of fraud or suspected fraud identified during the audit. However, the primary responsibility for the prevention and detection of fraud rests with both management and those charged with governance of the charitable company.

Our approach was as follows:

- We obtained an understanding of the legal and regulatory requirements applicable to the charitable company and considered that the most significant are the Companies Act 2006, the Charities and Trustee investment (Scotland) Act 2005 (as amended), regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended), the Charities Act 2011, the Charity SORP, and UK financial reporting standards as issued by the Financial Reporting Council and UK taxation legislation
- We obtained an understanding of how the charitable company complies with these requirements by discussions with management and those charged with governance
- We assessed the risk of material misstatement of the financial statements, including the risk of material misstatement due to fraud and how it might occur, by holding discussions with management and those charged with governance
- We inquired of management and those charged with governance as to any known instances of non-compliance or suspected non-compliance with laws and regulations
- Based on this understanding, we designed specific appropriate audit procedures to identify instances of non-compliance with laws and regulations. This included making enquiries of management and those charged with governance and obtaining additional corroborative evidence as required

There are inherent limitations in the audit procedures described above. We are less likely to become aware of instances of non-compliance with laws and regulations that are not closely related to events and transactions reflected in the financial statements. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

### 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 to the charity's Trustees, as a body, in accordance with section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005, and in respect of the consolidated financial statements 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.

*Moore Kingston Smith LLP*

Luke Holt  
(Senior Statutory Auditor)

For and on behalf of Moore Kingston Smith LLP,  
Statutory Auditor

9 Appold Street  
London  
EC2A 2AP

30 July 2025

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 2024.  
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 2024

	Notes	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £	Total funds 2023 £
<b>Income from:</b>					
Donations	2	5,884,092	-	5,884,092	5,992,227
Charitable activities					-
Commercial trading operations	3	345,643	-	345,643	370,369
Investment income	4	77,191	-	77,191	37,618
Other income	5	13,546	20,000	33,546	24,854
<b>Total</b>		<b>6,320,472</b>	<b>20,000</b>	<b>6,340,472</b>	<b>6,425,068</b>
<b>Expenditure on:</b>					
Raising funds		465,119	-	465,119	393,665
Commercial trading operations		69,842	-	69,842	114,138
Charitable activities		6,567,261	20,000	6,587,261	5,235,245
<b>Total</b>	<b>6</b>	<b>7,102,222</b>	<b>20,000</b>	<b>7,122,222</b>	<b>5,743,048</b>
Net income		(781,750)	-	(781,750)	682,020
Transfers between funds		-	-	-	-
Net movement in funds		(781,750)	-	(781,750)	682,020
<b>Reconciliation of funds:</b>	<b>18/19</b>				
Total funds brought forward		4,793,985	-	4,793,985	4,111,965
<b>Total funds carried forward</b>		<b>4,012,235</b>	<b>-</b>	<b>4,012,235</b>	<b>4,793,985</b>

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

The notes on pages 58 to 72 form part of these financial statements.

## Consolidated and company balance sheets

For the year ended 31 December 2024

	Notes	Group		Charity	
		2024 £	2023 £	2024 £	2023 £
<b>Fixed assets</b>					
Intangible assets	11	402,659	557,993	402,659	557,993
Tangible assets	12	76,853	3,828	76,853	3,828
Investment in Trading Sub			-	1	1
		<b>479,512</b>	<b>561,821</b>	<b>479,513</b>	<b>561,822</b>
<b>Current assets</b>					
Stocks	13	32,649	9,973	-	1,490
Debtors	14	1,745,338	1,635,485	1,683,215	1,715,477
Short-term investments		1,433,393	-	1,433,393	-
Cash at bank & in hand		906,811	3,380,648	733,327	3,118,952
		<b>4,118,191</b>	<b>5,026,106</b>	<b>3,849,935</b>	<b>4,835,919</b>
Creditors: amounts falling due within one year	15	(585,468)	(793,942)	(518,885)	(805,927)
<b>Net current assets</b>		<b>3,532,723</b>	<b>4,232,164</b>	<b>3,331,050</b>	<b>4,029,992</b>
<b>Net assets</b>		<b>4,012,235</b>	<b>4,793,985</b>	<b>3,810,563</b>	<b>4,591,814</b>
<b>Funds</b>					
Unrestricted funds	19	3,206,270	3,182,792	3,004,598	2,980,621
Designated funds	19	805,965	1,611,193	805,965	1,611,193
Restricted funds	18	-	-	-	-
<b>Total funds</b>		<b>4,012,235</b>	<b>4,793,985</b>	<b>3,810,563</b>	<b>4,591,814</b>

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 loss for the year was £781,251 (2023: surplus of £530,478).

