

Annual Trustees' Report 2020

As the country grappled with its response to the growing pandemic and then went into the first lockdown, the Drinkaware team put in place urgent measures to navigate unprecedented challenges.

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Foreword from the Chair of Trustees

2020 Annual Report

At the end of my foreword to last year's Annual Report, I stated my intention to step down from my role as Chair during 2021 after more than seven years in the role and I wished the organisation every success in the future.

I confidently expected at that point that it would be my successor as Chair who would be introducing this year's Annual Report.

It is a mark of how challenging the past year has been for Drinkaware that, not long after that Annual Report was published, the Board concluded that this would in fact be the wrong time to be seeking to appoint a new Chair.

While we have now restarted that process, the fact that we decided to put it on hold for a considerable period is testimony that – for all of us in Drinkaware – the year 2020 will forever be associated with the huge challenges that coronavirus brought upon us. The pandemic means that this Annual Report summarises a year of great change – both for Drinkaware as an organisation, and for the nation's relationship with alcohol.

A year of great change

In that context I would like first to recognise the extraordinary efforts made by Drinkaware's staff over the past year to adapt our organisation at pace so that we could continue to support those at risk of the harms of excessive alcohol consumption notwithstanding a substantial drop in our forecast income as some of our donors faced devastating falls in their own revenues. That, together with the need to adapt the organisation to changing consumer behaviour and the need for greater digital and commercial skills, meant that we had to embark on a process of restructuring which has only now been completed.

The Board recognises that this significant change, with the deployment of some employees into new roles and, sadly for a small number of employees, redundancy, has inevitably been challenging. However, we are confident that our new organisation positions Drinkaware well for the future.



Our vision of minimising the harm caused to people's lives by alcohol has never been more important.





A major focus of the year was to understand and respond to the impact of the pandemic on the nation's drinking patterns.



Our continued vision

Throughout this process, however, it has been clear that our vision of minimising the harm caused to people's lives by alcohol has never been more important. The commitment of our staff meant we were able to launch a new website, broaden our research base and continue to support individuals by giving them the facts about alcohol. During the year we had six million visits to our website, with big increases in people using our web based self-assessment tools to better understand their alcohol consumption.

A major focus of the year was to understand and respond to the impact of the pandemic on the nation's drinking patterns. To achieve this, we commissioned a new series of regular surveys to supplement our annual state-of-the-nation Drinkaware Monitor research. Those surveys told us that those who were already high-risk drinkers were significantly more likely to report drinking even more during the pandemic with all too obvious dangers to their health and wellbeing.

Using this insight, we placed greater emphasis on digital health as the pandemic unfolded. Working alongside our independent Medical Advisory Panel, we created a new 'Coronavirus Hub' on our website and launched a new blog series which was viewed more than 38,000 times.

Collaboration with partners

We also adapted at pace our existing *Drink Free Days* campaign in order to launch *No More Excuses* – reflecting the challenges of excessive alcohol consumption faced by people up and down the country. This included, for example, greater engagement with parents of under 18s, for some of whom we found drinking overall had increased substantially since the onset of the pandemic.

Partnership working became an even more vital facet of our activity as we looked to rise to these challenges. We disseminated our new coronavirus-related content through our stakeholders' channels, collaborating with *EastEnders* and other key media outlets to ensure our advice reached as broad an audience as possible.



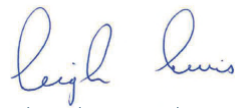
38,000+

We created a new 'Coronavirus Hub' on our website and launched a new blog series which was viewed more than 38,000 times.

Our partnership approach also informed our ongoing focus on the relationship between alcohol and work. Our research revealed that more than a third of furloughed workers and those facing redundancy were drinking more during lockdown, making our collaboration with partners including the Chartered Institute of Personnel and Development (CIPD) on managing drug and alcohol misuse in the workplace even more critical. We will look to broaden our partnership working still further in the year to come.

An immense privilege

This will indeed be the final foreword to our Annual Report that I will pen as Drinkaware's Chair. As I said in last year's Report, it has been an immense privilege to serve in that role for more than seven years and I will leave knowing that the very considerable challenges of the past year have only strengthened our resolve to continue with our vital work of reducing the harms caused by alcohol. I would like once again to place on record my thanks to my fellow Trustees, to our Medical Advisory Panel, to our Chief Executive and her team, and to all of you, our partners, donors and stakeholders. I hope you will all feel very proud of Drinkaware and what it does.



Sir Leigh Lewis KCB
Chair, Board of Trustees

“
We will look to broaden our partnership working still further in the year to come.
”



Chief Executive's report

A year like no other

Only the first handful of weeks of 2020 represented what we then knew as 'business as usual'.

As the country grappled with its response to the growing pandemic and then went into the first lockdown, the Drinkaware team put in place urgent measures to navigate unprecedented challenge.

A major focus was understanding and responding to changing drinking patterns, including commissioning regular surveys – in addition to our annual Drinkaware Monitor – to lead the nation's understanding of the pandemic on harmful drinking habits. This was supported by the launch of a new blog series.

Adapting to change

Working alongside the independent Medical Advisory Panel, we tailored and created additional content for a new 'Coronavirus Hub' on our website, visited by hundreds of thousands of people since its launch, as well as sharing information with key partners to disseminate through their own networks.

Focusing our much-reduced income, we launched a new website, continued to work in partnership with many organisations and adapted our Drink Free Days campaign to launch No More Excuses – reflecting the latest challenges faced by people up and down the country. This meant, for example, greater engagement with parents of under 18s, for whom we found drinking overall had increased substantially since March.

“

A major focus was understanding and responding to changing drinking patterns, including commissioning regular surveys.

”

Research and learnings

We also placed more emphasis on digital health as the pandemic unfolded. This included encouraging as many people as possible to use our tools and advice to get vital support, with more than six million people visiting our website and 800,000 people making the most of our digital tools.

As the country's relationship with alcohol continued to shift, Drinkaware's collaboration with EastEnders and other key media and entertainment outlets, was as important as ever, reaching broad audiences with our advice.

A major highlight for me was being part of a Drinkaware-led roundtable of high-level experts, to jointly explore the best way to frame important messaging about the link between alcohol and breast cancer. We took these learnings into planning for 2021 and beyond.

Our ongoing focus on the relationship between alcohol and work, including supporting partners like the Chartered Institute of Personnel and Development (CIPD), proved critical, as our research revealed that more than a third of furloughed workers and those facing redundancy were drinking more since lockdown.

