

**drinkaware**

# Annual Trustees' Report 2023





**Drinkaware Annual Trustees' Report 2023**

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**Drinkaware Annual Trustees' Report 2023**

# Foreword from the Chair of Trustees

2023 was an important - and successful - year for Drinkaware. It marked the first full year of implementing our new organisational strategy, with colleagues and partners coming together like never before with a shared goal of achieving the change needed to reduce alcohol-related harm.



A handwritten signature in black ink, which reads "Lucy Armstrong".

**Lucy Armstrong**  
Chair, Board of Trustees

## Working with our partners

Together with our network of academics, industry experts, governments, and other key stakeholders, we are capitalising on conversations around alcohol and making it possible to share our advice, tools, and evidence with many more people.

We had support from over 300 industry organisations, including funders and Drinkaware logo licence holders - a 35% increase. Our conference in March brought together nearly 70 funders, partners, alcohol and alcohol-free producers, and political representatives to discuss how we can best work in partnership to reduce alcohol harm.

We held roundtable events with different areas of the alcohol industry, to understand key issues and identify areas we can work together, and held a series of one-on-one meetings with partners to define joint plans for the year ahead.



# 300

**We had support from over 300 industry organisations - a 35% increase**

## First year of our new strategy

Our organisational culture has benefitted greatly from the rollout of our new strategy, helping to make Drinkaware a great place to work, and a great partner to work with.

“

**We recognise the need for, and importance of, working in partnership with all our stakeholders and will continue to find new and innovative ways to do this.**

”

In tandem with these changes, we have strengthened our governance by developing a new Independent Advisory Panel. The panel will have a wider expertise than the former Medical Advisory Panel, including in behavioural sciences who will sit alongside medical experts. They will look at ways we can use our influence, and work with others, to reduce the stigma around drinking. We want to make it easier for people to confidently – and openly – discuss their drinking habits and seek help when necessary.



## Changes in governance

I would like to offer particular thanks to Dr Fiona Sim OBE, who stepped down from her role as Drinkaware's Chief Medical Advisor, and Chair of the Medical Advisory Panel, in November 2023. She has always been extremely supportive and diligent in ensuring our work is aligned with the best available medical and public health evidence.

I am delighted by the appointment of Dr Paul Hughes as Fiona's successor, taking on the role as chair of the new panel. Dr Hughes brings more than 30 years of experience, including his current role as National Medical Director for the UK's largest primary care provider of NHS General Practice services, Operose Health, and five years as Executive Medical Director at the national drug, alcohol, and mental health charity We Are With You. His passion and expertise will ensure we continue to provide the best available alcohol advice and information to people.

## Thank you

More broadly, I would like to thank everyone who has worked with and supported Drinkaware during 2023 (if you are reading this, the likelihood is that you have contributed too, so thank you!). A final acknowledgment must go to our Trustees, who play a vital role in guiding our organisation. Thank you to Charles Allen, who retired in July, and welcome to our new trustee Bruce Ray, who was appointed in early 2024.

Of course, any annual report is only a snapshot in time. Our achievements have only been possible because of the joint efforts of all our partners; we look forward to continuing this work into the future, to change our society for the better and reduce alcohol harm.

Drinkaware Annual Trustees' Report 2023

# Chief Executive's Report

2023 was a foundational year for Drinkaware. We delved deeper into who we are and how we can contribute to reducing alcohol harm in the UK.

## Our strategic direction

We refined our focus to strategically position us as a catalyst for real, lasting change to society and the UK's drinking culture.



*Karen Tyrell*

**Karen Tyrell**  
Chief Executive Officer

“

**Our relationship with alcohol has shifted over the past 20 years.**

”

Many things have improved, particularly the number of young people choosing to drink less, the significant increase in the uptake of low alcohol and alcohol-free products, and a reduction in binge drinking. However, some trends are moving in the wrong direction, including the recent rise in alcohol-specific deaths.



## 8 million

Our research shows that eight million people are drinking above the Chief Medical Officers' low-risk drinking guidelines of 14 units per week

## Our reach

In 2023, our work helped us to significantly expand our reach, sparking more conversations with people about their drinking habits. Our brand is now recognised by even more people: we secured a record amount of media coverage, featuring on national TV including ITV's Lorraine and Sky News; and our website had 5.5 million visitors - a 10% increase.

We delivered our first campaign focusing on alcohol-free drinks, which resulted in more than eight million engagements with the campaign's content, and more than 550,000 people completed our Drinking Check - a 32% increase.



## 550,000

More than 550,000 people completed our Drinking Check in 2023 - a 32% increase

The Drinking Check helps us initiate conversations with people concerned about their drinking and provide information on whether the amount they drink could be putting their health at risk. The advice and support provided is designed to empower people to discuss their drinking more openly with friends and loved ones, and seek help and support if they need it.

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### Our vision

We believe that everyone has a shared responsibility for the culture of the society we want to live in.

Our work is helping to shift the conversation around alcohol, making it more normal to talk about your drinking habits and reducing the stigma.

A cultural shift is needed 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.

“

**We want to create a future where people who choose to drink can make informed choices about their drinking and do it in a low-risk way.**

”

While we remain focused on informing and supporting those who choose to drink, and to do so in a low-risk way, we want to reach all adults affected by alcohol harm. We want an increased focus on reaching people sooner and providing support well before they reach crisis point.

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### Thank you

I would like to say a big thank you to everyone who works for Drinkaware. Our amazing team worked incredibly hard during 2023 to really pinpoint the difference we can make so we can focus our efforts in the right places and give us the best foundations possible to help reduce alcohol harm in the UK.

In 2024, we will work in partnership with a wider range of organisations and businesses to test and learn the most effective ways to work with others.



# 5.5m

Our website had over 5.5 million visitors in 2023

“

**Working together will allow us to make tangible change to the UK's drinking culture so more people can lead healthy, happy lives.**

”

## Drinkaware Annual Trustees' Report 2023

# 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  
Paul Wells  
David Hutchinson  
Remalie Comport  
Simon Stephens  
Charles Allen  
(retired 20 July 2023)  
Bruce Ray  
(appointed 18 January 2024)

### Chief Medical Advisor:

Dr Fiona Sim OBE  
(resigned November 2023)

### Chair of Independent Advisory Panel:

Dr Paul Hughes  
(appointed 15 January 2024)

### Chief Executive Officer:

Karen Tyrell

### Company Secretary:

Katrina Leighton-Hearn

### Registered office:

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

### Company number:

04547974

### Charity number:

1094586

### 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

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# Drinkaware organisational strategy 2023-2025

**Drinkaware was set up in 2006, through discussions between the alcohol industry and government.** At the time, alcohol was a major public issue with concerns about binge drinking and alcohol-fuelled social disorder regularly in the news.

But as we know, the world has changed a lot since then. The way people purchase and consume alcohol has changed, with more people drinking at home and more alcohol bought online.

Drinkaware was established to convene all key players across industry, retailers, government, researchers, academics and charities, we use our collective expertise to promote informed decisions about alcohol and

how to reduce the harm it can cause. Our work is as relevant today as it was in 2006.

By continuing to be independent, working with our partners, providing advice and guidance based on the evidence, and commissioning research into under-explored areas we are helping to reduce alcohol harm in the UK.

### Our 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.

## We deliver our work through:



**Public-facing campaigns and digital services, information, and guidance**



**Evidence-led advice to governments and industry**



**Independent research, consumer insight, and evaluation**



Drinkaware vision

**Working together  
to reduce alcohol  
harm across the UK**

Drinkaware Annual Trustees' Report 2023

# Our 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

## Drinkaware Annual Trustees' Report 2023

# Our 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, whilst 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

## Drinkaware Annual Trustees' Report 2023

# Our plan

To keep health risks from alcohol low, the UK Chief Medical Officers' (CMOs) low-risk drinking guidelines say 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.

However, our research shows that eight million people are drinking above the CMOs' drinking guidelines. This means they are at increased risk of harm from cancer, liver and heart diseases, and mental health issues from their drinking.

[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, our Drinking Check can help people take steps to reduce their drinking.

Tackling alcohol harm is a shared ambition – one which straddles industry, local communities, families, and governments. As an independent charity, part of our role is to be a convener, bringing together experts, and sharing our advice and guidance to help reduce alcohol harm.

In 2023 we published our theory of change - a map describing our pathway to create change. It was developed with the National Council of Voluntary Organisations (NCVO) with contributions from representatives in academia, charities, civil society groups and service users, government, public health, and industry, as well as Drinkaware Trustees and staff.

It shows how we can harness the trust people have in our evidence-led advice and guidance, and will help us understand where we are making progress and generating positive change in social norms.

[Download our full strategy document.](#)



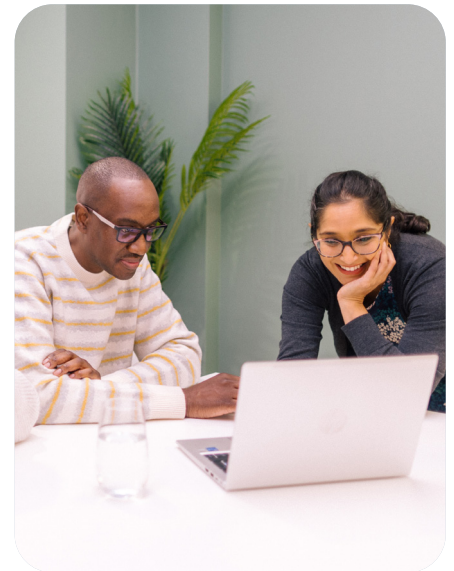


The impact Drinkaware wants to achieve

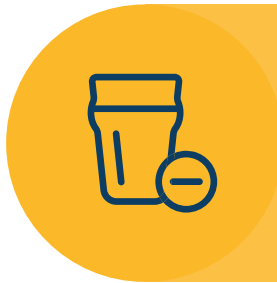
**More people drink  
within the Chief Medical  
Officers' low risk drinking  
guidelines, more often  
and for more of the time.**

## Drinkaware Annual Trustees' Report 2023

# Plans for future periods



In 2024 our focus will be on our Drinking Check tool, initially through campaigns and later through partnerships. We will be developing impact at scale and continue to deliver against our strategy.



## Goal 1: Working together to reduce alcohol harm

We will continue to foster strong senior alliances with the alcohol industry and seek partnerships for both influence and impact. We will continue to invest in stakeholder engagement activity, developing a stakeholder influencing strategy, and building a strong network of advocates across our main stakeholder groups.



## Goal 2: Voice

We will continue to create a trusted, visible, understood brand, so the public recognise and trust our advice. We will build on our media profile establishing ourselves as an authoritative voice, through evidence and insight. We will create campaigns and content designed to normalise low risk drinking.



### Goal 3: Information and support

We will increase our digital reach to inform the UK public about low risk drinking, and aim to deliver a community-based Identification and Brief Advice (IBA) programme at scale. We will run campaigns to make it easier to find and complete our Drinking Check and build partnerships to enable us to reach more drinkers. We will continue to develop our content and tools, so they are designed to normalise conversations about alcohol.



### Goal 4: Research and expertise

We will build networks across our key stakeholder groups and with academia, cementing our position as trusted experts. Our research programme will seek to deepen our understanding of the UK's drinking habits and share the lessons from our impact evaluations more widely.



### Goal 5: Infrastructure

We will work to ensure Drinkaware is financially sustainable. We want to deliver best practice in how we treat our staff, through a learning and development approach to deliver a high-performance culture.