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 23 July 2025 and signed on its behalf by:



Lucy Armstrong  
Chair

Registered Company no. 4547974

The notes on pages 58 to 72 form part of these financial statements.

## Consolidated statement of cash flows

For the year ended 31 December 2024

	2024 £	2023 £
<b>Cash generated from operating activities</b>		
Net cash provided by operating activities	(842,595)	747,101
<b>Cash flows from investing activities:</b>		
Interest income	77,191	37,618
Purchase of property, plant, and equipment	(109,043)	-
Purchase of intangible assets	(165,997)	(151,993)
Investment movement in short-term cash	(1,433,393)	-
<b>Net cash used in investing activities</b>	<b>(1,631,242)</b>	<b>(114,375)</b>
Change in cash and cash equivalents in the reporting period	(2,473,837)	632,726
<b>Cash and cash equivalents at the beginning of the reporting period</b>	<b>3,380,648</b>	<b>2,747,922</b>
<b>Cash and cash equivalents at the end of the reporting period</b>	<b>906,811</b>	<b>3,380,648</b>
<b>Reconciliation of net income/(expenditure) to net cash flow from operating activities</b>		
Net income/(expenditure) (as per the Statement of Financial Activities)	(781,750)	682,020
<b>Adjustments for:</b>		
Depreciation charges	36,018	22,968
Amortisation charges	321,331	412,476
Bad debt provision movements	(59,461)	(33,722)
Investment income	(77,191)	(37,618)
Decrease in stocks	(22,676)	23,621
Increase in debtors	(50,392)	(710,432)
Decrease/(increase) in creditors	(208,474)	387,788
<b>Net cash provided by operating activities</b>	<b>(842,595)</b>	<b>747,101</b>
<b>Analysis of cash and cash equivalents</b>		
Short-term investments	1,433,393	-
Cash in hand	906,811	3,380,648
<b>Total cash and cash equivalents</b>	<b>2,340,204</b>	<b>3,380,648</b>

### Analysis of changes in net debt

	As at 1 January 2024	Cash flows	As at 31 December 2024
Short-term investments	-	1,433,393	1,433,393
Cash at bank	3,380,648	(2,473,837)	906,811
<b>Total</b>	<b>3,380,648</b>	<b>(1,040,444)</b>	<b>2,340,204</b>

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## Notes to the consolidated financial statements

For the year ended 31 December 2024

### 1. Accounting policies

The Drinkaware Trust is a company limited by guarantee registered in England and Wales (company number 4547974). Its registered office is 1st Floor, Michael House, 35 Chiswell St, London, EC1Y 4SE.

#### a) Accounting convention

##### Basis of preparation

The charity constitutes a public benefit entity as defined by FRS102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) including Update Bulletin 2, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS102), the Charities Act 2011, the Companies Act 2006 and UK Generally Accepted Practice. The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest pound. The financial statements are prepared under the historical cost concept except for investments which are held at fair value.

##### 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 high inflation and rising prices, both from an organisation viewpoint and from our funders. The Trustees have made this particular assessment for a period of at least twelve months from the date of approval of the financial statements for the year ended 31 December 2024 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.

Having reviewed the forecasts and projections prepared by management, the Trustees are confident that the charitable group will continue to meet its obligations as they fall due and as a result of this, the going concern basis of accounting continues to be appropriate.