Changing lives, together

Of course, challenge also meant difficult but necessary decisions. We paused some planned projects, including a local area pilot project in Derbyshire and the Home and Dry drink-driving campaign. We also restructured in response to reduced income and the need to bring new skills and capabilities into the organisation. This was a difficult time for everyone but an important and necessary change and one that now positions Drinkaware well for the future.

Looking ahead, 2021 marks the final year of our current five-year strategy. Drinkaware will begin a process of planning and reflection to make sure we are in the best possible position to face into the challenges ahead. As we write, preliminary data indicates that almost 7,500 people lost their lives to alcohol in 2020, a devastating figure and one that is almost 20% higher than the previous year. The need for those of us concerned with reducing harm from alcohol has never been greater.

We have, over the course of 2020, already made some significant shifts in the way we work and in our strategic priorities. At Drinkaware, we are more focused than ever on the impact we can have on minimising the harm caused by alcohol on people's lives.

Thank you to everybody supporting Drinkaware in these uncertain times. It really does make all the difference. Together, we will positively change lives.



Elaine Hindal
Chief Executive



Over six million people visited our website, with 800,000 people making the most of our digital tools.

Legal and administrative information

Directors and Trustees

The directors of the charitable company (the charity) are its Trustees for the purposes of charity law.

The Trustees and Officers during the year and since the year end were as follows:

Chair

Sir Leigh Lewis KCB

Treasurer

Kate Morris
Charles Allen
Dr Varuna Aluvihare
Marc Dench
Dr Colin Hunter OBE
Penny Newman OBE
Vicki Nobles
Dr Timothy Walker
David Ward
Paul Wells
Neil Williams

Chief Medical Advisor

Dr Fiona Sim OBE

Key management personnel

Chief Executive

Elaine Hindal

Company Secretary

Suzanne Pattison

Registered office

Salisbury House, London Wall,
London EC2M 5QQ

Company number

04547974

Charity number

1094586

Auditors

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

Bankers

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

Solicitors

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

Investment Advisors

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

Drinkaware in numbers 2020



6 million+

Our website was visited more than six million times, despite the impact of the global COVID-19 pandemic on overall web searches.



60,000

Almost 60,000 people downloaded the Drinkaware app.



800,000+

people used Drinkaware's digital tools to understand the impact of alcohol on their lives with a 34% increase in people clicking to our Self-Assessment tool and a 30% increase to our DrinkCompare Calculator, compared to the previous year.





200,000+

More than 200,000 visitors navigated from our social media channels to access information on our website.



A series of videos were created and shared widely on key issues, including the impact of alcohol on mental health.



At the end of the year, Drinkaware had over **82,000** followers across Facebook, Twitter and Instagram, and **146,700** views of our YouTube content.



38,000

A range of blogs were posted, with one addressing the impact of alcohol on a person's recovery from COVID-19, receiving almost 38,000 unique views.



5,800

Our online alcohol support service DrinkChat handled nearly 5,800 personal conversations about alcohol.



51%

Drinkaware featured in more than 4,000 pieces of media coverage with 51% including a call to action – pointing them to Drinkaware support via the website, our helplines or free app, and by encouraging readers to take more drink free days.



As face-to-face interventions became more difficult, our focus turned to digital with a coronavirus hub providing information and resources to help people navigate the pandemic and understand changes in drinking patterns.

Trustees' report

For the year ended 31 December 2020

Our purpose and values

To say that 2020 was a year of unprecedented challenge hardly captures the challenges that Drinkaware, like so many charities in the UK, faced last year.

Like many others, the impact of the COVID-19 pandemic on our donors resulted in Drinkaware having to pursue our work with sharply reduced resources. A number of established interventions and planned projects were put on hold and campaign spend had to be significantly reduced, despite growing evidence of rising levels of alcohol misuse and harm in the UK.

Despite the challenges, our core purpose – to help reduce alcohol misuse and minimise alcohol-related harm by helping people make better choices about their drinking – remains firmly in place and more relevant than ever.

Our four values continued to guide our work in 2020. They are:

- **Driven to make a difference** – as evidenced by our pivot to online information and new medically-evidenced content about alcohol and COVID-19.
- **Led by the evidence** – our research programme expanded in 2020, as we sought real-time insights as to how the pandemic was changing drinking behaviours.
- **Resourceful** – in the face of reduced income, we continued to find ways to maximise our impact and to make our information, advice and resources relevant and accessible.
- **Committed to working positively with others** – recognising that changing habits in the face of the pandemic could – and can – only be achieved by working with and through partners and others.



Like many others, the impact of the COVID-19 pandemic on our donors resulted in Drinkaware pursuing our work with sharply reduced resources.



Drinking trends in 2020

Given the unprecedented nature of 2020 and the potential for drinking habits and behaviours to change, we conducted several pulse surveys to monitor the nation's drinking at key points in the nation's response to the pandemic.

The purpose was to provide real-time insights in addition to our annual state-of-the-nation report, The Drinkaware Monitor. Reflecting the nation's struggles at each phase, our research highlighted the changing nature of drinking habits at different points in time.

At a population level, relatively little evidence of change was seen in the prevalence of harmful drinking compared to previous years, somewhat contrary to media reporting on alcohol sales at the beginning of the pandemic.^{1,2,3,4}

Our Drinkaware Monitor,⁵ carried out in early autumn, revealed that six in 10 (60%) UK adults were drinking at a level considered to be at low risk according to the Alcohol Use Disorders Identification Test – Consumption (AUDIT-C), an alcohol screening test that assists in identifying alcohol dependency and hazardous drinking.⁶ A quarter (25%) of UK adults could be classified as drinking at increasing risk of alcohol harm, and 15% as at higher risk. These results were similar to those we recorded in 2019⁷ and 2018.⁸

These findings were broadly consistent with data indicating that net alcohol consumption in Scotland, England and Wales was lower than what would have been expected had much of UK hospitality not been closed.^{9,10} Additional evidence published at the end of 2020 suggested that households did not purchase more alcohol during early lockdown when compared with the same time periods during 2015 to 2018.¹¹ This indicates that, on average, people were not buying or drinking more alcohol during the pandemic, at least in the early stages. However, nationwide data can often mask variations among smaller groups, and therefore, does not tell the whole story.



Reflecting the nation's struggles at each phase, our research highlighted the changing nature of drinking habits at different points in time.



60%

of UK adults were drinking at a level considered to be at low risk.