Drinkaware Annual Trustees' Report 2023

# Drinkaware in numbers



We were mentioned **3,100 times** across print, online, and broadcast media **(160% increase)**



Our alcohol-free campaign content was seen over **242 million times** across our digital channels



**10,473 people** took part in our UK-wide 2023 Drinkaware Monitor survey



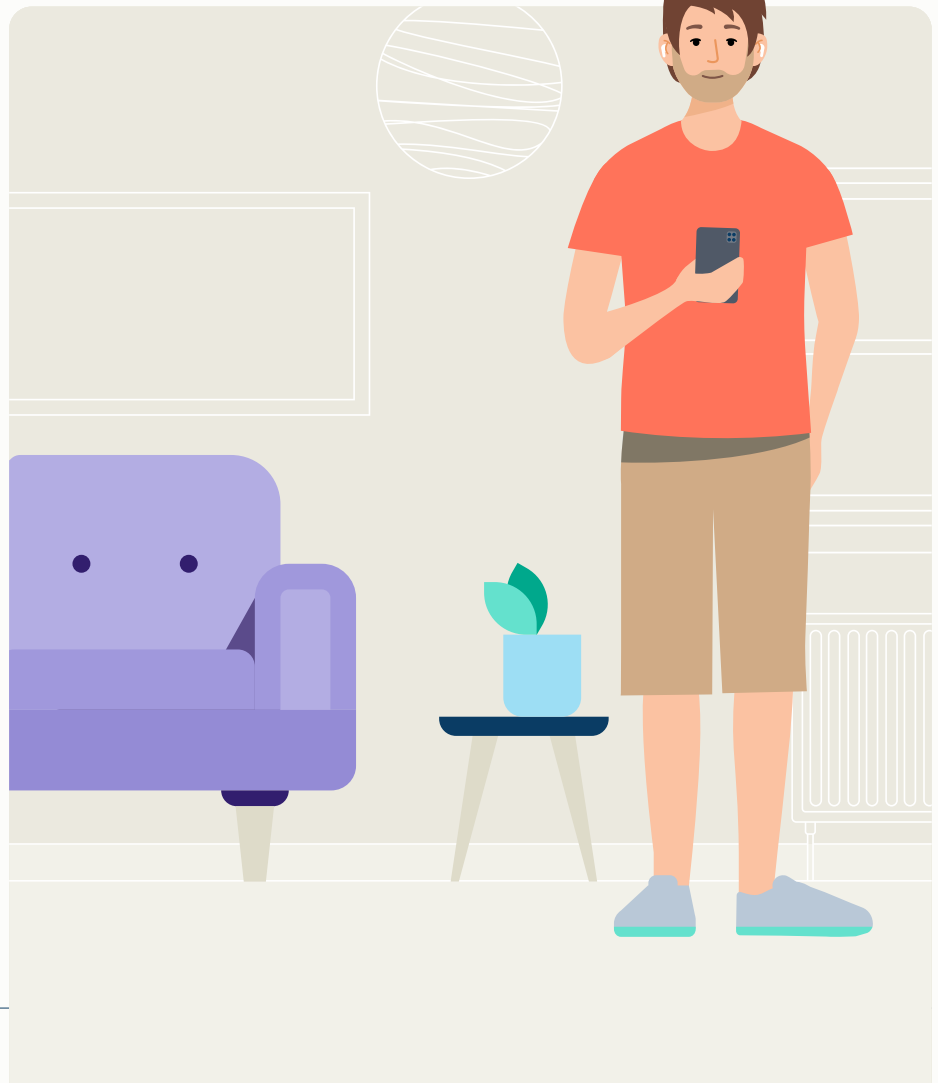
**5.5 million** unique visitors to our website. **(10% increase)**



Our organic social media content was seen over **750,000 times**, with 22,000 people engaging with the content **(92% increase)**



Over **550,000 completions** of our Drinking Check tool **(32% increase)**





Over **60,000 people** accessed our alcohol education training resources, the majority through their own organisation's online hub or Drinkaware digital platform



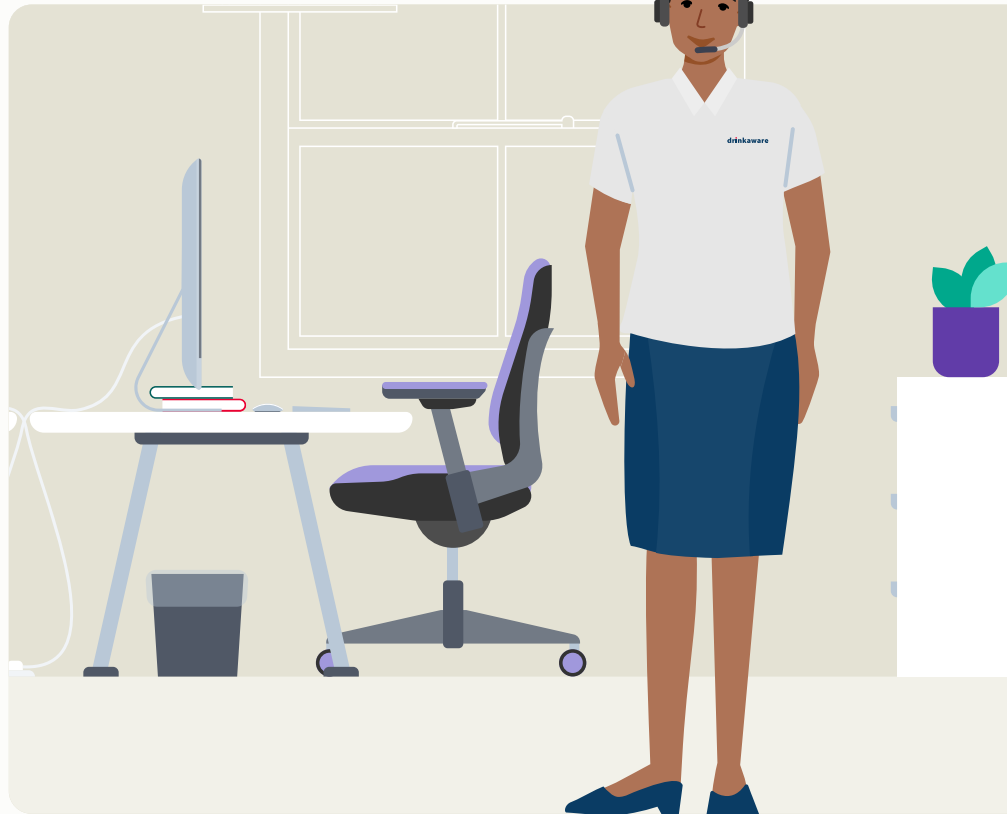
**159 NHS organisations** downloaded or purchased resources from our Drinkaware Shop



More organisations are using resources accessed via our Drinkaware Shop than ever before, with a **100% increase** in activity



Support from **over 300 industry organisations**, including funders and Drinkaware Trademark Licence holders (**35% increase**)



We delivered information and tools on how to moderate your drinking to 55 universities with **27,500 students** receiving an educational pack



Our MyDrinkaware app was downloaded **110,000 times**



We held **eight roundtables and webinars** in partnership with our funders



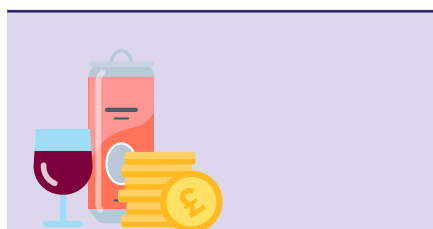
## Research and expertise

# Drinking trends in 2023

### Trend 1: The impact of the cost-of-living crisis is still being felt

The effect of the cost-of-living crisis that gripped the UK in 2021 and 2022 was still being felt in 2023. Despite a gradual decline in inflation throughout 2023,<sup>1</sup> almost nine in 10 UK adults (89%) still felt the cost-of-living crisis was an important issue facing the country, with almost half (47%) reporting in November 2023 that their cost-of-living had increased compared with the previous month.<sup>2</sup> This was reflected in our 2023 Monitor, with one in five (19.4%) UK adults struggling to afford essential costs, and two in five (38.6%) managing but reducing non-essential expenses.<sup>3</sup> These figures demonstrate the ongoing impact of the cost-of-living crisis on UK households. Notably, despite a general decrease in inflation, alcohol prices increased by 9.6% in December 2023, exceeding the increase in food and non-alcoholic drink prices (8%) for the same period.<sup>4</sup>

### These changes have affected people's drinking habits



**Due to the increased cost-of-living, and perhaps as a result of the price increases in alcohol, our 2023 Monitor revealed that more than a quarter of drinkers reduced both the amount they spent on alcohol (27.8%), and how much they drank (25.5%).<sup>5</sup>**

These findings suggest that although the rising cost-of-living is causing alcohol prices to rise, many drinkers are spending less on alcohol. Instead, they are choosing to drink less and prioritise essential expenses, such as food and rent, which saw inflationary increases of 8% and 6.2%, respectively, in 2023.<sup>6,7</sup> Notably, those experiencing financial strain are most impacted, being more than twice as likely to either reduce (39% vs 15%) or increase (10% vs 3%) their drinking compared

to people who are financially comfortable. This suggests that some drinkers who are struggling financially may be turning to alcohol as a coping mechanism amid economic pressures. Our data shows that these people are more inclined to drink for coping reasons, compared to those who are financially comfortable.<sup>8</sup>

### Trend 2: Positive trends are seen for many drinking behaviours

Over a longer period, there is evidence of changes to some drinking behaviours - many that are positive. More UK adults are choosing not to drink in 2023 (13.8%), compared to 2018 (11.7%),<sup>9,10</sup> whilst those who do drink appear to be drinking less frequently, with the proportion of UK adults drinking at least once a week reducing from 52% in 2018 to 48% in 2023.<sup>11,12</sup> This change is seen among both men and women, however those aged 55 and over show little change since 2018.<sup>13</sup>

**14 units**

**Encouragingly, the proportion of people who told us in our 2023 Monitor survey that they drink within the UK Chief Medical Officers' low-risk drinking guidelines of 14 units per week increased from 77% in 2018 to 80% in 2023.<sup>14,15</sup>**

## Drinking trends in 2023

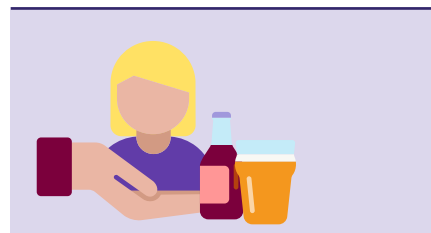
This suggests that people who drink alcohol are not only drinking less often, but they are also drinking less. In addition, there has been a decline in the proportion of people who binge drink alcohol monthly or more often from 30% in 2018 to 27% in 2023.<sup>16 17</sup> This has been largely driven by a decrease among men who drink, with levels of binge drinking remaining broadly consistent among women who drink (23% in 2018 vs 22% in 2023).<sup>18 19</sup> Binge drinking among women in the UK was highlighted in a 2023 report by the Organisation for Economic Co-operation and Development (OECD). It found UK women exhibited the highest level of binge drinking across all 38 OECD member nations.<sup>20</sup>

In addition, results from the 2023 Monitor reveal a reduction in the proportion of “risky” drinkers, according to the World Health Organization’s (WHO) screening test for harmful alcohol consumption, the Alcohol Use Disorders Identification Test for Consumption (AUDIT-C). Our 2023 Monitor showed a fall from 41% in 2018 to 38% in 2023 – the lowest level it has been since our surveys began in 2014.<sup>21 22</sup> Meanwhile, use of the full AUDIT questionnaire – a more in-depth way of measuring a person’s risk from drinking alcohol – reveals an encouraging trend among young adults, with the proportion of those aged 18 to 34 being classified as “high-risk” drinkers falling to 7% from 11% the previous year.<sup>23 24</sup>



### **Trend 3: However, there has been little overall change in the proportion of high-risk drinkers**

Despite positive trends, the proportion of UK adults drinking at high-risk and possibly dependent levels are relatively unchanged, according to both the AUDIT-C (15% in 2018 vs 14% in 2023),<sup>25 26</sup> and the full AUDIT which has remained constant since 2021 (3% in 2021 and 2023).<sup>27 28</sup>



**This suggests that more needs to be done to reach and support those drinking at the riskiest levels to help them moderate how much they drink and subsequently reduce their risk of alcohol-related harm.**

### **Trend 4: Levels of alcohol harm are at an all-time high**



**Deaths from alcohol are at unprecedented levels in the UK.**

In 2022, there were 10,048 alcohol-specific deaths (16.6 per 100,000 people) in the UK – the highest number on record. The number recorded in 2022 was 4.2% higher than in 2021 (9,641 deaths; 14.9 per 100,000 people) and 32.8% higher than in 2019 (7,565 deaths; 11.8 per 100,000 people), the last pre-coronavirus (COVID-19) pandemic year.<sup>29</sup> These figures highlight the pressing need to tackle risky drinking behaviours and habits across the UK if alcohol harm is to be reduced, and these worrying trends are to be reversed.