##### 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.

#### b) Tangible fixed assets and depreciation

Tangible fixed assets acquired with a fair value over £2,500 are capitalised and depreciated on a straight-line basis over their expected useful economic lives as follows:

- Fixtures, furniture, and equipment – three years
- Leasehold improvements – the life of the lease



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### **c) Intangible fixed assets**

Intangible fixed assets acquired with a fair value over £2,500 are capitalised and amortised on a straight-line basis over their expected useful economic lives as follows:

- Website domain – three years
- Website replatforming and mobile application – three years
- Assets under construction – not amortised until they are ready for use

### **d) Income**

Income is recognised as soon as Drinkaware has entitlement to the income and there is a probability of receipt, and the amount is measured with sufficient reliability. Income attributable to the financial period is recognised as follows:

- Donations are accounted for in the period to which they relate
- Investment income is accounted for over the period in which it is earned
- Other income is accounted for as it is earned
- Sale of informational materials from commercial trading operations is accounted for when the sale has taken place. Other commercial income is accounted for in the period to which it relates

### **e) Deferred income**

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

### **f) Expenditure**

Expenditure is 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.

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

Direct 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.

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.

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## h) Operating leases

Rentals arising under operating leases are charged to the SOFA over the period in which the costs are incurred.

## i) Fund accounting

Funds held by the charity are:

- **Unrestricted funds** are 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
- **Designated funds** represent a portion of the unrestricted funds that have been set aside by the Trustees for a particular purpose
- **Restricted funds** represent grants and other income received which can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor

## j) 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 objectives 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.

## k) Cash and cash equivalents

Cash and cash equivalents include cash-in-hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

## l) Debtors and creditors

Trade and other debtors are recognised at the settlement amount due.

Creditors and liabilities are recognised when an obligation arises to transfer economic benefits to a third party as a result of past transactions or events. The amount due to settle the obligation can also be measured reliably.

## m) Pensions

Drinkaware operates a defined contribution pensions policy in compliance with the stakeholder pensions requirements. Drinkaware matches the percentage that the employee contributes up to a maximum of 7.5%. Contributions payable are charged as an expense to the SOFA in respect of the accounting period.

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

## n) 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.

## o) 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 either have been unpaid for more than 90 days, or where we believe there is a high risk of non-payment

## 2. Grants & donations - charity

	2024 £	2023 £
<b>Unrestricted:</b>		
Donations	5,884,092	5,992,227
<b>Total income</b>	<b>5,884,092</b>	<b>5,992,227</b>

Note: All donations were unrestricted in the current year and in the prior year.

## 3. Commercial trading operations and investment in trading subsidiary

The wholly owned trading subsidiary, Drinkaware Trading Limited, registered office 1st floor, Michael House, 35 Chiswell St, London, EC1Y 5SE, Company Number: 11735195, which is incorporated in the UK, Gift Aids any taxable profits to the charity. 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

	2024 £	2023 £
1 ordinary share of £1	1	1

	2024 £	2023 £
<b>Summary profit &amp; loss account</b>		
Turnover	345,643	370,369
Costs of sales	(29,295)	(64,698)
<b>Gross profit</b>	<b>316,348</b>	<b>305,671</b>
Distribution costs	(11,875)	(11,136)
Administrative costs	(102,802)	(198,171)
<b>Net profit</b>	<b>201,671</b>	<b>96,364</b>
Interest payable and similar charges	-	-
<b>Profit on ordinary activities before Gift Aid</b>	<b>201,671</b>	<b>96,364</b>
Gift aid payments to parent charity	(96,364)	(50,628)
<b>Net movement in funds</b>	<b>105,307</b>	<b>45,736</b>
Retained profits brought forward	96,365	50,629
<b>Retained profits carried forward</b>	<b>201,672</b>	<b>96,365</b>

	2024 £	2023 £
<b>Summary balance sheet</b>		
Current assets	282,187	369,417
Current liabilities	(80,515)	(273,052)
<b>Capital and reserves</b>	<b>201,672</b>	<b>96,365</b>

## 4. Investment income

	2024 £	2023 £
<b>Unrestricted bank interest receivable</b>	<b>77,191</b>	<b>37,618</b>

## 5. Other income

	2024 £	2023 £
Unrestricted grants	13,546	24,854
Restricted grants	20,000	-
<b>Total</b>	<b>33,546</b>	<b>24,854</b>

The restricted grant was from the Scottish Alcohol Industry Partnership (SAIP) to deliver a specific Drinking Check campaign in Scotland. All of the grant was spent in the year.