The masking effect of averages

The population level data reported above is somewhat at odds with alcohol duty receipts published by HM Revenue & Customs, which reports a 2% increase in duty receipts in the 2020/21 financial year, compared to the previous year. Given that approximately 30% of all alcohol sales would usually occur in the on-trade,¹² the fact that off-trade sales combined with only partial on-trade opening during periods of eased restrictions have managed to eclipse this is striking.

Provisional data published on the number of alcohol-specific deaths in 2020 also suggests a different picture. There was a 19.6% increase in the number of registered alcohol-specific deaths in England and Wales, compared with the same period in 2019 (7,423 vs 6,209 deaths).¹³

While not final figures, the definition of an alcohol-specific death includes only those conditions that occur as a direct consequence of alcohol misuse – the vast majority of which are from chronic (longer-term) conditions, such as alcohol-related liver disease.¹⁴ The increase is more likely to be attributed to those with a previous history of alcohol misuse, rather than lower risk drinkers drinking more during the pandemic. While the reasons behind the increase are not yet known, it is likely to be a combination of reduced use of healthcare,¹⁵ disruption to community drug and alcohol services¹⁶ and concerning changes to drinking habits among those already drinking at harmful levels.

Our research over the course of 2020 indicates that drinking patterns did change, but in two opposing directions and amongst certain groups of drinkers. This has the potential to create significant additional health issues and resource implications as we emerge from the pandemic.

Changes of concern among high-risk drinkers

Our research in 2020 highlighted that high-risk drinkers (i.e., those most at risk of alcohol harm and defined based on an AUDIT-C score between 8–12) were significantly more likely to report drinking more compared to the national average – a finding further supported by published research.^{17,18,19} Almost half (46%) of high-risk drinkers reported drinking more than their usual amount during the first national lockdown (March–June), compared to a quarter (26%) among all UK adults. High-risk drinkers remained almost twice as likely as the national average to say they were drinking more than their usual consumption once restrictions began to ease between July and August (31% vs 15%). The reasons given by drinkers mirrored those of the wider population, including having more time available, to relieve boredom, and to help with stress and anxiety.

The reported increase in alcohol consumption for a large proportion of this group is of serious concern, particularly in light of provisional data on alcohol-specific deaths. Our research in December confirmed this finding, with those already drinking more than the Chief Medical Officers' low risk drinking guidelines most likely to continue to report drinking more than usual.²⁰



Almost half (46%) of high-risk drinkers reported drinking more than their usual amount during the first national lockdown (March–June).

“ Our research over the course of 2020 indicates that drinking patterns did change, but in two opposing directions and amongst certain groups of drinkers.



Despite this, we found widespread recognition (42%) among high-risk drinkers of the need to cut down following the easing of restrictions compared to the national average of 21%. This may support reports by the British Liver Trust of a surge in helpline calls from people with pre-existing alcohol-related liver conditions and from people concerned about their increasing alcohol consumption.²¹

However, there was also a silver lining observed for some in this group of drinkers. Specifically, one-fifth reported that they were drinking less than they would usually – both in the initial lockdown (20%) and later period of easing restrictions (July–August) (21%). A look at motivations for drinking may partially explain this, as those who reported drinking less were far more likely to cite social motivations for drinking, while those who reported drinking more were more likely to report drinking to cope.

Among high-risk drinkers drinking less, the pandemic may act as a catalyst to change. Most of this group also reported intending to either maintain their current level of drinking (34%) or cut down further compared to during lockdown (30%) once restrictions ease. While intentions are a poor predictor of future behaviour, it does highlight the need to ensure support mechanisms are in place as the opportunity for social drinking re-emerges.

Uncovering new needs

In addition to high-risk drinkers, our research uncovered worrying changes in drinking habits in three key groups:

- People who faced redundancy due to COVID-19.
- People who reported that their mental health and wellbeing was negatively affected by the pandemic to a large or very large extent.
- Parents of at least one child under the age of 18.

The impact of redundancy

It is clear from our research that many people who faced redundancy due to COVID-19 experienced negative impacts to their mental health. This group was significantly more likely than the national average to report experiencing anxiety (54% vs 42%), stress (56% vs 43%), depression (56% vs 40%) and sleep problems (50% vs 36%).

However, our data also suggested that there may have been differences in how individuals coped with such changes. On the one hand, almost three in 10 drinkers reported 'drinking less than they normally would' – similar to the national average during both the first national lockdown and the summer period when restrictions eased slightly (Mar–Jun, 28% vs 27%; Jul–Aug, 30% vs 29%).



Evidence suggests that increased alcohol consumption may follow job loss.



Yet, those who faced redundancy were also almost twice as likely to report 'drinking more than they normally would' than the national average during the first national lockdown (42% vs 26%), and they remained significantly more likely to report drinking more once restrictions began to ease between July and August (23% vs 15%). In addition, those who faced redundancy were both more likely than the national average to report eating less healthily (25% vs 19%) and more healthily (24% vs 19%), as well as to report having gained weight (40% vs 30%) and lost weight (22% vs 17%).

Differences in personal coping strategies may help explain these differences, with those 'drinking more' significantly more likely to cite coping motivations than those who reported 'drinking less'. This is a key group of people to monitor going forward, particularly as it is estimated that unemployment will reach up to 5.5% by the end of 2021.²² As Dame Carol Black's independent review into unemployment highlights, alcohol misuse "may be a cause or a consequence of unemployment. It is certainly a predictor both of unemployment and of future job loss, but evidence also suggests that increased alcohol consumption may follow job loss."²³

Parents of children under 18

With the closure of childcare facilities for all but keyworkers in much of 2020, working parents faced the added challenge of full-time childcare. Our research conducted in July highlighted that parents of children under the age of 18 were more likely to report increased alcohol consumption than those with no children, or those with children over 18. For many, the increase persisted throughout the first six months of the pandemic, despite the partial reopening of some childcare facilities from June onwards.

A closer look at our Monitor data shows that this group has struggled to balance work and family responsibilities throughout the pandemic. Only 23% of workers in this group did not have to juggle childcare and work; this burden overwhelmingly fell on women, a finding also reported by the Office for National Statistics (ONS)²⁴ and elsewhere.²⁵ More than half (54%) of women cited having sole responsibility for childcare compared to 12% of men.

This group was also more likely, compared to workers generally, to cite that their job had become more stressful (32% vs 29%), and that they needed more support from their employer (21% vs 18%). Unsurprisingly, among the reasons why their job had become more stressful included home-schooling (31% vs 11%), lack of childcare (26% vs 9%), and relationship pressures (14% vs 10%) – all higher than the national average.