### Trend 5: Evidence of the alcohol harm paradox continues

UK adults living in the 30% most deprived areas are more likely to be classified as possibly dependent drinkers by the full AUDIT, compared to those living in the 30% least deprived areas (3.2% vs. 2.1%), despite being equally likely to consume at possibly dependent levels (AUDIT-C: 2.1% vs 2%).<sup>30</sup> The same pattern was observed in 2022, as adults in the most deprived areas were more likely to be classified as possibly dependent drinkers by the full AUDIT (4.9% vs. 3.8%), despite not being more likely to consume at these levels (AUDIT-C: 2.5% vs. 2%)<sup>31</sup> – suggesting that these adults have a higher likelihood of experiencing the adverse effects of drinking, and that this trend is continuing.



**This is evidence of the alcohol harm paradox, whereby those who are socially disadvantaged are more likely to experience alcohol-related harm, despite showing similar drinking habits to those of higher socioeconomic status.**<sup>32 33</sup>

We see evidence of this when examining the individual drinking consequences and symptoms of alcohol dependency measured by the full AUDIT. For example, as observed in 2022, drinkers in the most deprived areas are more likely than all drinkers to have regularly (daily or almost daily) failed to do what was normally expected of them due to their drinking (2023: 0.5% vs. 0.3%, 2022: 1.6% vs. 1%), and to have felt guilt or remorse after drinking (2023: 1.1% vs. 0.6%, 2022: 2.6% vs. 1.3%), while the same cannot be said for those living in the least deprived areas.

### Trend 6: Risky drinkers may benefit from the normalisation of having more open and honest conversations about their drinking

The persistence of high-risk drinking over the last few years among UK adults suggests these behaviours and habits are entrenched among a considerable minority of drinkers. Stigma surrounding such drinking behaviours may often put people off from seeking support.<sup>34 35 36 37</sup> Our 2023 Monitor found that 20.3% of UK adults who are concerned about someone else's drinking have not taken any action,<sup>38</sup> highlighting the need to destigmatise difficult conversations about alcohol and shape a future where people feel confident discussing alcohol-related concerns. Encouragingly, our findings show that having these types of conversations can prompt positive action, with 35% of drinkers responding to concerns raised about their drinking.<sup>39</sup>



**However, only around half of UK drinkers feel comfortable discussing how much they drink with their partner, spouse, or family, demonstrating the emotional challenges involved.**<sup>40</sup>

Similarly, having conversations about alcohol may not be possible for all high-risk drinkers, especially those from ethnic minority backgrounds who are more likely to face stigma, and even social exclusion, because of alcohol misuse, and so may be more reluctant to share their issues with those around them.<sup>41 42 43 44 45</sup> In these instances, high-risk drinkers may benefit from being able to anonymously check their drinking online, before being signposted to relevant support and information to help them reduce their drinking. People can do this via our [Drinking Check](#) on our website. Our research indicates that a significant proportion of the UK population (66.7%) has never completed an alcohol assessment,<sup>46</sup> suggesting a basic understanding of drinking risk levels may be lacking. Normalising the use of such tools may empower high-risk drinkers to confront the risks associated with their drinking and seek support to moderate or stop drinking completely.



### **Trend 7: The popularity of alcohol-free and low-alcohol drinks continues to rise**

With Mintel, a global market intelligence agency, predicting that the alcohol-free and low-alcohol drinks market would rise by 11.2% in 2023,<sup>47</sup> and Tesco reporting a soar in sales since the start of 2023,<sup>48</sup> the popularity of these alternative drinks continues to grow. This trend is particularly notable for alcohol-free drinks which are now more popular than low-alcohol drinks - demand that International Wine & Spirit Research (IWSR), a leading source of data on the alcohol drinks market, forecasts will lead to an increase of 10% between 2022 and 2026.<sup>49</sup>



**Drinking alcohol-free and low-alcohol drinks as a way of moderating your drinking was more prevalent in 2023 than in 2018, with 25.5% of UK drinkers in 2023 currently using alcohol-free drinks (compared to 18.2% in 2018), and 28.4% saying that they currently drink lower strength alcoholic drinks (compared to 25.5% in 2018).<sup>50 51</sup>**

However, the use of these drinks to moderate your drinking has a cost to the consumer, whereas taking drink-free days during the week (67.5% of adults currently do this),<sup>52</sup> or avoiding alcohol on a “school/work night” (55% of adults currently do this)<sup>53</sup> does not, perhaps limiting the use of alcohol-free and low-alcohol drinks as a moderation technique, especially during a time of financial hardship. It may be expected, therefore, that these drinks would be particularly unpopular among those who are most severely affected by the cost-of-living crisis, however our 2023 Monitor revealed that both those who cannot afford their essential costs, and those who are very financially stable, are less likely to use alcohol-free and low-alcohol drinks to moderate their drinking. Further research is required to understand how the use of these drinks changed throughout the cost-of-living crisis, and whether their use varied between those with different financial situations.

**Drinkaware Annual Trustees' Report 2023**

# Progress against strategic objectives

We believe we have a shared responsibility for the culture of the society we want to live in. The world around us matters. As such, real partnership is vital to move towards systemic and sustainable change at scale, to improve society's relationship with alcohol.



Drinkaware was established to convene all key players across industry, retailers, government, health, researchers, academics and charities to use our collective expertise to promote informed decisions about alcohol and how to reduce the harm it can cause.

“

**Working together will allow us to make tangible change to the UK's drinking culture so more people can lead healthy, happy lives.**

”

## Goal 1:

# Working together to reduce alcohol harm



We know we cannot achieve our vision alone. That is why we are working in partnership across all four nations to achieve the change we want to see.

We will continue to be independent to enable us to give advice, information, and guidance based on evidence.

## Steps taken to achieve goal 1 included:



Partner with our funders to reduce alcohol harm



Partner with non-funding organisations to reduce alcohol harm



Set up regular meetings with key government officials

## Key results:

- Our conference brought together nearly 70 funders, partners, alcohol and alcohol-free producers, and political representatives
- We partnered with several of our funders on projects to help reduce alcohol harm (see below)
- We set up partnerships with non-funding organisations including the Considerate Constructors Scheme (CCS) and Students Organising for Sustainability (SOS) (see below)
- We hold regular meetings with the government and all main political parties to make sure they are aware of Drinkaware's work and expertise



**Working together to reduce alcohol harm**

# Our partners

Partnerships are very important to us, and our work, if we want to achieve our vision of making real, lasting change to society and the UK's drinking culture. Throughout 2023 we worked with several of our funders and partners to help educate people on the harmful effects of alcohol.



## **Coca Cola Europacific Partners (Coca Cola EP)**

Coca Cola EP, a Drinkaware funder, has always been mindful that its products are regularly used as mixers with alcohol. In 2023 Coca Cola EP launched a new ready-to-drink product with two of our other funders, Coca-Cola Company and Brown-Forman, which produces, markets, and distributes spirits and wines. The collaboration resulted in a new Jack Daniel's and Coca Cola premixed canned drink.

**Coca Cola EP recognised that moving into the alcohol market brought new responsibilities and in response developed a policy on alcohol responsibility.**

Drinkaware worked with Coca Cola EP during 2023 to ensure our logo was prominent on the new drink's packaging and on its website. We also supported its staff by providing alcohol awareness training. The project was delivered in three stages: interactive alcohol awareness sessions; a stand at their Annual Field Sales Conference in September 2023, where 900 sales representatives attended; and finally we provided its Wakefield bottling plant with physical and digital assets to support their alcohol education and awareness work. This included 450 alcohol unit measuring cups, 450 alcohol unit and calorie calculators, and educational posters for staff communal areas.



### **Aldi Alcohol Awareness Week activity**

As part of the awareness week, supermarket chain Aldi, a Drinkaware funder, asked us to support its employee wellbeing programme to help educate their staff about the health impacts of alcohol.

**They wanted to use creative ways of educating people on the facts of alcohol and, importantly, provide tips and ideas on how people can moderate their drinking.**

Drinkaware created and managed three interactive awareness stands that were placed within staff communal areas. Over two days, 200 employees visited the stands and participated in the activities to learn more about alcohol and the impact it can have on their health and relationships.

We know that the highest percentage of high-risk drinkers drink at home, so we created a mock home environment with an armchair, side table and television. We placed decanters of coloured water representing spirits and wine. People were asked to choose the drink they would usually drink at home and pour it into one of the glasses provided and settle into their comfortable mock armchair. A Drinkaware representative then decanted their drink into one of our alcohol unit measuring cups. The employee was able to see the exact amount of units they poured, often more than they had anticipated. The simple, tangible activity helped employees understand that simply measuring their units can help moderate their drinking. Each participant kept their measuring cup to take home.



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

We partnered with Students Organising for Sustainability - a student-led education charity focusing on sustainability - to provide 27,500 students across 55 universities with information and tools to help moderate their drinking.

**Each university received a support pack which included alcohol unit measuring cups, alcohol unit and calorie calculators, and alcohol and mental health posters.**



## Considerate Constructors Scheme (CCS)

**Over 30,000 people across 76 sites and six companies registered for access to the Drinkaware at Work e-Learning programme, hosted in the Considerate Constructors Scheme Best Practice Hub.**

People also had access to the Drinkaware online hub which contained advice and information on ways to reduce the amount you drink. We also sent 15,000 people items including our alcohol unit and calorie calculator, alcohol unit measuring cup, an information booklet, and posters.



## Club Soda

## Low and alcohol-free drinks training guide for pubs and bars

We wanted to work closer with our on-trade partners, as we had a shared goal of educating pub and bar managers about the benefits of stocking low and alcohol-free drinks and how to do it successfully. Despite the growth of low and alcohol-free drinks, many people running these venues struggle to know how to sell the drinks.

**We spoke to people working in pubs and bars who were doing a great job at stocking these types of drinks, and created educational material and videos focussed on how they did it. The range of free videos cover different topics and answer practical questions via a 'how to' guide.**

The videos were created in late 2023 in partnership with [Club Soda](#) and with support and help from Punch and Star Pubs – two of our funders. The guide was made available from February 2024. [Download the guide.](#)



## Huddersfield Town Foundation and Heineken

We worked with Huddersfield Town Foundation and Heineken in 2023 to deliver an alcohol education walking football health programme. Walking football is played at walking pace, with players not allowed to run.



**The project participants are given a range of information, resources, tools, and optional training around alcohol. Areas include promoting healthy lifestyle choices, such as tips on ways to reduce the amount of alcohol you drink, and awareness around the impact of alcohol on your health.**



The project is ongoing and due to end mid-2024 but early results suggest a positive change in the 119 participants' health and a reduction in the amount of alcohol they drink. While these initial observations are encouraging, more in-depth research will be needed at the end of the project.

# 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\*\*](#)



Working together to reduce alcohol harm

# Our work with Government

In 2023, we held a number of funder and partnership events including our conference in March. The event brought together nearly 70 funders, partners, alcohol and alcohol-free producers, and political representatives to discuss how we can best work in partnership to reduce alcohol harm. Read more about our funder events on page 46.

Throughout the year, we refreshed and reinvigorated our relationships with senior politicians and officials across the Westminster and Scottish Governments. The then Shadow Public Health Minister, Andrew Gwynne MP, spoke at our annual conference in March and representatives from the Home Office and the Department of Health and Social Care (DHSC) regularly attended our board meetings as observers.

UK government ministers and officials welcomed Drinkaware's progress to date in increasing the number of people completing our Drinking Check, an alcohol self-assessment tool, and Elena Whitham MSP - the then Minister for Drugs and Alcohol Policy of Scotland - praised the tool in a parliamentary debate.

**Throughout 2023, we shared briefings with politicians and officials updating them on our new research and changes to our tools, such as our annual Monitor survey and the Drinking Check.**

We responded to two consultations. The first on the UK Government's consultation on labelling guidance for low and alcohol-free drinks. We believe that low and alcohol-free drinks have the potential to help people moderate their drinking, however public understanding of these drinks is low and the way they are described is inconsistent.<sup>54 55 56 57</sup>



Image: Andrew Gwynne MP, then Shadow Health Minister, Drinkaware Conference 2023

The second consultation was the Scottish government's wide-ranging review on the advertising and promotion of alcoholic drinks. In our response, we said reducing exposure to alcohol marketing among children and young people is important as research has shown that drinking alcohol in adolescence is associated with a range of negative consequences, which may persist into adulthood.<sup>58 59 60 61 62</sup>

## Goal 2:

# Voice



To be a leading voice, we don't need to be loud but we are happy to speak up when there is evidence to support our position and when people seek our opinion.