## 6. Expenditure

	Staff costs £	Support costs (note 7) £	Other direct costs £	Total 2024 £
<b>Raising funds</b>				
Cost of raising donations	304,081	161,038	-	465,119
Commercial trading operations	-	69,842	-	69,842
<b>Charitable activities</b>				
Consumer information	2,460,296	1,478,604	2,648,361	6,587,261
<b>Total expenditure</b>	<b>2,764,377</b>	<b>1,709,484</b>	<b>2,648,361</b>	<b>7,122,222</b>

	Staff costs £	Support costs (note 7) £	Other direct costs £	Total 2023 £
<b>Raising funds</b>				
Cost of raising donations	235,162	158,503	-	393,665
Commercial trading operations	-	114,138	-	114,138
<b>Charitable activities</b>				
Consumer information	1,902,671	1,436,364	1,896,210	5,235,245
<b>Total expenditure</b>	<b>2,137,833</b>	<b>1,709,005</b>	<b>1,896,210</b>	<b>5,743,048</b>

## 7. Allocation of support costs and overheads

	Raising funds £	Consumer information £	Commercial trading operations £	Total 2024 £
<b>Unrestricted funds:</b>				
Premises	28,780	232,855	-	261,635
Depreciation	39,308	318,040	-	357,348
Communications and IT	30,069	243,287	-	273,356
Postage and printing	264	2,135	-	2,399
Travel costs	4,648	37,595	-	42,243
Employee related costs	57,969	469,024	-	526,993
Governance costs (note 8)	-	175,668	-	175,668
Commercial trading operations	-	-	69,842	69,842
<b>Total support costs</b>	<b>161,038</b>	<b>1,478,604</b>	<b>69,842</b>	<b>1,709,484</b>

	<b>Raising funds</b>	<b>Consumer information</b>	<b>Commercial trading operations</b>	<b>Total 2023</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
<b>Unrestricted funds:</b>				
Premises	10,973	88,778	-	99,751
Depreciation	47,899	387,545	-	435,444
Communications and IT	28,169	227,916	-	256,085
Postage and printing	489	3,957	-	4,446
Travel costs	4,852	39,255	-	44,107
Employee related costs	66,121	534,977	-	601,098
Governance costs (note 8)	-	153,936	-	153,936
Commercial trading operations	-	-	114,138	114,138
<b>Total support costs</b>	<b>158,503</b>	<b>1,436,364</b>	<b>114,138</b>	<b>1,709,005</b>

## 8. Analysis of governance costs

	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
Auditors' remuneration		
- Audit of company	17,399	18,160
- Audit of subsidiary	-	6,425
Legal and professional fees	158,269	129,351
<b>Total governance costs</b>	<b>175,668</b>	<b>153,936</b>

## 9. Staff costs and Trustee remuneration

	<b>Group and Charity</b>	
	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
Wages and salaries	2,372,415	1,839,504
Pension contributions	141,506	95,387
Social security costs	250,456	202,942
	<b>2,764,377</b>	<b>2,137,833</b>

**The average number of employees during the year was:**

	2024	2023
Charity	37	31
	<b>37</b>	<b>31</b>

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

	2024	2023
£60,000 to £69,999	4	4
£70,000 to £79,999	6	1
£80,000 to £89,999	-	2
£90,000 to £99,999	1	1
£100,000 to £109,999	1	-
£110,000 to £119,999	1	-
£120,000 to £120,999	2	1

During 2024 we reshaped our leadership team creating broader roles and bringing people in with wider responsibilities. The changes incurred termination payments of £283,645 which include PILON, unpaid leave, and redundancy. Termination payments are made as compensation for loss of office. Such payments are recognised in the period as they arise.

The pension contribution attributable to higher paid employees is £74,685 (2023: £42,521). Drinkaware operates a salary sacrifice pension scheme.