As well as the stress of juggling work and childcare, parents of young children were more likely to report negative impacts to their mental health – a finding also reported elsewhere.²⁶ This group reported more negative impacts on stress (54% vs 43%), anxiety (49% vs 42%), sleep (42% vs 36%), and depression (44% vs 40%) compared to the national average.



7%

Parents of young children were 7% more likely to drink on more days a week than usual during the pandemic.

Similarly, they were more likely to report eating less healthily (25% vs 19%) and as having gained weight (35% vs 30%) during lockdown.

Parents of children under 18 were significantly more likely to report drinking more than they normally would, compared to national averages, both during the first national lockdown (34% vs 26%), and when restrictions eased between July and August (18% vs 14%). They were also more likely than the national average to report drinking on more days a week than they usually would (26% vs 19%), and starting drinking earlier in the day (12% vs 9%).

A key question as the nation emerges from the pandemic is to what extent these new behaviours have become the 'new normal' for this group? Our research conducted in December found that parents of young children remained more likely to report 'drinking more' than the national average, despite the partial reopening of schools and childcare facilities throughout the latter half of 2020. We will continue to monitor this in the months ahead.

People negatively affected by the pandemic

It is well evidenced that the pandemic has had a profound effect on the nation's mental health and wellbeing. Those who felt the pandemic had a 'large' or 'very large' impact on their mental health were more likely to report drinking more than they would normally throughout the first six months of the pandemic. (Mar–June, 38% vs 26%; Jul–Aug, 24% vs 15%).

In contrast to the national picture, the most common reason given for drinking more among this group was to help with stress and/or anxiety. This is of particular concern, as using alcohol as a coping mechanism for mental health can become a vicious cycle that can be difficult to break.

This group was also more likely to report other negative health-related behaviours compared to UK adults more generally, such as eating less healthily (33% vs 19%) and gaining weight (44% vs 30%). Not only was this group more likely to smoke, but also reported smoking more since the pandemic began (46% vs 30%). In addition, while almost one-third of this group were taking medication for their mental health prior to the pandemic (31% vs 16%), this group was also significantly more likely to have commenced taking such medication since the pandemic started (14% vs 4%).

While our research, and that of many others, suggests that many millions of UK adults have found the pandemic and associated restrictions difficult, this group encompasses those who report having particularly struggled, and a substantial proportion of them have been drinking more than they would usually.



Those who felt the pandemic had a 'large' or 'very large' impact on their mental health were more likely to report drinking more than they would normally.



Widened inequalities and hidden harms

The pandemic has exposed and widened inequalities on a number of dimensions, not only in respect of economic, gender, diversity and social inequalities but also in access to healthcare and digital infrastructure and skills. It is well-evidenced that alcohol-related harm falls disproportionately on the most deprived communities, despite drinking at similar levels as those from more affluent backgrounds.^{27,28} This 'alcohol harm paradox'²⁹ is likely to have been made worse during the last year when combined with other inequalities. Indeed, Public Health England has estimated that COVID-19 infection and mortality in deprived areas are twice that of the least deprived areas, even after adjusting for age, sex, region, and ethnicity.³⁰ Hospital data demonstrates that those in the most deprived decile access emergency services more than twice as often as the least deprived,³¹ and other research has found such services are often used for routine care.³² The reluctance to overburden such services to relieve capacity for COVID-19 patients is likely to have had a disproportionate negative impact on these groups and their health outcomes.

The pandemic has also brought attention to the hidden harms from alcohol that often go under-reported. For example, the substantial rise of calls to domestic violence helplines was widely reported at the beginning of the pandemic as abusers and their partners had to self-isolate together at home.^{33,34,35} In addition, suspected cases of domestic child abuse have also increased, with a reduction in referrals with the closure of schools, and increased calls to helplines.^{36,37,38} While alcohol is not always a factor in domestic violence, it is highly correlated.^{39,40}

The impacts of parental drinking on children have also been highlighted.^{41,42} Survey data reported during the first national lockdown illustrated how alcohol had increased household tensions.⁴³ Similarly, the National Association for Children of Alcoholics (Nacoa) reported a 38% increase in calls compared to the previous year, at around 260 extra requests for help per month – most from young people aged 12–18.⁴⁴

The value of our research in 2020

When the first national lockdown was announced on March 23, it was unclear how long restrictions would be in place, how pervasive the infection would be throughout the nation, whether a vaccine was possible, and when – and indeed, whether – life would return to normal. Drinkaware monitored the nation's drinking throughout, and in doing so, has created a vital resource documenting reported drinking behaviour during this unprecedented time.

Our Drinkaware Monitor has always provided a powerful window into the nation's drinking. Its large sample size, UK-wide coverage and repeated cross-sectional design provides the opportunity for nuanced profiling of drinking behaviour among different groups. With the addition of three pulse surveys during 2020, we interviewed more than 17,000 UK adults in the course of the year. We learned that people experienced life under lockdown in many different ways and, as already set out, we noted with concern that some groups were recording large increases in their usual alcohol consumption.



It is well-evidenced that alcohol-related harm falls disproportionately on the most deprived communities.



Our Drinkaware Monitor has always provided a powerful window into the nation's drinking.



Progress against our strategic goals

Drinkaware began 2020 having made considerable progress against our strategic goals since the inception of our five-year strategy (2017–22).

With a significant focus on health, the aim of our five-year strategy is to leverage our reach to engage people drinking more than the Chief Medical Officers' low risk drinking guidelines and to support them in changing their behaviour⁴⁵.

With bold ambitions for the year ahead of us, we set out on 1 January 2020 to continue to reach more of those people in the UK who drink in particularly harmful ways, with interventions that included social media marketing campaigns, continued research, and significant digital innovation.

The onset of the coronavirus pandemic and the beginning of major restrictions to UK lives in March 2020 had an immediate effect across the board – including on Drinkaware's own team and our income. With most of the population staying at home and having access to alcohol 24/7, the impact of the pandemic also put our strategic mission into even sharper focus and brought with it a sense of urgency.

Implementing our strategy

The impact of the pandemic and the restrictions on the hospitality sector meant that a significant number of Drinkaware donors felt that they had no alternative but to suspend or sharply reduce their donations. At the same time a small number, recognising the very substantial challenges we were facing, came forward with additional one-off donations. To them we will always be particularly grateful. The net effect, however, was to leave us having to pursue our work with sharply reduced resources, and it was clear early in the year that our ability to hit some of our ambitious 2020 targets would be adversely affected.