We believe that bringing about change of any kind - from empowering and supporting people to make more informed choices to challenging and breaking societal stigmas - starts through conversation: by opening up, talking, and finding common ground.

From being there to support someone when they need it, to equipping people with the knowledge to make more informed choices. It all starts with a conversation.

Steps taken to **achieve goal 2** included:



**Increase  
brand awareness**



**Increase  
website visitors**



**Increase positive or  
neutral media coverage  
that mentions Drinkaware**

Key results:

- Brand awareness peaked at 54% in November 2023 and brand trust at 61% in June and July
- Our website had more than 5.5 million unique visitors in 2023 - a 10% increase
- 3,100 mentions in the media - a 160% increase



Voice

# Our campaigns

In 2023, we delivered several national campaigns encouraging people to check out our advice and support, tools, and information to help moderate their drinking and reduce alcohol-related harm.

## Alcohol-free drinks

We delivered our first digital campaign focusing on alcohol-free drinks which ran throughout 2023.

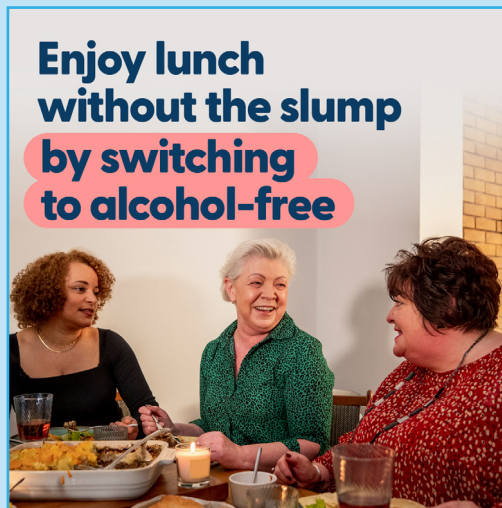
**The campaign aimed to raise awareness of the drinks as an alternative to drinking alcohol and to encourage people to use them as a substitute.**

We targeted people who regularly drink above the UK Chief Medical Officers' low-risk drinking guidelines of 14 units per week and people who live in the 20% most deprived areas of the UK.

We also targeted drinkers from the LGBTQ+ community, who are more likely to drink alcohol and more likely to drink excessively than the population as a whole.<sup>63</sup>

In response to research and testing, adverts were created for social media. Messages focussed on the immediate benefits of alcohol-free drinks, including 'Skip the hangover by switching to alcohol-free' and 'Enjoy lunch without the slump by switching to alcohol-free'.

Overall, our campaign content was seen over 242 million times across our digital channels and received 8.3 million engagements with people liking, commenting, or sharing the content.



**We want our campaigns to give people the confidence to discuss their drinking openly with friends and loved ones and to seek help and support if they need it.**

## Drinking Check

In 2023, we set an ambitious target of two million completions of our Drinking Check by the end of 2025. The digital alcohol self-assessment tool helps people identify if the amount they drink could be putting their health at serious risk. It is a robust and more holistic way of assessing someone's drinking as it looks at other factors and not consumption alone.

Our target for 2023 was 500,000 completions of the tool. Between October and December, we ran the first phase of our Drinking Check marketing campaign using social media and other digital channels. The campaign secured widespread media coverage which directed people to complete the tool on our website. By the end of 2023, we had exceeded our target with just over 550,000 completions. More information on the tool can be found on page 38.

As part of the campaign, we partnered with drinks company Diageo who had a stand at the Waitrose Food and Drink Festival. Attendees were offered samples from its low and alcohol-free drinks range and were encouraged to scan a QR code to complete our Drinking Check. A link to the tool also featured in the digital show guide. More than 8,000 people attended the event across the weekend. It was a good time to partner with Diageo and Waitrose, as they had recently collaborated on making alcohol-free drinks more visible in Waitrose stores and expanded their range.



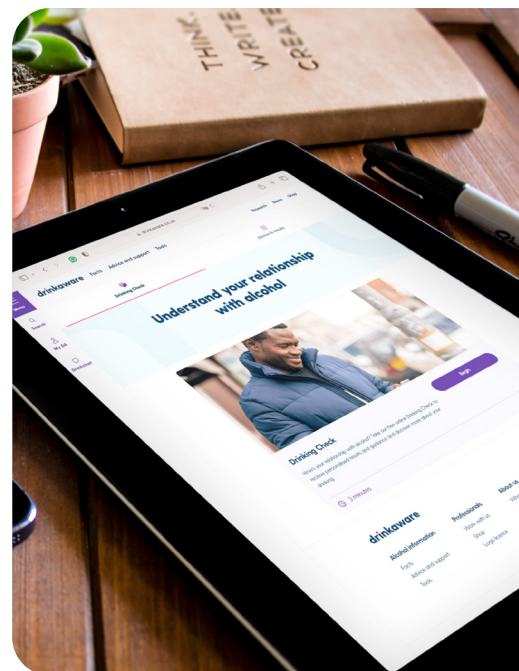
Voice

# Our brand

It is important the public know who we are and what we do so we can support many more people to have conversations about their drinking, and that people who choose to drink can make informed choices and do it in a low-risk way.

In April, we started tracking people's awareness of our brand along with trust of our brand and awareness of our campaigns. In April, our prompted brand awareness was 50%. This peaked in November (54%), the month following the first phase of our Drinking Check campaign, but fell slightly in December (52%).

**The awareness of our brand is nearly three times higher compared to other alcohol education charities in the UK.**



Trust in our brand remained consistent between April and December 2023 with 59% brand trust in April and 60% in December, with a slight peak in June and July (61%).

When asked about our campaigns, 47% of people had seen or heard information about Drinkaware and 46% had seen or heard about our Drinking Check. Our bedrinkaware.co.uk logo was recognised by 58% of people surveyed.<sup>64</sup>



# 47%

of people had seen or heard information about Drinkaware



Voice

# Our channels

The communication channels we use to reach and support people are hugely important to our work, enabling us to start conversations with large numbers of people in a cost-effective and targeted way.



## 68,000

We had over 68,000 followers across our social media channel

## Drinkaware's website and social media



Our website had more than 5.5 million unique visitors in 2023 - a 10% increase. By the end of 2023, we had over 68,000 followers across our social media channels and our organic social media content was seen over 750,000 times, with 22,000 people engaging

with that content by either liking, commenting, or sharing - a 92% increase. In addition, our MyDrinkaware app and Drinking Check campaign content was seen over 11 million times across our social media channels.

We shared advice and information on our website and social media channels including videos on how to talk to loved ones about their drinking. We also shared blogs including why we need to improve conversations about alcohol at work.

To understand more about underserved communities, and improve our knowledge, we invited people to write blogs for our website. One blog was from Rhondell Stabana, co-founder of Yada Collective and Sober Black Britain. She shared her thoughts on the lack of representation and research into the drinking culture of ethnic minority communities. We will use the new insight to tailor our content effectively to reach those who are disproportionately affected by alcohol harm.

### Drinkaware in the media

**Drinkaware was mentioned 3,100 times across print, online, and broadcast media, including 243 mentions of our Chief Executive Officer, Karen Tyrell.**



Our research received a lot of coverage throughout 2023. Our 2023 Monitor survey and research into young adults drinking behaviours were mentioned over 1,400 times across print, online, and broadcast.

During Alcohol Awareness Week 2023, we used data from our 2022 Monitor survey that revealed 80% of adults in the UK do not know the low-risk drinking guidelines.<sup>65</sup> As part of the awareness week, we made our social media profile photos orange in a nod to the campaign's motto 'make it orange' and created vox-pop videos asking people questions such as 'What are the recommended drinking guidelines?'. The videos were shared on our social media channels and encouraged people to complete our Drinking Check. We also had a guest blog from author and broadcaster Adrian Chiles about the benefits of alcohol moderation.

Our Monitor research was used in a prime-time segment on ITV's Lorraine with the piece also featuring on Lorraine's TikTok channel. We repurposed this content for our own channels and to date it has received just over 25,000 views. Karen also

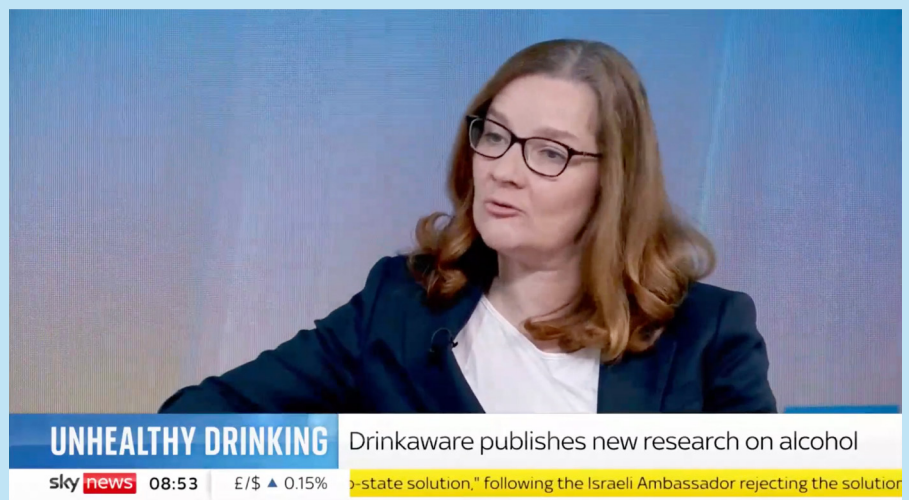
featured on BBC Radio Scotland and London Live.

Alongside the broadcast coverage we received for Alcohol Awareness Week, we secured 15 press articles including the Daily Mirror and the homepage of the Yorkshire Times. Every piece of coverage positioned Drinkaware as a knowledgeable organisation at the forefront of changing society's attitude to alcohol in the UK.

Our research into whether young adults are a generation of non-drinkers also received

positive national media coverage on both BBC's One Show and The Times. The One Show used our statistic that one in five people aged 25 and under don't drink alcohol and featured comedian Jo Brand and her daughter Maisie. Read more about this research on page 42.

Our chief executive also featured on numerous radio stations, and appeared on Sky News, discussing some of the findings from our 2023 Monitor. Much of the coverage directed people to our Drinking Check.



**[Watch the Sky News interview with our Chief Executive Karen Tyrell here](#)**

## Goal 3:

# Information and support



We are committed to providing clear, evidence-based information about alcohol and providing tools to help people moderate their drinking - directing people to where they can find support if they need it.

## Steps taken to achieve goal 3 included:



Increase the number of people who complete our Drinking Check



Work with a range of partners to refer more people to our support tools, advice, and information



Partner with a major supermarket to deliver a series of events that educate people on how to moderate their drinking

## Key results:

- More than 550,000 completions of our Drinking Check – a 32% increase
- Roundtable events were held with the alcohol industry and funders to identify areas we can work together. Read more in goal 5 on page 46
- Aldi and Lidl shared information about our Drinking Check with their staff

 **Information and support**

# Our tools

Tools to help people reduce their drinking, known as Identification and Brief Advice (IBA), are critical to support the goals of our strategy, specifically goal 3.

IBAs are an established and well recognised behaviour change intervention and can be delivered in a number of ways - verbally, face to face or online, for example in a GP's surgery or online appointment, or a self-completed digital format, like our Drinking Check.

Our research shows that eight million people are drinking above the Chief Medical Officers' low-risk drinking guidelines of 14 units per week which means they are at increased risk of harm from cancer, liver and heart diseases, and mental health issues from their drinking.


Around three in five of those drinkers have never completed an assessment like the Drinking Check either online or with a GP. We can help every one of them understand the potential consequences of their drinking, identify next steps, and provide tips on having an open, honest conversation about alcohol, making it normal to do so.