**Trustee and key personnel remuneration**

The Trustees neither received nor waived any emoluments during the year (2023: £nil).

Expenses of £5,036 (2023: £5,131) were reimbursed to three (2023: four) Trustees during the year.

The key management personnel of the charity are considered to be the Trustees, the Chief Executive, the Company Secretary, and the Chief Medical Advisor. The key management personnel of the charity received £316,846 (2023: £253,435) in salaries and fees. The employer contributions into the charity's pension scheme with respect to key management personnel amounted to £13,164 (2023: £12,536). For most of 2024, the Company Secretary was outsourced. As a result, the current year is not fully comparable to the previous year.

## 10. 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.

## 11. Intangible fixed assets - group and charity

	Website and mobile application and software £	Asset in course of construction £	Total £
<b>Cost</b>			
At 1 January 2024	1,619,775	151,993	1,771,768
Additions	144,397	21,600	165,997
Transfers	151,993	(151,993)	-
Disposals	-	-	-
At 31 December 2024	1,916,165	21,600	1,937,765
<b>Amortisation</b>			
At 1 January 2024	1,213,775	-	1,213,775
Charge for year	321,331	-	321,331
Disposals	-	-	-
At 31 December 2024	1,535,106	-	1,535,106
<b>Net book value</b>			
At 31 December 2024	381,059	21,600	402,659
At 1 January 2024	406,000	151,993	557,993

## 12. Tangible fixed assets - group and charity

	Fixtures, furniture and equipment £	Leasehold improvements £	Total £
<b>Cost</b>			
At 1 January 2024	85,411	48,045	133,456
Additions	44,029	65,014	109,043
Disposals	(86,063)	(47,376)	(133,439)
At 31 December 2024	43,377	65,683	109,060
<b>Depreciation</b>			
At 1 January 2024	85,211	44,417	129,628
Charge for year	13,554	22,464	36,018
Disposals	(86,063)	(47,376)	(133,439)
At 31 December 2024	12,702	19,505	32,207
<b>Net book value</b>			
At 31 December 2024	30,675	46,178	76,853
At 1 January 2024	200	3,628	3,828



## 13. Stock

	Group		Charity	
	2024 £	2023 £	2024 £	2023 £
Informational booklets and materials	32,649	9,973	-	1,490

## 14. Debtors

	Group		Charity	
	2024 £	2023 £	2024 £	2023 £
Trade debtors	1,441,255	1,395,850	1,372,450	1,344,224
Provision for bad and doubtful debts	(19,486)	(78,947)	(18,486)	(62,882)
Other debtors	88,173	51,940	14,184	31,604
Amounts owned by group undertakings	-	-	79,931	137,796
Prepayments and accrued income	235,396	266,642	235,136	264,735
	<b>1,745,338</b>	<b>1,635,485</b>	<b>1,683,215</b>	<b>1,715,477</b>

## 15. Creditors - amounts falling due within one year

	Group		Charity	
	2024 £	2023 £	2024 £	2023 £
Trade creditors	207,741	405,850	134,507	401,667
Other creditors	67,308	30,000	67,308	30,000
Pension liability	25,497	21,642	25,497	21,642
Taxes and social security costs	58,270	94,043	55,648	78,679
Accruals and deferred income	160,857	160,839	164,857	156,793
Deferred income (see note 16)	65,795	81,568	65,068	75,713
Amounts due to subsidiary	-	-	6,000	41,433
	<b>585,468</b>	<b>793,942</b>	<b>518,885</b>	<b>805,927</b>

## 16. Deferred income

	Group		Charity	
	2024 £	2023 w£	2024 £	2023 £
Balance at beginning of year	81,568	10,288	75,713	-
Deferred during the year	65,795	81,568	65,068	75,713
Released during the year	(81,568)	(10,288)	(75,713)	-
<b>Balance at end of year</b>	<b>65,795</b>	<b>81,568</b>	<b>65,068</b>	<b>75,713</b>

## 17. Operating leases

At 31 December 2024 the group had commitments under non-cancellable operating leases as follows:

	Group		Charity	
	2024 £	2023 £	2024 £	2023 £
<b>Land &amp; buildings</b>				
Within one year	163,094	135,774	163,094	135,774
In two-to-five years	180,074	343,168	180,074	343,168
After five years		-		-
	<b>343,168</b>	<b>478,942</b>	<b>343,168</b>	<b>478,942</b>

In February 2024, Drinkaware entered a five-year lease for a new office at 1st floor, Michael House, 35 Chiswell St, London EC1Y 4SE. There is a break clause after three years. The new lease also has a rent-free period of four months.