Social restrictions to stop the spread of COVID-19 also meant that Drinkaware had to put a number of planned interventions on hold, including Nightlife Crew, our initiative to promote safety in the night-time economy and Drinkaware at Work, our workplace alcohol education programme. Our investment in campaigns designed to help people make better choices about their drinking, also had to be reduced by more than 60%.



Our digital campaigns encouraged people to pledge a total of more than 50,000 drink free days in 2020.



Despite this, Drinkaware still reached very large audiences throughout the year. Our website was visited more than six million times, over 800,000 people used our digital tools to better understand the impact of alcohol on their lives and more than 200,000 visitors navigated from our social media channels to access information on our website. Our digital campaigns encouraged people to pledge a total of more than 50,000 drink free days in 2020, and to collectively pledge to reduce their drinking by over half a million alcohol units⁴⁶.

Focus on digital health

As part of our pandemic response, we also shifted more of our resources to online and began a programme of agile digital health innovation that has continued into 2021. We launched a new website and increased the creation of digital content, informed by better analysis of search and website tracking data, consumer insights and a deeper understanding of user journeys to help us build better relationships with people looking for information and advice. Our 'Coronavirus Hub' provided information and resources to help people navigate the pandemic and find relevant and evidence-based advice curated by our independent Medical Advisory Panel.

After our website relaunch in June 2020, visitors to the Drinkaware home page increased by 22%. Our online tools were updated and made more accessible; we saw a 34% increase in people clicking to the Drinkaware Self-Assessment tool which is based on the World Health Organization's Alcohol Use Disorders Identification Test (AUDIT).⁴⁷ We also saw a 30% increase in people clicking to the Drinkaware DrinkCompare Calculator, which gives an assessment of a person's drinking history compared to their peers, from the home page.⁴⁸ In total, our online tools were completed more than 800,000 times.

We also used new content to reach many people at risk of alcohol harm, increasing the creation of relevant blogs and videos based on what people were searching for online. Our video series with Dr Sarah Jarvis on a range of alcohol topics, including stopping drinking completely, achieved more than 185,000 views, and one of our most visited blogs, focusing on the impact of alcohol on a person's recovery from COVID-19, achieved almost 38,000 unique views from its publication on 11 June to the end of the year.

Reaching people through campaigns

Drink Free Days/No More Excuses

In January and February 2020, our campaign to encourage the nation to take more drink free days continued to build on the success of our 'No Alcohol days' messaging, designed to encourage people to substitute drinking with positive alternatives and to promote healthier lifestyles.

The campaign was designed to engage men and women aged 45 to 65, who drink more than the low-risk drinking guidelines, who drink at home rather than in pubs or restaurants, and who live in regions of the UK with higher-than-average rates of alcohol-related hospital admissions. The campaign ran on radio and digital channels and achieved excellent reach; more than 117,000 people completed the Drinkaware DrinkCompare Calculator, and 24,000 people made a commitment to take more drink free days.



More than 117,000 people completed the Drinkaware DrinkCompare Calculator, and 24,000 people made a commitment to take more drink free days.



22%

Visitors to the Drinkaware home page increased by 22%.

As the pandemic intensified, however, it became clear that our upbeat message and the opportunities to adopt many of the lifestyle activities promoted by the *No Alcohol days* campaign were no longer relevant, and we became increasingly concerned that harmful drinking habits developed during lockdown would continue over the long-term. With research revealing worrying patterns, such as drinking earlier in the day, drinking to cope with stress or anxiety and drinking on more days of the week, with people having more time on their hands, consumers fed back how easy it was to find an excuse to drink.

In response, we introduced *No More Excuses*, an evolution of a successful 2012 campaign, that shifted our drink free days messaging to reflect the new normal of the pandemic, which, for many, included a change in drinking habits. *No More Excuses* urged people to take charge of their health by having more drink free days each week.

Our primary audience remained midlife drinkers aged 45–64 drinking routinely more than the low-risk drinking guidelines and drinking at home. In addition, this campaign (which ran in the autumn) targeted drinkers aged from 35 upwards, following the research evidence of younger adults drinking more during lockdown, and included key messages relevant to the new at-risk groups identified by our Monitor research and pulse surveys.

The autumn campaign generated more than 200,000 unique visitors to our website through advertising, and a further 88,000⁴⁹ people completed the Drinkaware DrinkCompare Calculator online. The campaign reached those at most risk of alcohol harm, with 60% of those completions from increasing and higher risk weekly drinkers⁵⁰, aged between 35–65 years old. On average, increasing or higher risk drinkers pledged to take 2.7 more drink free days each week.

Reaching people through the media

The volume of media coverage for Drinkaware in 2020 peaked in the months of January, May, August, November and December. In January this was driven by a number of stories, including our research into the popularity of low alcohol products among midlife drinkers, our partnership with Asda supermarkets and Dry January features. In addition, the media continued to report on the developing *EastEnders* storyline; Drinkaware having collaborated with the programme's scriptwriters to support the portrayal of the struggles with alcohol of one of its popular characters, Linda Carter.

As the pandemic began, the main driver for media coverage became our regularly published research into drinking behaviours. Print, online and broadcast titles showed continued interest in Drinkaware's research and perspectives on alcohol consumption during the tightening and loosening of restrictions on people's lives. Overall, in 2020, more than 4,000 pieces of media coverage were generated; 51% included a call to action for readers, pointing them towards support from Drinkaware by sharing information about our website, helpline and online tools like our free app, or by encouraging readers to take more drink free days.



Higher risk drinkers pledged to take an average of 2.7 more drink free days each week.

“
The autumn campaign generated more than 200,000 unique visitors to our website through advertising.
”

Working with others to reduce alcohol harm

Identification and Brief Advice in supermarkets

Drinkaware and Asda have had a long-standing partnership working together to promote our flagship campaign Drink Free Days. 2020 was the fourth year of our partnership, which saw us deliver Identification and Brief Advice interventions in 47 of its stores⁵¹. Scratch cards and digital tablets were used to engage Asda shoppers in a conversation about the risks of alcohol to health and to provide advice about the health benefits of taking more drink free days each week.

Drinkaware trained 100 Asda community champions using the Drinkaware at Work e-learning, to give them sound knowledge of the harms caused by alcohol, and supporting them to talk confidently to Asda shoppers in-store. Branded unit measure cups and calorie measuring tools, along with information for parents on how to talk to children about alcohol, were also given out to customers. We received very positive feedback from the store visits and from a number of local MPs. In total, we had conversations with more than 3,400 people.