## 8 million


Our research shows that eight million people are drinking above the Chief Medical Officers' low-risk drinking guidelines of 14 units per week



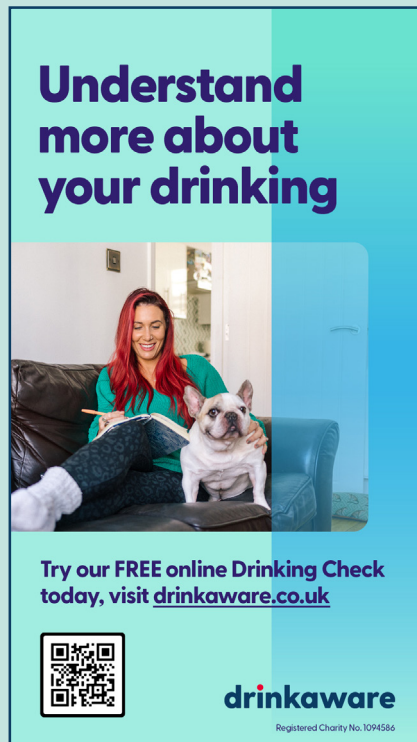


**Understand more about your drinking**

Try our FREE online Drinking Check today, visit [drinkaware.co.uk](https://drinkaware.co.uk)




**drinkaware**  
Registered Charity No. 1094586



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**drinkaware**  
Registered Charity No. 1094586

## Drinking Check

In 2023, we refreshed our Drinking Check (formerly called the Self-Assessment tool) which helps people identify if the amount they drink could be putting their health at risk.

Our tool uses a scoring system that was developed by the World Health Organization (WHO) called 'AUDIT'. It is used internationally by medical professionals to check for alcohol harm including dependence. By giving people information about their drinking, and tailored information following their score, they can begin to take steps to reduce their drinking.

The updated tool, which can be completed on our [website](https://drinkaware.co.uk) or via our [MyDrinkaware](https://drinkaware.co.uk) app, now provides people with more

information on their drinking habits and the risks involved, along with improvements on how people can seek further support if they need it.

We had just over 550,000 completions of the tool in 2023 – a 32% increase. 17.3% of completions were by people who scored 'low-risk'; 29.3% were 'increasing risk'; 16.4% 'high-risk'; and 37% 'possible dependent' – similar to 2022. 'Possible dependent' people used the website the most to complete the tool and 'increasing risk' used our app the most.

54% of completions were by men and 46% by women – similar to 2022. Men used the website the most to complete the tool and women used the app the most.

## MyDrinkaware app

The free app allows people to keep track of how much they are drinking, drink-free days, the quality of their sleep, and how many calories they are consuming from alcohol. People can also complete the Drinking Check. In 2023, the app was downloaded 110,000 times.

## Unit and Calorie Calculator

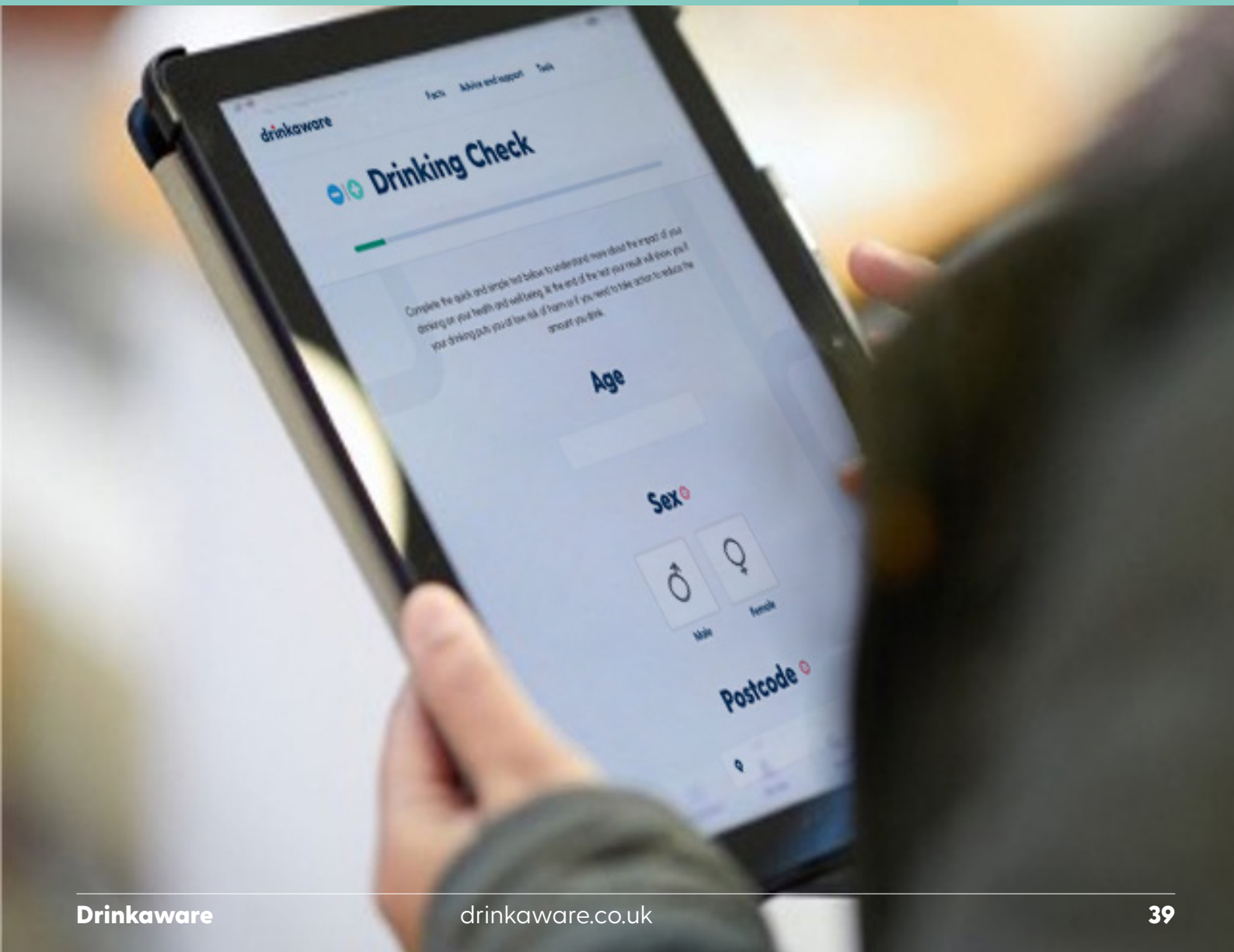
The tool calculates the total number of calories and units in an alcoholic drink consumed either daily or across a week. [The tool can be completed on our website.](https://drinkaware.co.uk)

## 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 63,000 unique users and more than 260,000 messages in 2023.

## Drinkaware Drinking Check

# Understand more about your drinking. Try our free online drinking check.



## Goal 4:

# Research and expertise



Our evidence-led approach ensures that our campaigns, tools, and support can make a real difference to people. We evaluate our work to learn for the future and increase our reach and impact.

## Steps taken to achieve goal 4 included:



Learn more about underserved communities among UK drinkers and share those new insights with the media and key partners



Host roundtable events with key partners to share new insight and develop a plan for how we can better work together

## Key results:

- Our 2023 Monitor survey revealed new insights into the drinking habits of those struggling the most financially and about drinkers from ethnic minority backgrounds (read more on page 41)
- Our report into young adults drinking behaviours generated a host of new insights (read more on page 42)
- Along with holding webinar briefings with funders and other partners to provide updates on our new research (see goal 5), we also started planning for a stakeholder roundtable to discuss how we can better support the LGBTQ+ community. This will take place in early 2024


**Research and expertise**

# Our research

In 2023, we continued to commission research into under-explored areas where we can fill gaps in the evidence-base, increase our knowledge, and share that knowledge more widely.

## Drinkaware Monitor

**Our annual 'state of the nation' survey, conducted for us by YouGov, provides an insight into the drinking habits of the UK. The 2023 Monitor, which surveyed 10,473 people from across the UK, looked at how we talk about alcohol and have honest conversations.**



**We spoke to the public about having conversations about alcohol. [Watch the video here](#)**



# 10,473

**The 2023 Monitor, surveyed 10,473 people from across the UK**

More than half (56%) of UK drinkers feel their country has an unhealthy relationship with alcohol, rising to 66% in Scotland, 63% in Northern Ireland, 56% in England but falls to 38% in Wales

But only one in 10 drinkers (10%) feel they personally have an unhealthy relationship with alcohol

People struggling the most financially were most likely to have changed their drinking habits over the last 12 months. One in 10 drinkers struggling financially report drinking more alcohol in the last year while four in 10 have been drinking less

10% of drinkers from an ethnic minority background are 'high-risk' or 'possibly dependent', compared to 6% of white drinkers

The Monitor is the only UK-wide nationally representative survey that dives into people's drinking habits and behaviour. The survey highlighted concerns about how alcohol is seen in society.

Four in five UK drinkers (80%) say they drink within the UK Chief Medical Officers' low-risk drinking guidelines - up from 77% in 2020

UK adults appear to be drinking less frequently, with those drinking alcohol less often than weekly rising to 39% compared to 33% in 2019

Those drinking at home alone at least once a week is down from 24% in 2021 to 18% in 2023

Only 29% of adults would feel very comfortable having a conversation with family and 24% with friends about their drinking, compared to 45% with a partner

[Download the report](#)



### Patterns in drinking across the four UK nations

In 2023, we published a report which looked at different drinking trends across all four UK nations. We used data from our annual Monitor surveys between 2017 and 2022.

Northern Ireland has the highest proportion of 'high-risk' or 'possible dependent' drinkers. However, the proportion did not significantly change for any nation between 2017 and 2022

England has the highest proportion of drinkers consuming more than 14 units per week. Only Northern Ireland saw a significant decrease between 2018 and 2022

England has the highest proportion of adults who drink on four or more days each week but was the only nation which saw a significant decrease between 2018 and 2022

Northern Ireland has the highest proportion of drinkers who binge drink daily or almost daily

We will use and share this new insight with partners and key stakeholders to look at new ways we can support people to reduce their drinking.

[Download the report](#)

### Sober myth report

In recent years, there have been numerous reports about young adults aged 18 to 24 being a generation of non-drinkers.<sup>66 67 68</sup>

To understand more, we looked at data from our Drinkaware Monitors between 2017 and 2023 to explore the drinking behaviours of young adults and determine whether they really are a generation of non-drinkers.

The report, 'The Sober Myth: Are Young Adults Really a Generation of Non-Drinkers', reviewed data from more than 5,200 people aged 18 to 24 from across the UK.

While more young adults are not drinking alcohol, rising from 14% in 2017 to 21% in 2023, four in five (79%) still drink alcohol

Young adults who drink alcohol are more likely to binge drink (74% vs 63%), and twice as likely to drink at 'high-risk' or 'possible dependent' levels compared to the rest of the population (11% vs 6%)

The survey also found that compared to drinkers aged 25 and over:

Young adult drinkers are more likely to screen positive for anxiety or depression (43% vs 26%)

Young adult drinkers are more likely to experience memory loss (40% vs 19%), morning cravings (14% vs 4%), and failure to meet their usual responsibilities (24% vs 12%)

Young adults drink less often compared to drinkers 25 and over (46% vs 56%)

It is encouraging to see more young adults choosing not to drink, and those that do are drinking less often, and we welcome these positive trends. However, we must be careful that they don't mask some of the more concerning drinking behaviours that still exist.

Young adults are still more likely to binge drink than other age groups and suffer from memory loss and depression, linked to their drinking. We must ensure that young people's drinking habits are not ignored, and they are properly addressed. We will use and share this new insight with partners and key stakeholders to support young adults in the future.

[Download the report](#)

### People's awareness and perceptions of low and alcohol-free drinks

Ahead of our 2023 alcohol-free drinks campaign, we commissioned YouGov to carry out research into UK drinkers' awareness and perceptions towards these types of drinks. The research found a clear opportunity to support people to reduce the amount they drink by promoting low and alcohol-free drinks as an alternative. When asked about their approach to cutting down their drinking at a social occasion, we found:

36% of respondents would drink a combination of alcoholic and soft drinks if reducing consumption at a social occasion

35% would not drink any alcoholic drinks

13% would drink a combination of low and alcohol-free and alcoholic drinks

8% would drink a combination of low and alcohol-free and soft drinks

8% would only drink low and alcohol-free drinks

Other findings included:

37% of people said improved taste would encourage them to drink a combination of low and alcohol-free and alcoholic drinks on the same occasion

Avoiding hangovers was the main benefit for people who had consumed these drinks

23% had been discouraged from drinking a low or alcohol-free drink and over a third (35%) saw someone be discouraged from drinking them

Improving the taste and promoting the benefits of drinking these options as a moderation technique is needed. We will continue to share our research and knowledge with the alcohol industry, government, researchers, academics, charities, and others to ensure this becomes a reality.