## 18. Restricted funds - group and charity

Year ended 31 December 2024

	Balance at 1 January 2023 £	Incoming resources £	Resources expended £	Transfers £	Balance at 31 December 2024 £
Restricted funds	-	20,000	(20,000)	-	-
<b>Total funds</b>	<b>-</b>	<b>20,000</b>	<b>(20,000)</b>	<b>-</b>	<b>-</b>

Restricted funds related to monies received from Drinkaware partners to be applied to specified goods and services. These included delivery of bespoke campaign support and materials and tailored Drinkaware programmes.

## 19. Unrestricted funds

### Consolidated - year ended 31 December 2024

	Balance at 1 January 2024 £	Incoming resources £	Resources expended £	Transfers £	Balance at 31 December 2024 £
General reserves	3,182,792	6,340,472	(5,815,962)	(501,032)	3,206,270
Designated fund - future depreciation	561,821	-	(357,348)	275,040	479,513
Designated fund - strategy delivery	951,372	-	(851,264)	226,344	326,452
Designated fund - campaign fund	67,000	-	(67,000)	-	-
Designated fund - research fund	31,000	-	(30,648)	(352)	-
	<b>4,793,985</b>	<b>6,340,472</b>	<b>(7,122,222)</b>	<b>-</b>	<b>4,012,235</b>

### Consolidated - year ended 31 December 2023

	Balance at 1 January 2023 £	Incoming resources £	Resources expended £	Transfers £	Balance at 31 December 2023 £
General reserves	1,926,693	6,425,068	(4,815,604)	(353,365)	3,182,792
Designated fund - future depreciation	845,272	-	(435,444)	151,993	561,821
Designated fund - strategy delivery	750,000	-	-	201,372	951,372
Designated fund - campaign fund	400,000	-	(333,000)	-	67,000
Designated fund - research fund	190,000	-	(159,000)	-	31,000
	<b>4,111,965</b>	<b>6,425,068</b>	<b>(5,743,048)</b>	<b>-</b>	<b>4,793,985</b>

## Charity - year ended 31 December 2024

	Balance at 1 January 2024 £	Incoming resources £	Resources expended £	Transfers £	Balance at 31 December 2024 £
General	2,980,621	6,165,321	(5,640,312)	(501,032)	3,004,598
Designated fund - future depreciation	561,821	-	(357,348)	275,040	479,513
Designated fund - strategy delivery	951,372	-	(851,264)	226,344	326,452
Designated fund - campaign fund	67,000	-	(67,000)		-
Designated fund - research fund	31,000	-	(30,648)	(352)	-
	<b>4,591,814</b>	<b>6,165,321</b>	<b>(6,946,572)</b>	<b>-</b>	<b>3,810,563</b>

## Charity - year ended 31 December 2023

	Balance at 1 January 2023 £	Incoming resources £	Resources expended £	Transfers £	Balance at 31 December 2023 £
General	1,876,064	6,265,193	(4,807,271)	(353,365)	2,980,621
Designated fund - future depreciation	845,272	-	(435,444)	151,993	561,821
Designated fund - strategy delivery	750,000	-	-	201,372	951,372
Designated fund - campaign fund	400,000	-	(333,000)	-	67,000
Designated fund - research fund	190,000	-	(159,000)	-	31,000
	<b>4,061,336</b>	<b>6,265,193</b>	<b>(5,734,715)</b>	<b>-</b>	<b>4,591,814</b>

The purpose of the designated funds can be found on page 45.