Alcohol and work

During the pandemic, Drinkaware at Work activity, reliant as it was on face-to-face training in the workplace, was paused. We used the opportunity to rework the programme content and delivery, launching new e-learning and a virtual classroom offer in 2021, allowing employers to include alcohol education alongside other online health and wellbeing, or health and safety, programmes for employees. Drinkaware at Work continues to be a vital resource for any employer concerned with the physical and mental wellbeing of its workforce in 2021.

In 2020 Drinkaware also played a key advisory role in the development of a new report into [managing drug and alcohol misuse in the workplace](#).

Research from the Chartered Institute of Personnel and Development (CIPD) found three pandemic-related risk factors associated with increased alcohol consumption: a high workload, a change in caring responsibilities and a change in normal workplace settings. Despite this, more than one in five (21%) employers did not offer proactive support to workers to help prevent, and provide support, on issues of drugs and alcohol misuse.

Drinkaware shared its extensive research into drinking behaviours to support the CIPD in shaping its practical guide for employers. The report highlighted the need for employers to take a preventative approach to drug and alcohol misuse and in ensuring that supportive policies and training are in place for people at work.



Drinkaware at Work continues to be a vital resource for any employer concerned with the physical and mental wellbeing of its workforce.



21%

of employers did not offer proactive support to workers on issues of drugs and alcohol misuse.

People who used Drinkaware services in an extraordinary year

Jane

Scotland

Jane lives in rural Scotland and is retired. Before the pandemic, she volunteered at a number of charities and took pleasure in seeing the benefit her volunteering had on others, particularly young people.

The pandemic meant that this had to stop, and Jane is now a full-time carer for her husband.

Jane was able to keep in touch with her adult children via the internet, but during the series of lockdowns didn't see anyone face-to-face for a while. She has found the pandemic hard and realised that she was drinking to cope with the situation.



Initially Jane started to have a drink at the end of a long day but found that one drink could easily turn into two. She visited the Drinkaware website and decided to take drink free days during the week to help moderate her drinking. She found this easier to stick to if she had another activity planned, such as an online call with one of her children.

After the pandemic, Jane intends to continue the long dog walks which she uses as a time to meditate and says she hopes that she will be too busy to drink during the week. She may choose to have a sociable drink when she sees friends or enjoy a glass of wine in her garden on a warm evening, but will still make drink free days part of her routine.



She has found the pandemic hard and realised that she was drinking to cope with the situation.



Laura

Leeds

Laura lives with her two teenage children (14 and 16) and husband in Leeds. The 47-year-old communications consultant, who works part-time, likes to have a couple of drinks when out with her husband or friends and has the occasional glass of red wine in front of the TV. But she has always been mindful of taking breaks from alcohol during the week.

But, as the country locked down, Laura's alcohol consumption started to gradually creep up.

"It was a solid six months before I took a rain check. Juggling work, children, home schooling, family life, I really started looking forward to an early evening glass of wine or two.

"With no formal separation from work – no leaving the office and turning off the computer for the night – my switch-off instead became pouring a glass of wine at 6pm. And sometimes earlier. In some strange way, it sort of felt needed and justified by the unique situation we were all in."



She added that there was also a sense of camaraderie – almost humour – talking to other mums about timing a glass of wine to coincide with the daily COVID-19 briefings.

"It became my quiet moment, when the kids were fed and work finished for the day. Before I knew it, a glass of wine or two became part of my daily routine.

"I had never previously been a daily drinker. But, by the end of the summer, I realised I could probably count on one hand the number of days I hadn't had a glass of wine. It wasn't the case of having a hangover or headache. But I felt sluggish and, more importantly, I was pouring a glass without stopping to think about it."

Laura consciously decided that she wanted to get back to only drinking wine at the weekend, and on rare occasions in the week. So, as the new school term started in September, she began a new routine of taking the dog for a walk at 6pm instead – providing separation from her working day.

"Looking back, I can see how it became a bit of a coping mechanism at the time. I'm back to enjoying a weekend glass of wine or two and feeling much more energetic and optimistic for it!"



Juggling work, children, home schooling, family life, I really started looking forward to an early evening glass of wine or two.



Simon

Stoke-on-Trent

Simon has lived with his girlfriend for three years near Stoke-on-Trent and noticed his drinking habits change considerably over 2020. Simon works in retail and his consumption of alcohol is very much tied into his working routine.

Prior to the pandemic Simon would not drink if he had work the next day and he would regularly drive to the venues that his band played at on weekends, therefore not drinking on these nights either.

From March, due to the closure of non-essential retail, Simon was no longer able to work. This significant disruption to his working life and regular social responsibilities meant that he fell into the habit of drinking every day. Simon's partner doesn't drink at home, so it has been more of an individual change, rather than a household-wide one.



"I noticed the difference in my drinking with the shopping, usually a litre of vodka would last me two weeks. But now I buy a bottle every week."

Overall, Simon has used his time on furlough to do more exercise and feels that he is fitter than he has been for a while. However, he has also noticed it is harder to naturally wake up in the morning and he puts this down to drinking.

Although Simon recognises that he is drinking much more than he was prior to the pandemic, as retail opened up in mid-April, he is keen to try and get back to his previous routine of no drinking on work nights – as well as when he can eventually play concerts again with his band.



Prior to the pandemic Simon would not drink if he had work the next day and he would regularly drive to the venues that his band played at on weekends, therefore not drinking on these nights either.



Grace

Edinburgh

Grace lives in Edinburgh with her husband and three children. At the end of 2019, Grace was made redundant and, when the pandemic hit, she made supporting her three children's home-schooling her priority. She has not been able to look for a job again due to the uncertainty surrounding school closures and the pandemic.

As someone who socialised and spent her evenings out four times a week, as well as taking her children to their respective clubs and activities, Grace felt the pandemic upended her life. The monotony left Grace feeling regularly low and she recognised that she used alcohol to relax at the end of a day or for stress relief.

"I thought oh well, there is nothing to do so I'd better put a bottle of wine in the trolley, (when shopping), to break up the tedium of the evening."

As a person who enjoys exercising in the gym, Grace struggled to replace the benefits she got from the gym at home and online exercise classes did not work for Grace.



"In the last year, I feel like my life has gone inwards and rather than think about my needs, making sure the lives of my family are as good as they can be became the priority."

It was baking every day with her kids that partially led her to think about reducing her alcohol consumption. These daily treats, as well as alcohol, made her feel like the calories were adding up. Rather than stop baking she decided to reduce her alcohol intake.