[Download the report](#)



## Goal 5:

# Infrastructure



We want Drinkaware to be a great place to work so we can recruit and retain the best staff who are committed to working together to reduce alcohol harm in the UK.

Our evidence-led approach and impact would not be possible without the vital funds and support given by our partners. We will ensure we have sufficient income to deliver on our strategy.

## Steps taken to achieve goal 5 included:



**Improved staff benefits policy**



**All new posts identified are filled**



**Improve staff satisfaction ratings**



**Secure new funders and importantly retain existing funders**

## Key results:

- **Significantly enhanced employee benefits policy**
- **All new posts were filled**
- **Overall staff engagement score of 76% - a 13% increase**
- **We had support from over 300 industry organisations, including funders and Drinkaware logo licence holders - a 35% increase**
- **10 new funders in 2023**
- **Eight funder events held with more than 120 people attending**
- **100% increase in activity on our shop**



## Infrastructure

# Our people

A capable, motivated, and valued team is hugely important to everyone at Drinkaware. In 2023, we carried out a review of our employee benefits. The review was part of a broader programme aimed at making Drinkaware a great place to work, boosting our appeal as an employer, and ensuring we pay and reward people fairly.

The review used information from recent staff surveys, feedback from away days, and research into what other organisations do. We balanced this with what we can responsibly and sustainably afford to offer. Our aim was to create the best possible working environment at Drinkaware.

We increased our annual leave entitlement by two days and people can now buy or sell up to five annual leave days per year. In addition, we now offer health insurance for staff.

We recognise the importance of looking after our staff's wellbeing, as well as their ongoing learning. This is why we increased our learning and wellbeing grant from £300 per year to £500.

Training during 2023 included a women's confidence course run by [UPFRONT](#). Eight women from Drinkaware took part in the six-week online course which helps those enrolled build their confidence and take what they learn back to the workplace to share with other interested women.

The changes we have made to our ways of working are already paying dividends with an overall staff engagement of 76% - a 13% increase. Staff feel they have improved communication and feedback on their performance from their manager and feel more valued and satisfied with the benefits they receive at work.

The Drinkaware staff awards were launched in 2022 to recognise the achievements of both individuals and teams. They are divided into three categories: project of the year; outstanding individual of the year; and best idea of 2023.

The awards were held again in December 2023 and the winner from each category received a voucher which was presented at the December away day.

We undertook a recruitment exercise in 2023 to ensure we had the right people in place to deliver our new strategy. New posts were created which included a variety of senior management roles with specialist skills in areas such as research and impact, stakeholder management, media, and brand.

We launched a senior leadership development programme in 2023 to improve ways of working among directors and heads of departments. The programme will help leaders improve their skills and experience with the aim of developing better cross-organisational working. As part of our vision to bring people together, and host more meetings with key partners and stakeholders, we also recently moved to new offices.



Infrastructure

# Our funders

We believe working in partnership is the most effective way to reduce alcohol harm at scale. We are proud to work with a wide range of partners, from industry to public health, and non-governmental organisations.

Our valued funders play a critical role in helping us reduce alcohol harm in the UK. Drinkaware is an independent charity, funded by voluntary donations from a wide range of sectors, including the alcohol and hospitality industry, as well as supermarkets and retailers.

Our funding approach has stood the test of time. It was created when Drinkaware was founded, in association with government and alcohol industry representatives, and is based on a universal funding model. Each funder donates a percentage of its profits depending on the turnover it makes from alcohol sales. The model is communicated to all our funders, so it is clear, consistent and transparent.

Drinkaware had 109 funders in 2023 including alcohol producers, wholesalers, retailers, venues, restaurant groups, and sports associations. Our funders include 50% producers, 22% wholesalers, 12% off-trade, and 16% on-trade.

**The full list of our funders is on page 80**

Keeping our funders regularly updated on our work and progress is a crucial part of working in partnership to reduce alcohol harm. Many of our funders attended our annual conference in March where we officially launched our new organisational strategy.

**We held eight funder and partner events in 2023, with more than 120 people attending.**

These included:

- Roundtable events with different areas of the alcohol industry to understand key issues and identify shared areas we can work together
- An Industry Leadership Group with a selection of our funders to provide updates on our work and discuss how we can work together
- Webinar briefings to update funders and partners on research carried out in 2023, including the [2023 Monitor survey](#) and our report '[The Sober Myth: Are Young Adults Really a Generation of Non-Drinkers?](#)'

Funders received regular e-newsletters throughout the year, featuring updates on our various activities. Alongside a range of other stakeholders and partners, several funders contributed to our theory of change and helped us identify areas we can work together.





Infrastructure

# Our income

## Drinkaware training

In 2023, we started the transition from delivering face-to-face direct employee training to supporting both our funder and non-funder partners with alcohol-related wellbeing advice and guidance via a digital training pack.

The training was delivered in a variety of ways including bespoke educational packs, e-learning, and workshops - all offering advice and support on how to moderate your drinking and reduce long and short-term health risks. Employers not only wanted to support the wellbeing of their employees but also develop a professional culture which ultimately increased productivity.

We worked with some well-known organisations and brands, both Drinkaware funders and non-funder partners, including Coca Cola, Lidl, Scottish Professional Football League Trust, Leicester City Council, and National Farmers Union. In total, over 60,000 people accessed our alcohol education training either through their own online hubs or our digital platform, face-to-face, or alcohol awareness education packs.

## Drinkaware shop

The [Drinkaware Shop](#), relaunched in 2022 and operated by the trading subsidiary of Drinkaware, provides independent, evidence-based resources, training and products that support people to change their relationship with alcohol and improve their health.

More organisations are using resources accessed via the Drinkaware Shop than ever before, with a 100% increase in activity in 2023 compared to 2022. This included downloads of our free alcohol education resources such as posters and factsheets, as well as buying products such as our alcohol unit measuring cup. More than 85,000 items were distributed which included over 80,000 alcohol unit measuring cups and alcohol unit and calorie calculators. 159 NHS organisations downloaded or purchased resources from the shop.

## Drinkaware trademark logo licence

The [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 now renew their licence each year via the Drinkaware Shop, making it a much easier process. These changes have helped to retain even more supporters and nearly double the overall number of logo licence holders.

As a result of increasing the turnover threshold and reducing the price of the logo in 2022 to a nominal fee, we increased the number of logo licence holders in 2023 from 99 to 196 - a 98% increase.

[Read more about our income on page 49](#)



# 60,000

Over 60,000 people accessed our alcohol education training

Drinkaware Annual Trustees' Report 2023

# Financial review

The statement of Drinkaware's financial activities for the year is set out on page 61 of the Annual Report. The net surplus for the group for the year was £682,020 (2022: £522,108).

## Funding

In 2023, Drinkaware's total group income was £6,425,068 (2022: £6,290,845), received in voluntary donations, grants, sales of Drinkaware products, and investment income. Drinkaware's total income includes £5,992,227 in voluntary donations from alcohol producers (with operations in the UK), retailers, and hospitality businesses (2022: £5,827,423). 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.

In addition, £432,841 (2022: £463,422) has been raised from grants, logo licence sales, alcohol awareness publications, and products and bank interest.

Income from expected donations is a high-risk area and one that is under constant scrutiny internally and by the Trustees. We are conscious of the impact of the economic climate on our funders' ability to donate to us and we continue to review our reserves' level to ensure we are able to respond and react to any future losses that might occur.

## Fundraising

During 2023, 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 was £5,743,048 (2022: £5,768,737). Of this, 91% was spent on charitable activities (2022: 92%). Expenditure on raising funds for the year was 7% of total expenditure (2022: 6%). This expenditure relates to the costs of account management.

Staff costs represented 37% of total expenditure in 2023 compared to 27% in 2022, arising from a combination of increased headcount and a pay benchmarking exercise undertaken in 2023 (see 'Pay policy' on page 53). The increased headcount was the outcome of a capacity building project designed to review the organisation's structure to ensure that we had the right level of staff to support and deliver our new strategy. New posts were created which included a variety of senior management roles with specialist skills in areas such as research and impact, stakeholder management, media, and brand. As key roles were gradually filled throughout

2023, we finished the year with a total of 41 employees, compared to 28 at the end of 2022.

Whilst there were some delays to our planned activities in 2023, we have still made good progress. In particular on improving and promoting our digital services, information, and guidance through our Drinking Check (alcohol self-assessment tool). Work on this will continue in 2024.

## Net assets

The total net assets of the Group were £4,793,985 on 31 December 2023 (2022: £4,111,965). Refer to the 'designated reserves' section on page 50 to learn how we will be using those funds in the coming year.

## Commercial trading operations

Drinkaware's trading subsidiary had a good year with strong sales of its educational and support materials, and income from logo licence fees. The commercial operations generated a profit of £96,364 (2022: £546,513). This profit will be Gift Aided to the charity in 2024.

In 2022, following the impact of the pandemic on some of the activities of the trading subsidiary, the charity agreed to write off management charges of £431,833. Excluding the latter, the net profit in the trading subsidiary was £114,680 and the results of the trading subsidiary are shown in note 3 of the financial statements on page 67.

## 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 should be regularly reviewed, and any excess cash balances should be 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 1.3% (2022: 0.4%) for the year. We will be looking into better interest-bearing accounts in 2024.

## 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 campaign activities.

Our reserves policy, which was unchanged for a few years, stipulated that general reserves should represent at least four months of operating expenditure. In late 2023 and 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 general reserves (unrestricted funds excluding designated funds and fixed assets) should now 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.

General reserves held on 31 December 2023 were £3,182,792 (2022: £1,926,693), as per note 19 of the financial statements. The minimum required amount to cover expenditure for six months is £2.9m (based on budgeted costs for the next financial year) and the total general reserves balance is above that amount. Our general reserves are in line with our reserves policy, with scope for further investment in technology and operations to support our strategy.

## Designated reserves

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

There is £561,821 in a future depreciation fund. The purpose of this reserve is to emphasise to the reader of the accounts that funds used to acquire assets are not available to fund other operations in future years, while providing a fund into which these assets' depreciation can be charged.

The Trustees have also 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: £400,000 was set aside at the end of 2022. In 2023, £333,000 was spent from this fund with the remaining £67,000 to be spent in 2024 to promote our new Drinking Check
- Research fund: £190,000 was set aside at the end of 2022. In 2023, £159,000 was spent from this fund with the remaining £31,000 to be spent in 2024 on a specific research report
- Strategy delivery fund: £750,000 was set aside at the end of 2022. During the year, further funds of £201,372 were designated and the fund is being increased to £951,372 and carried forward to 2024 to fund various activities and plans which will support the delivery of our strategy. These activities include the promotion of our new Drinking Check, improvement of our IT infrastructure, and the move to our new office in Chiswell Street



### 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.

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.

**Annual Trustee's Report 2023**

# Structure, governance and management

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**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.

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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 an initial term of not more than four years. A Trustee may be re-appointed and may hold office for a maximum of nine years in total.

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**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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**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.

In 2023, the Finance & Human Resources committee was disbanded, with governance matters now being dealt with by the Risk & Audit Committee, and financial and operational matters being handled by the Board. The Risk & Audit 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 has been advised by an independent Medical Advisory Panel (MAP) which included clinicians, academics, and public health experts. The panel's role was to ensure that the information and advice Drinkaware provided is based on available evidence. The panel's term of office ended in 2023 and is being replaced by an Independent Advisory Panel (IAP) in 2024. The IAP will assist the charity by providing expert advice that will help raise awareness of the long and short-term risks associated with drinking alcohol. It will have a wider expertise in behavioural sciences to sit alongside medical experts. The IAP will meet twice a year and attend 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, and 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 co-operation 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

Pay for all staff is independently benchmarked bi-annually against external comparators. Proposed pay increases or bonuses for exceptional performance are agreed by the Trustees or the CEO as appropriate, and are not guaranteed.

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. 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 2023 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.