## 20. Analysis of net assets between funds

### Year ended 31 December 2024

	Unrestricted funds £	Restricted funds £	Total £
<b>Group</b>			
Fund balances at 31 December 2024 are represented by:			
Fixed assets	479,513	-	479,513
Net current assets	3,532,722	-	3,532,722
<b>Total net assets</b>	<b>4,012,235</b>	<b>-</b>	<b>4,012,235</b>

	Unrestricted funds £	Restricted funds £	Total £
<b>Charity</b>			
Fund balances at 31 December 2024 are represented by:			
Fixed assets	479,513	-	479,513
Investment	1	-	1
Net current assets	3,331,049	-	3,331,049
<b>Total net assets</b>	<b>3,810,563</b>	<b>-</b>	<b>3,810,563</b>

### Year ended 31 December 2023

	Unrestricted funds £	Restricted funds £	Total £
<b>Group</b>			
Fund balances at 31 December 2023 are represented by:			
Fixed assets	561,821	-	561,821
Net current assets	4,232,164	-	4,232,164
<b>Total net assets</b>	<b>4,793,985</b>	<b>-</b>	<b>4,793,985</b>

	Unrestricted funds £	Restricted funds £	Total £
<b>Charity</b>			
Fund balances at 31 December 2023 are represented by:			
Fixed assets	561,821	-	561,821
Investment	1	-	1
Net current assets	4,029,992	-	4,029,992
<b>Total net assets</b>	<b>4,591,814</b>	<b>-</b>	<b>4,591,814</b>

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## 21. Related party transactions

During the year Drinkaware Trust charged a management fee of £72,000 (2023: £156,000) to Drinkaware Trading Limited, its fully owned subsidiary, for administration and support costs.

At the balance sheet date Drinkaware Trust was owed £79,931 (2023: £243,604) by Drinkaware Trading Limited, of which £nil (2023: £105,808) was provided for. This amount included a loan of £nil (2023: £50,000) from Drinkaware Trust to Drinkaware Trading, which had an interest rate of 3% above the Bank of England Base Rate, accruing daily. The loan was fully paid off during the year.

At the balance sheet date, Drinkaware Trust owed £6,000 (2023: £41,433) to Drinkaware Trading Limited for trading sales receipts that were paid into the Trust.

During the year Wells & Co Limited, a related party to Drinkaware Trust by virtue of Trustee Paul Wells also being a director of the company, purchased logo licences totalling £2,000 (2023: £2,000) and donated £1,839 (2023: £1,745) to the Trust.

## 22. Capital commitments

There was £36,720 of capital commitments authorised and contracted by the Charity and Group as at 31 December 2024 for the development of the new finance systems. This amount will be spent in 2025. There were no capital commitments by the charity or group, contracted or authorised at 31 December 2023).