Another way in which she found herself reassessing her drinking habits was by taking part in Drinkaware's survey, which she was directed to via Instagram. After taking the survey, Grace was surprised at the amount she was drinking. This helped her stick to her decision to cut down.

Grace also added boundaries to her evenings, choosing to have a drink of alcohol after a certain time and only on certain occasions. She feels that these steps will continue as things begin to get back to some kind of normality. Grace is also keen to get back to a time when she can restart her career, see her friends, and go to the gym again.



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The monotony left Grace feeling regularly low and she recognised that she used alcohol to relax at the end of a day or for stress relief.



Financial review

The statement of Drinkaware's financial activities for the year is set out on page 44 of the Annual Report. The net group surplus for the year was £1,313,806 (2019: £248,937).

Funding

In 2020, Drinkaware's total group income was £6,022,497 (2019: £6,241,146) received in voluntary donations, grants, sales of Drinkaware products and bank interest.

Drinkaware's total income includes £5,513,421 in voluntary donations from UK alcohol producers, retailers, and sports bodies (2019: £5,916,710) and in addition £509,076 has been raised from logo licence sales, alcohol awareness publications and products, bank interest and further donations (2019: £324,436). Given the continued uncertainty of the pandemic environment, a provision of £548,045 has been made for donation requests issued but not paid where payment is considered to be at risk.

2020 has been the first full year of commercial activity for Drinkaware's trading subsidiary, Drinkaware Trading Limited, which commenced operations in July 2019. The events of 2020 have provided a difficult trading environment, with sales from Drinkaware Crew and Drinkaware at Work in particular, largely eradicated by the impact of COVID-19. The trading company returned an operating profit, before management charges, of £60,843 for the year (6 months to 31 December 2019: £31,028) and a loss for the year, after all charges and taxation, of £353,939 (6 months to 31 December 2019: loss £128,972).

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

The impact of the COVID-19 pandemic on funding

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

Whilst Drinkaware has indeed seen a significant overall reduction of donation income, this has been mitigated by several factors.

Drinkaware has historically issued requests for a large proportion of its donation income in the first calendar quarter of the year and therefore a number of donation requests had been issued before the onset of the COVID-19 pandemic.

Further, the Account Management team have worked closely with our donors throughout 2020 to ensure, wherever possible, donors were able to continue their financial support. In some instances, specific plans for timing of payments were agreed to ensure these were affordable.

Drinkaware's Trustees are also enormously grateful to those donors who contributed one-off additional donations during 2020 in recognition that not all donors would be able to make donations at previous levels.

Drinkaware also claimed £185,077 one-off grant income directly related to the pandemic, principally via the government Coronavirus Job Retention Scheme.



Many Drinkaware donors have been significantly impacted by the pandemic and the Trustees anticipated that some donors could reduce their level of contribution or suspend their donations for an indefinite period.



Fundraising

During 2020 Drinkaware did not carry out any public fundraising activities, either directly or through other parties, and has no plans to do so in the immediate future. Consequently, Drinkaware is not subject to any undertaking to be bound by any voluntary scheme for regulating fundraising, although the charity is registered with The Fundraising Regulator. Drinkaware has received no complaints regarding fundraising activities.

Expenditure on charitable activities

Group charitable expenditure for the year was £4,233,091 (2019: £5,657,234).

Drinkaware was not alone in navigating unprecedented challenges in 2020 as the impact of the pandemic necessitated a refocus of activities. The reduction in expenditure in part reflects the reduction in our income during the year but also additional caution in committing to expenditure while high levels of uncertainty persisted around the timing of income receipts.

Whilst our campaign expenditure was reduced, we created new content with a greater focus on areas such as blogs and videos to reach people at risk of alcohol harm in these extraordinary circumstances. A continuation of our Drink Free Days campaign was developed, advocating substitution of drinking for positive alternative activities, and promoting healthier lifestyles. We also commissioned a series of responsive research surveys which examined the effect of the COVID-19 pandemic on alcohol consumption.

In August 2020, the Drinkaware Board and its Senior Leadership Team commenced consultation on an organisational restructure and a number of employees were advised that their roles were at risk of redundancy. Subsequently, some of these employees raised grievances against senior managers. These were fully investigated and resolved in accordance with Drinkaware's grievance procedures. Drinkaware obtained external legal advice and support for this process which is reflected in increased legal costs for the year totalling £65,147 (2019 £47,675). The grievances, and their outcomes, were reported to the Charity Commission under their 'serious incident' procedure.



Drinkaware also claimed £185,077 one-off grant income directly related to the pandemic, principally the government Coronavirus Job Retention Scheme.



£175k

£175,077 was received from the Coronavirus Job Retention Scheme to contribute towards staffing costs during 2020.

Staffing costs

Expenditure on staffing costs for the year was £1,653,434 (2019: £1,447,737). While headcount has remained consistent with previous years, during 2019 there were a number of senior vacancies and this was reflected in lower costs than in the previous year.

£175,077 was received from the Coronavirus Job Retention Scheme to contribute towards staffing costs during 2020.

Expenditure on raising funds

Expenditure on raising funds for the year was £272,441 (2019: £287,850).

Net assets

The total net assets of the group were £3,041,778 as at 31 December 2020 (2019: £1,727,972). There were no restricted funds at the end of 2020 (2019: £126,848).

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

Investment powers and policy

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

The invested funds held on deposit for the Trust (excluding those held at CAF Bank) achieved an average rate of return of 0.17% (2019: 0.14%) and funds held at CAF Bank achieved an average rate of 0.05% (2019: 0.15%) for the year.

Reserves policy

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

During 2020, as part of its response to the pandemic and in line with Charity Commission guidance to the charity sector, the Board of Trustees reviewed Drinkaware's Reserves Policy in the light of predicted changes to our financial resources. It was agreed that the reserves policy should be changed to require an increased range of reserves of between £1,000,000 and £1,500,000 to be held, at least £1,000,000 of which is to be held in cash or near cash equivalents. This represents approximately four months' operating expenses.

Free reserves (unrestricted funds excluding designated funds and fixed assets) held on 31 December 2020 were £1,795,307 (2019: £1,331,930) and there were no restricted funds at the end of 2020 (2019: £126,848). Therefore, our free reserves level is in line with our Reserves Policy.



£272k

Expenditure on raising funds for the year was £272,440.



The preservation of capital is of primary importance and investments should be held in cash or near cash investments which allow immediate access.