## Annual Trustee's Report 2023

# 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 inflation and cost-of-living increases during 2023, and the ongoing pressures on some parts of the industry. The trading activities are monitored by the Board of the trading company. The Board has requested that an income generation strategy be undertaken - provision has been made in 2024's budget for this to be put into operation
- In November 2022, the Trustees approved a new three-year strategy for the organisation

– moving our focus from individual behaviour change to societal change. There is a risk that the new strategy is not impactful or doesn't result in a measurable reduction in alcohol-related harm, which in turn will have a detrimental impact on our stakeholders and staff, and potentially our income. To mitigate this, the Trustees commissioned a theory of change. In addition, a set of objectives and key results have been created and are regularly monitored, with an attribution model developed in late 2023 to provide further evidence of impact

- Our organisational 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 (formerly the Medical 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, including penetration testing and improved password protection. This area is kept under review

- 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 amongst 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 will take on responsibility for day-to-day management of teams, allowing more time for the Senior Leadership Team to focus on strategic work. The Heads can also deputise for the Director if required. Following several Trustee retirements, the Board has been strengthened by a further Trustee appointment in January 2024. A full list of Trustees can be found on page 8. As explained previously, the Medical Advisory Panel's term of office ended in 2023, and it was replaced by an Independent Advisory Panel with slightly different terms of reference. The Board is aware of the potential for the loss of organisational memory when there is change both among the Board and Senior Management

Drinkaware Annual Trustees' Report 2023

# 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 (SORPs)
- 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

19 July 2024

Drinkaware Annual Trustees' Report 2023

# 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 2023 which comprise the Group Statement of Financial Activities, the Group and Parent Charitable Company Balance Sheets, the Group Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 'The Financial Reporting Standard Applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- Give a true and fair view of the state of the group's and the parent charitable company's affairs as at 31 December 2023, 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 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.

### 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 the 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 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 55, 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.

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

We have been appointed as auditor under 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.

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### 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 below.

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 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, in respect of the consolidated financial statements, to the charity's Trustees, as a body, in accordance with Chapter 3 of Part 8 of the Charities Act 2011. Our audit work has been undertaken so that we might state to the charitable company's members and Trustees those matters which we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to any party other than the charitable company, the charitable company's members, as a body, and the charity's Trustees, as a body, for our audit work, for this report, or for the opinion we have formed.



**Luke Holt**  
(Senior Statutory Auditor)

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

9 Appold Street  
London  
EC2A 2AP

23 July 2024

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

Drinkaware Annual Trustees' Report 2023

# **Consolidated financial statements**

For the year ended 31 December 2023

The Drinkaware Trust (A Company Limited by Guarantee)

## Consolidated Financial Statements

# Consolidated statement of financial activities

(incorporating the income and expenditure account for the year ended 31 December 2023)

	Notes	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £	Total funds 2022 £
<b>Income from:</b>					
Donations		5,992,227	-	5,992,227	5,827,423
Charitable activities		-	-	-	-
Commercial trading operations		370,369	-	370,369	409,501
Investment income		37,618	-	37,618	10,713
Other income		24,854	-	24,854	43,208
<b>Total</b>		<b>6,425,068</b>	<b>-</b>	<b>6,425,068</b>	<b>6,290,845</b>
<b>Expenditure on:</b>					
Raising funds	6	393,665	-	393,665	333,759
Commercial trading operations	6	114,138	-	114,138	121,262
Charitable activities	6	5,235,245	-	5,235,245	5,313,716
<b>Total</b>		<b>5,743,048</b>	<b>-</b>	<b>5,743,048</b>	<b>5,768,737</b>
Net income		682,020	-	682,020	522,108
Transfers between funds		-	-	-	-
Net movement in funds		682,020	-	682,020	522,108
<b>Reconciliation of funds:</b>	<b>19</b>				
Total funds brought forward		4,111,965	-	4,111,965	3,589,857
<b>Total funds carried forward</b>		<b>4,793,985</b>	<b>-</b>	<b>4,793,985</b>	<b>4,111,965</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 64 to 79 form part of these financial statements.

Consolidated Financial Statements

# Consolidated and company balance sheets

For the year ended 31 December 2023

	Notes	Group		Charity	
		2023 £	2022 £	2023 £	2022 £
<b>Fixed assets</b>					
Intangible assets	11	557,993	818,476	557,993	818,476
Tangible assets	12	3,828	26,796	3,828	26,796
Investment in Trading Sub	3	-	-	1	1
		<b>561,821</b>	<b>845,272</b>	<b>561,822</b>	<b>845,273</b>
<b>Current assets</b>					
Stocks	13	9,973	33,594	1,490	1,490
Debtors	14	1,635,485	891,331	1,715,477	990,634
Cash at bank & in hand		3,380,648	2,747,922	3,118,952	2,603,607
		<b>5,026,106</b>	<b>3,672,847</b>	<b>4,835,919</b>	<b>3,595,731</b>
Creditors: amounts falling due within one year	15	(793,942)	(406,154)	(805,927)	(379,668)
<b>Net current assets</b>		<b>4,232,164</b>	<b>3,266,693</b>	<b>4,029,992</b>	<b>3,216,063</b>
<b>Net assets</b>		<b>4,793,985</b>	<b>4,111,965</b>	<b>4,591,814</b>	<b>4,061,336</b>
<b>Funds</b>					
Unrestricted funds	19	3,182,792	1,926,693	2,980,621	1,876,063
Designated funds	19	1,611,193	2,185,272	1,611,193	2,185,273
Restricted funds	18	-	-	-	-
<b>Total funds</b>		<b>4,793,985</b>	<b>4,111,965</b>	<b>4,591,814</b>	<b>4,061,336</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 surplus for the year was £530,478 (2022: £471,481).

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 19 July 2024 and signed on its behalf by:



**Lucy Armstrong**  
Chair

Registered Company no. 4547974

The notes on pages 64 to 79 form part of these financial statements.

**Consolidated Financial Statements**

# Consolidated statement of cash flows

For the year ended 31 December 2023

	2023 £	2022 £
<b>Cash generated from operating activities</b>		
Net cash provided by operating activities	747,101	480,843
<b>Cash flows from investing activities:</b>		
Interest income	37,618	10,713
Purchase of property, plant and equipment	-	(460,898)
Purchase of intangible assets	(151,993)	-
<b>Net cash used in investing activities</b>	<b>(114,375)</b>	<b>(450,185)</b>
Change in cash and cash equivalents in the reporting period	632,726	30,658
<b>Cash and cash equivalents at the beginning of the reporting period</b>	<b>2,747,922</b>	<b>2,717,264</b>
<b>Cash and cash equivalents at the end of the reporting period</b>	<b>3,380,648</b>	<b>2,747,922</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)	682,020	522,108
<b>Adjustments for:</b>		
Depreciation charges	22,968	60,809
Amortisation charges	412,476	487,892
Bad debt provision movements	(33,722)	(138,468)
Investment income	(37,618)	(10,713)
Decrease in stocks	23,621	10,300
Increase in debtors	(710,432)	(44,229)
Decrease/(increase) in creditors	387,788	(406,856)
<b>Net cash provided by operating activities</b>	<b>747,101</b>	<b>480,843</b>
<b>Analysis of cash and cash equivalents</b>		
Cash in hand	3,380,648	2,747,922
<b>Total cash and cash equivalents</b>	<b>3,380,648</b>	<b>2,747,922</b>

**Analysis of changes in net debt**

	As at 1 January 2023	Cash flows	As at 31 December 2023
Cash at bank	2,747,922	632,726	3,380,648
<b>Total</b>	<b>2,747,922</b>	<b>632,726</b>	<b>3,380,648</b>

**Consolidated Financial Statements**

# Notes to the consolidated financial statements

For the year ended 31 December 2023

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**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 2023 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 – the life of the lease
- Leasehold improvements – the life of the lease

**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.

### **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) 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.

**l) Pensions**

Drinkaware operates a defined contribution pensions policy in compliance with the stakeholder pensions requirements. Drinkaware matches the percentage that the employee contributed up to a maximum of 5%. Contributions payable are charged as an expense to the SOFA in respect of the accounting period.

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

**m) Financial instruments**

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

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

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

**n) 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**

	<b>2023</b> £	<b>2022</b> £
<b>Unrestricted:</b>		
Donations	5,992,227	5,827,423
<b>Total income</b>	<b>5,992,227</b>	<b>5,827,423</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

	2023 £	2022 £
1 ordinary share of £1	1	1

	2023 £	2022 £
<b>Summary profit &amp; loss account</b>		
Turnover	370,369	841,334
Costs of sales and administrative expenses	(64,698)	(42,178)
<b>Gross profit</b>	<b>305,671</b>	<b>799,156</b>
Distribution costs	(11,136)	(8,600)
Admin costs	(198,171)	(242,201)
<b>Net profit</b>	<b>96,364</b>	<b>548,355</b>
Interest payable and similar charges	-	(1,842)
<b>Profit on ordinary activities before Gift Aid</b>	<b>96,364</b>	<b>546,513</b>
Gift aid	(50,628)	-
<b>Net movement in funds</b>	<b>45,736</b>	<b>546,513</b>
Retained profit/(loss) brought forward	50,629	(495,884)
<b>Retained profit/(loss) carried forward</b>	<b>96,365</b>	<b>50,629</b>

	2023 £	2022 £
<b>Summary balance sheet</b>		
Current assets	369,417	361,284
Current liabilities	(273,052)	(310,655)
<b>Capital and reserves</b>	<b>96,365</b>	<b>50,629</b>

### 4. Investment income

	2023 £	2022 £
<b>Unrestricted bank interest receivable</b>	<b>37,618</b>	<b>10,713</b>

### 5. Other income

	2023 £	2022 £
<b>Unrestricted grants</b>	<b>24,854</b>	<b>43,208</b>

## 6. Expenditure

	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 resources expended</b>	<b>2,137,833</b>	<b>1,709,005</b>	<b>1,896,210</b>	<b>5,743,048</b>

	Staff costs £	Support costs (note 7) £	Other direct costs £	Total 2022 £
<b>Raising funds</b>				
Cost of raising donations	174,103	159,656	-	333,759
Commercial trading operations	-	121,262	-	121,262
<b>Charitable activities</b>				
Consumer information	1,408,652	1,426,973	2,478,091	5,313,716
<b>Total resources expended</b>	<b>1,582,755</b>	<b>1,707,891</b>	<b>2,478,091</b>	<b>5,768,737</b>

## 7. Allocation of support costs and overheads

	Raising funds £	Consumer information £	Commercial trading operations £	Total 2023 £
<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>

	Raising funds £	Consumer information £	Commercial trading operations £	Total 2022 £
<b>Unrestricted funds:</b>				
Premises	15,358	124,259	-	139,617
Depreciation	60,357	488,344	-	548,701
Communications and IT	20,907	169,156	-	190,063
Postage and printing	1,036	8,383	-	9,419
Travel costs	2,415	19,540	-	21,955
Employee related costs	59,583	482,079	-	541,662
Governance costs (note 8)	-	135,212	-	135,212
Commercial trading operations	-	-	121,262	121,262
<b>Total support costs</b>	<b>159,656</b>	<b>1,426,973</b>	<b>121,262</b>	<b>1,707,891</b>

## 8. Analysis of governance costs

	2023 £	2022 £
Auditors' remuneration	25,525	27,477
Auditors' remuneration – prior year	(940)	-
Auditors' remuneration – non audit services	-	1,120
Legal and professional fees	129,351	106,615
<b>Total governance costs</b>	<b>153,936</b>	<b>135,212</b>

## 9. Staff costs and Trustee remuneration

	Group and Charity	
	2023 £	2022 £
Wages and salaries	1,839,504	1,352,214
Pension contributions	95,387	77,806
Social security costs	202,942	152,735
	<b>2,137,833</b>	<b>1,582,755</b>

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

	<b>2023</b>	<b>2022</b>
Charity	31	26
	<b>31</b>	<b>26</b>

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

	<b>2023</b>	<b>2022</b>
£60,000 to £69,999	4	2
£70,000 to £79,999	1	2
£80,000 to £89,999	2	1
£90,000 to £99,999	1	-
£120,000 to £120,999	1	-

The pension contribution attributable to higher paid employees is £42,521 (2022: £21,353). Drinkaware operates a salary sacrifice pension scheme.

**Trustee and key personnel remuneration**

The Trustees neither received nor waived any emoluments during the year (2022: £nil).

Expenses of £5,131 (2022: £1,868) were reimbursed to four (2022: three) 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 £253,435 (2022: £118,577) in salaries and fees. The employer contributions into the charity's pension scheme with respect to key management personnel amounted to £12,536 (2022: £1,045). For the majority of 2022, the Company Secretary and Chief Executive Officer were outsourced and hence not on the payroll.