## 23. 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.

# Our funders

- |   |                                       |  |
|---|---------------------------------------|--|
| 1. Accolade Wines Limited                       | 41. Freedom Brewery Ltd               | 83. Molson Coors                             |
| 2. Admiral Taverns Ltd                          | 42. Funkin Cocktails Ltd              | 84. Morrison Scotch Whisky Distillers        |
| 3. Adnams PLC                                   | 43. Getir UK Limited                  | 85. Moth Drinks                              |
| 4. Aldi UK                                      | 44. Glen Turner Company Ltd           | 86. North South Wines Ltd                    |
| 5. Amazon Fresh UK                              | 45. Global Brands                     | 87. Off-Piste Wines Ltd                      |
| 6. Asahi UK                                     | 46. Goedhuis & Co                     | 88. Origin Wine Ltd                          |
| 7. Aston Manor Brewery Company Limited          | 47. Gordon & Macphail                 | 89. Parkdean Resorts UK Ltd                  |
| 8. Bacardi-Martini                              | 48. Guy Anderson Wines                | 90. Pernod Ricard                            |
| 9. Bancroft Wines                               | 49. H Weston and Sons Ltd             | 91. Pol Roger                                |
| 10. Beam Suntory                                | 50. Hallgarten & Novum Wines          | 92. Punch Pubs & Co                          |
| 11. Ben Nevis Distillery                        | 51. Harvey & Sons (Lewes) Ltd         | 93. Quintessential Brands UK (G&J Greenalls) |
| 12. Benchmark Drinks                            | 52. Hatch Mansfield Limited           | 94. R&B Distillers Limited                   |
| 13. Berry Brothers & Rudd                       | 53. Heineken UK                       | 95. Racecourse Association Ltd               |
| 14. Blue Tree Limited                           | 54. Hippodrome Casino Ltd             | 96. Rank Leisure Holdings                    |
| 15. Broadland Drinks                            | 55. Hi-Spirits (Sazerac)              | 97. Remy Cointreau UK Ltd                    |
| 16. Brothers Drinks Co Ltd                      | 56. Hook Norton Brewery               | 98. Ridgeview Estate Winery                  |
| 17. Brown-Forman Brands                         | 57. Ian Macleod Distillers Ltd        | 99. Sainsbury's Supermarkets Ltd             |
| 18. Budweiser Brewing Group UK&I                | 58. Ideal Wine Company                | 100. SHS Group Drinks Division               |
| 19. Butlins Skyline                             | 59. In Good Company Brewing Ltd       | 101. Southwestern Distillery Ltd             |
| 20. C&C Group PLC                               | 60. InchDairnie Distillery Ltd        | 102. Spar (UK) Ltd                           |
| 21. Campari UK                                  | 61. Intercontinental Brands           | 103. St Austell Brewery                      |
| 22. Carlsberg Marston's Brewing Company Limited | 62. International Beverage (InverBev) | 104. Terroirs et Vignerons de Champagne      |
| 23. Casella Family Brands (Europe) Ltd          | 63. Isle of Arran Distillers          | 105. Tesco plc                               |
| 24. Castel-Frères                               | 64. J Chandler & Co (Buckfast) Ltd    | 106. TGI Friday's                            |
| 25. Cider of Sweden Ltd (Kopparberg)            | 65. J D Wetherspoon                   | 107. Thatchers                               |
| 26. Concha y Toro UK Ltd                        | 66. John E Fells & Sons Ltd           | 108. The Coca-Cola Company                   |
| 27. Continental Wine and Food                   | 67. Just Eat                          | 109. The Co-operative Group                  |
| 28. Corinthian Brands Limited                   | 68. Kingsland Wines                   | 110. The Drinks Company                      |
| 29. Cotswold Brewing Company t/a Hawkstone      | 69. Laithwaite's Wine (Direct Wines)  | 111. The Isle of Wight Distillery            |
| 30. Cotswold Distillery                         | 70. Laurent Perrier                   | 112. The Wine Flyer (Avios)                  |
| 31. DGB Europe Limited                          | 71. Lidl                              | 113. The Wine Society                        |
| 32. Diageo Great Britain Ltd                    | 72. Loch Lomond Group                 | 114. Treasury Wine Estates                   |
| 33. Disaronno International UK Limited          | 73. Louis Latour Agencies             | 115. Vintage Roots                           |
| 34. CVH Spirits (Distell)                       | 74. Maisons Marques et Domaines       | 116. Vranken Pommery                         |
| 35. E & J Gallo Winery Europe                   | 75. Mark Anthony International        | 117. Warners Distillery                      |
| 36. Eden Mills St Andrews                       | 76. Marks & Spencer plc               | 118. Wells & Co                              |
| 37. Edrington Group                             | 77. Marston's PLC                     | 119. Whisky Exchange / Speciality Drinks Ltd |
| 38. England and Wales Cricket Board             | 78. Mason's of Yorkshire Ltd          | 120. Whitbread Restaurants                   |
| 39. Enotria & Coe Ltd                           | 79. Mast-Jaegermeister UK Ltd         | 121. Whyte and Mackay Ltd                    |
| 40. Estrella Damm                               | 80. Metropolitan Gaming               | 122. William Grant & Sons                    |
|   | 81. Mitchells and Butlers plc         | 123. WM Morrison                             |
|   | 82. Moet Hennessy UK Ltd              | 124. Woodforde's Brewery Ltd                 |
|   |                                       | 125. Yealands Wine                           |

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**We have found the student insight very helpful. Also the Drinking Check has been – and continues to be – a really useful conversation starter.**

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