**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 2023	1,619,775	-	1,619,775
Additions	-	151,993	151,993
Disposals	-	-	-
At 31 December 2023	1,619,775	151,993	1,771,768
<b>Amortisation</b>			
At 1 January 2023	801,299	-	801,299
Charge for year	412,476	-	412,476
Disposals	-	-	-
At 31 December 2023	1,213,775	-	1,213,775
<b>Net book value</b>			
At 31 December 2023	406,000	151,993	557,993
At 1 January 2023	818,476	-	818,476

## 12. Tangible fixed assets - group and charity

	Fixtures, furniture and equipment £	Leasehold improvements £	Total £
<b>Cost</b>			
At 1 January 2023	85,411	48,045	133,456
Additions	-	-	-
Disposals	-	-	-
At 31 December 2023	85,411	48,045	133,456
<b>Depreciation</b>			
At 1 January 2023	80,009	26,651	106,660
Charge for year	5,202	17,766	22,968
Disposals	-	-	-
At 31 December 2023	85,211	44,417	129,628
<b>Net book value</b>			
At 31 December 2023	200	3,628	3,828
At 1 January 2023	5,402	21,394	26,796

**13. Stock**

	Group		Charity	
	2023 £	2022 £	2023 £	2022 £
<b>Informational booklets and materials</b>	<b>9,973</b>	<b>33,594</b>	<b>1,490</b>	<b>1,490</b>

**14. Debtors**

	Group		Charity	
	2023 £	2022 £	2023 £	2022 £
Trade debtors	1,395,850	850,888	1,344,224	779,563
Provision for bad and doubtful debts	(78,947)	(112,669)	(62,882)	(107,150)
Other debtors	51,940	31,603	31,604	31,603
Amounts owned by group undertakings	-	-	137,796	167,500
Prepayments and accrued income	266,642	121,509	264,735	119,118
	<b>1,635,485</b>	<b>891,331</b>	<b>1,715,477</b>	<b>990,634</b>

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

	Group		Charity	
	2023 £	2022 £	2023 £	2022 £
Trade creditors	405,850	150,357	401,667	99,177
Other creditors	30,000	123,235	30,000	121,302
Pension liability	21,642	17,092	21,642	17,092
Taxes and social security costs	94,043	66,330	78,679	43,470
Accruals and deferred income (see note 16)	242,407	49,140	232,506	33,837
Amounts due to subsidiary	-	-	41,433	64,790
	<b>793,942</b>	<b>406,154</b>	<b>805,927</b>	<b>379,668</b>

## 16. Deferred income

	Group		Charity	
	2023 £	2022 £	2023 £	2022 £
Balance at beginning of year	10,288	31,356	-	-
Deferred during the year	81,568	10,288	75,713	-
Released during the year	(10,288)	(31,356)	-	-
<b>Balance at end of year</b>	<b>81,568</b>	<b>10,288</b>	<b>75,713</b>	<b>-</b>

## 17. Operating leases

At 31 December 2023 the group had commitments under non-cancellable operating leases as follows:

	Group		Charity	
	2023 £	2022 £	2023 £	2022 £
<b>Land &amp; buildings</b>				
Within one year	135,774	62,208	135,774	62,208
In two to five years	343,168	8,517	343,168	8,517
After five years	-	-	-	-
	<b>478,942</b>	<b>70,725</b>	<b>478,942</b>	<b>70,725</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 2023

	Balance at 1 January 2023 £	Incoming resources £	Resources expended £	Transfers £	Balance at 31 December 2023 £
Restricted funds	-	-	-	-	-
<b>Total funds</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>

### Year ended 31 December 2022

	Balance at 1 January 2022 £	Incoming resources £	Resources expended £	Transfers £	Balance at 31 December 2022 £
Restricted funds	105,000	-	(105,000)	-	-
<b>Total funds</b>	<b>105,000</b>	<b>-</b>	<b>(105,000)</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 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>

### Consolidated - year ended 31 December 2022

	Balance at 1 January 2022 £	Incoming resources £	Resources expended £	Transfers £	Balance at 31 December 2022 £
General reserves	1,961,782	6,290,845	(5,663,737)	(662,197)	1,926,693
Designated fund – future depreciation	933,075	-	-	(87,803)	845,272
Designated fund – strategy delivery	-	-	-	750,000	750,000
Designated fund – campaign fund	400,000	-	-	-	400,000
Designated fund – research fund	190,000	-	-	-	190,000
	<b>3,484,857</b>	<b>6,290,845</b>	<b>(5,663,737)</b>	<b>-</b>	<b>4,111,965</b>

**Charity - year ended 31 December 2023**

	<b>Balance at 1 January 2023 £</b>	<b>Incoming resources £</b>	<b>Resources expended £</b>	<b>Transfers £</b>	<b>Balance at 31 December 2023 £</b>
General reserves	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>

**Charity - year ended 31 December 2022**

	<b>Balance at 1 January 2022 £</b>	<b>Incoming resources £</b>	<b>Resources expended £</b>	<b>Transfers £</b>	<b>Balance at 31 December 2022 £</b>
General reserves	1,961,780	6,055,820	(5,479,339)	(662,197)	1,876,064
Designated fund – future depreciation	933,075	-	-	(87,803)	845,272
Designated fund – strategy delivery	-	-	-	750,000	750,000
Designated fund – campaign fund	400,000	-	-	-	400,000
Designated fund – research fund	190,000	-	-	-	190,000
	<b>3,484,855</b>	<b>6,055,820</b>	<b>(5,479,339)</b>	<b>-</b>	<b>4,061,336</b>

The purpose of the designated funds can be found on page 50.

## 20. Analysis of net assets between funds

### 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>

### Year ended 31 December 2022

	Unrestricted funds £	Restricted funds £	Total £
<b>Group</b>			
Fund balances at 31 December 2022 are represented by:			
Fixed assets	845,272	-	845,272
Net current assets	3,266,693	-	3,266,693
<b>Total net assets</b>	<b>4,111,965</b>	<b>-</b>	<b>4,111,965</b>

	Unrestricted funds £	Restricted funds £	Total £
<b>Charity</b>			
Fund balances at 31 December 2022 are represented by:			
Fixed assets	845,272	-	845,272
Investment	1	-	1
Net current assets	3,216,063	-	3,216,063
<b>Total net assets</b>	<b>4,061,336</b>	<b>-</b>	<b>4,061,336</b>

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## 21. Related party transactions

During the year Drinkaware Trust charged a management fee of £156,000 (2022: £156,000) to Drinkaware Trading Limited, its fully owned subsidiary, for administration and support costs.

At the balance sheet date Drinkaware Trust was owed £243,604 (2022: £167,500) by Drinkaware Trading Limited, of which £105,808 was provided for. The amount due also includes a loan of £50,000 from Drinkaware Trust to Drinkaware Trading at a rate of 3% above the Bank of England Base rate which accrues daily.

At the balance sheet date, Drinkaware Trust owed £41,433 (2022: £64,790) 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 (2022: £1,500) and donated £1,745 (2022: £5,648) to the Trust.

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## 22. Capital commitments

There were no capital commitments by the charity or group, contracted or authorised at 31 December 2023 or 31 December 2022.

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## 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

December 2023

- |     |  |     |                                      |      |   |
|-----|--|-----|--------------------------------------|------|---|
| 1.  | Accolade Wines Limited                         | 40. | Goedhuis & Co                        | 77.  | Off-Piste Wines Ltd                         |
| 2.  | Admiral Taverns Ltd                            | 41. | Gordon & Macphail                    | 78.  | Origin Wine Ltd                             |
| 3.  | Adnams   | 42. | H Weston and Sons Ltd                | 79.  | Parkdean Resorts UK Ltd                     |
| 4.  | Aldi UK  | 43. | Hallgarten & Novum Wines             | 80.  | Pernod Ricard                               |
| 5.  | Asahi UK                                       | 44. | Harvey & Sons (Lewes) Ltd            | 81.  | Pinter                                      |
| 6.  | ASDA Stores Ltd                                | 45. | Hatch Mansfield Limited              | 82.  | Pol Roger                                   |
| 7.  | Aston Manor                                    | 46. | Heineken                             | 83.  | Punch Pubs                                  |
| 8.  | Bacardi  | 47. | Hippodrome Casino Ltd                | 84.  | Quintessential Brands UK<br>(G&J Greenalls) |
| 9.  | Bancroft Wines                                 | 48. | Hi-Spirits (Sazerac)                 | 85.  | R&B Distillers Limited                      |
| 10. | Beam Suntory                                   | 49. | Hook Norton Brewery                  | 86.  | Racecourse Association<br>Ltd               |
| 11. | Benchmark Drinks                               | 50. | Ian Macleod Distillers Ltd           | 87.  | Remy Cointreau UK Ltd                       |
| 12. | Blue Tree Limited                              | 51. | Ideal Wine                           | 88.  | Robinsons Brewery                           |
| 13. | Budweiser                                      | 52. | In Good Company<br>Brewing Ltd       | 89.  | Sainsburys                                  |
| 14. | Broadland Drinks                               | 53. | InchDairnie Distillery Ltd           | 90.  | SHS Group Drinks Division                   |
| 15. | Brothers Drinks Co Ltd                         | 54. | International Beverage               | 91.  | Southwestern Distillery Ltd                 |
| 16. | Brown-Forman Brands                            | 55. | J Chandler & Co<br>(Buckfast) Ltd    | 92.  | Spar (UK) Ltd                               |
| 17. | C&C Group                                      | 56. | JD Wetherspoons                      | 93.  | St Austell                                  |
| 18. | Campari UK                                     | 57. | John E Fells & Sons Ltd              | 94.  | Tesco                                       |
| 19. | Carlsberg Marston's<br>Brewing Company Limited | 58. | JW Lees                              | 95.  | Terroirs et Vignerons de<br>Champagne       |
| 20. | Casella Family Brands<br>(Europe) Ltd          | 59. | Kingsland Wines                      | 96.  | TGI Friday's                                |
| 21. | Castel-Frères                                  | 60. | Laithwaite's Wine<br>(Direct Wines)  | 97.  | The Coca-Cola Company                       |
| 22. | Cider of Sweden<br>(Kopparberg)                | 61. | Laurent Perrier                      | 98.  | The Co-operative Group                      |
| 23. | Concha y Toro UK Ltd                           | 62. | Lidl                                 | 99.  | The Drinks Company                          |
| 24. | Continental Wine & Food                        | 63. | Loch Lomond                          | 100. | The Restaurant Group                        |
| 25. | Corinthian Brands Limited                      | 64. | Louis Latour Agencies                | 101. | The Wine Society                            |
| 26. | Cotswold Distillery                            | 65. | Maisons Marques et<br>Domaines       | 102. | Treasury Wine Estates<br>(Fosters EMEA)     |
| 27. | DGB Europe Limited                             | 66. | Majestic Wine Warehouse              | 103. | Vranken Pommery                             |
| 28. | Diageo Great Britain Ltd                       | 67. | Mark Anthony<br>International        | 104. | Wells & Co                                  |
| 29. | Disaronno International<br>UK Limited          | 68. | Marks & Spencer plc                  | 105. | Whisky Exchange /<br>Speciality Drinks Ltd  |
| 30. | Distell International                          | 69. | Marston's PLC                        | 106. | .Whyte and Mackay Ltd                       |
| 31. | E & J Gallo Winery Europe                      | 70. | Masons of Yorkshire Ltd              | 107. | William Grant & Sons                        |
| 32. | Edrington                                      | 71. | Mast-Jaegermeister UK Ltd            | 108. | WM Morrison                                 |
| 33. | Enotria & Coe Ltd                              | 72. | Mitchells and Butlers plc            | 109. | Woodford's Brewery Ltd                      |
| 34. | Everards Brewery Ltd                           | 73. | Moet Hennessy UK Ltd                 |      |   |
| 35. | Freedom Brewery Ltd                            | 74. | Molson Coors                         |      |   |
| 36. | Funkin Cocktails Ltd                           | 75. | Morrison Scotch Whisky<br>Distillers |      |   |
| 37. | Getir UK Limited                               | 76. | North South Wines Ltd                |      |   |
| 38. | Glen Turner Company Ltd                        |     |                                      |      |   |
| 39. | Global Brands                                  |     |                                      |      |   |

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Publication date: 23 July 2024

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