Designated Reserves

During 2020 Drinkaware carefully monitored its cashflow and delayed some expenditure commitments until there was sufficient certainty on cash receipts. A small number of large donation amounts were received toward the end of 2020 and while this provided sufficient cash resources to complete planned 2020 activities, it did not allow enough time for them actually to be completed before the financial year end. This has resulted in Drinkaware carrying total reserves of £3,041,778, including cash balances of £2,600,522, substantially above the level required by our reserves policy.

The Trustees therefore decided to “ring-fence” some of these reserves into two designated funds in order to ensure that activity that was planned for 2020, but not completed, can instead be completed in 2021.

Accordingly, £550,000 has been set aside in a Campaign Fund to finance 2021 campaigns. £300,000 has been spent in the first quarter of 2021 on our “No More Excuses” campaign and the remaining £250,000 is reserved for a campaign later in 2021, provided there is no further negative impact on funding.

In addition, £280,000 has been set aside into a Research Fund to ensure that research activity delayed from 2020 can be prioritised in 2021.

Going concern

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

Given the potential for a reduction in income, Drinkaware made rapid changes and adjusted quickly to a new reality. A revised budget for the second six months of 2020 was agreed to ensure activities were affordable and much of our planned work for 2020 was postponed or suspended. Further, the 2021 budget has been prepared within a smaller financial envelope to ensure that, even in the event that income falls by a third from pre-pandemic levels, reserves will not fall below our revised reserves policy.

Drinkaware has also completed a restructure of its organisation resulting in a small number of redundancies. This has been carried out to ensure our staff have the necessary skills and in part to reduce staff costs in the face of reduced income, to deliver its strategic priorities.

New financial controls have been put in place to control expenditure and to expedite donations quickly, or bring forward income, from donors who were willing and able to do so. In addition to the organisation restructure, we have implemented a recruitment freeze, taken advantage of the Government’s Coronavirus Job Retention Scheme and furloughed employees for whom we did not have sufficient work, reduced all working employees to an 80% working week and negotiated a rent reduction, to help protect our financial position.

The Trustees are confident that, given the measures put in place, Drinkaware remains a going concern.

““ Many Drinkaware donors continue to be significantly impacted by the pandemic...some may reduce their level of contribution or suspend their donations for an indefinite period. ””

Plans for future periods

2020, more than any other year in our history, highlighted the need for Drinkaware. The COVID-19 pandemic has brought substantial challenge and change and our research in 2020 has shown a consistent, and worrying, change in drinking behaviour among some key groups. As we progress through 2021, and the stress and uncertainty of the pandemic continues, we are concerned that behaviours which started during lockdown could become habitual, with significant long-term impacts on the nation's health and wellbeing.

2021 is an important year for Drinkaware. It marks the final year of our five-year strategy. Our goals remain fundamentally the same as when we began on that ambitious journey back in 2017 – to reach more people; engage them with our information and advice; help them formulate personal strategies to reduce their drinking; and support them to make a change.

drinkaware
change starts with you

Reflecting our shift from information and advice ('for the facts') towards changing behaviour, 2021 will see the launch of a new brand proposition – *Drinkaware, Change starts with you*. This proposition is a signal of our intent to become a provider of self-directed support with a very significant reach, and will, we hope, present new opportunities for consumer engagement and partnership working. In research, the proposition has proved highly motivating to risky drinkers searching for a greater sense of direction and open to change.

Strategic anchors

The three strategic anchors (below) approved by the Board in 2020 continue into 2021. They provide a focus for our 2021 business plan and shape all of our activities and investment priorities.



The three strategic anchors...provide a focus for our 2021 business plan, and shape all of our activities and investment priorities.

Strategic anchors

Engaging audiences

Communications on key issues – mental health, workplace wellbeing and obesity – to attract people to Drinkaware and raise awareness of alcohol harm.

Digital health

Developing the new website, optimising online behavioural tools and Drinkaware app (2021), exploring AI-assisted chat tools and onsite 'bridges' to treatment and/or support.

Translational research and insight

Understand drinking behaviour and how to change it through intervention design and campaigning. Translate research into actionable insights and recommendations.



2020, more than any other, has highlighted the need for Drinkaware.



We will:

- Continue to use communications and media (and targeted advertising, when affordable), to engage at-risk drinkers on key issues. We have identified alcohol and mental health, work and worklessness and obesity as important issues on which we will focus our media and communications agenda.
- Innovate in changing behaviours through greater personalisation, better use of data-driven insight and a focus on digital health. Key projects include the ongoing development of drinkaware.co.uk, evolution of our online tools, significant expansion of our Customer Relationship Management (CRM) programme and the launch of a new Drinkaware app ('MyDrinkaware') in mid-2021. We will also explore opportunities for AI/machine learning chatbots to deliver more personalised experiences, and to develop clearer signposting or referral pathways into online support for high-risk drinkers, as well as expand Drinkaware at Work through a remote learning offer. This anchor will be supported by research exploring how we might reach those who are digitally excluded or have limited digital engagement.
- Apply our research learnings to improve and enhance what we do, and to advocate for wider changes where our evidence supports it. In addition to the Drinkaware Monitor, which in 2021 will focus on the enduring impacts of the pandemic on national drinking habits, we will explore under-served audiences and conduct robust evaluations of our digital products.

With pressures on commercial and donation income likely to persist through much of 2021, stakeholder engagement will continue to be a critical activity to protect donor relationships and ensure support from stakeholders in government, both in Westminster and the devolved administrations. We will begin a programme of strategic donor acquisition and develop a forward-looking income generation strategy with an emphasis on commercial income generation through Drinkaware Trading Limited in 2022 and beyond.

Organisational change

The focus on our three strategic anchors is supported by a new organisation which took effect from Q2 2021. The organisation remains small – with just 29 FTEs – and the new structure reflects the need for greater digital capacity and capability, as well as expertise in developing scalable commercial propositions to generate commercial income, including the testing of fundraising through digital channels. We will also increase capacity in our finance function and bolster administrative resources better to support governance and the Board. The new structure will include a number of new hires, so recruitment and induction will be a key priority as we continue to work remotely, and flexibly, for much of 2021.

With an exciting work programme, and a new organisation, 2021 will be a significant year.



We will innovate in changing behaviour through greater personalisation, better use of data-driven insight and a focus on digital health.



Structure, governance and management

Governing document

The Drinkaware Trust is a company limited by guarantee governed by its Memorandum and Articles of Association. It is registered as a charity with The Charity Commission for England and Wales, and with the Scottish Charity Regulator. Its Trustees are also the members of the Company. Trustees are appointed through an open recruitment process based solely on their ability to meet the needs of the Trust. The Board may appoint no more than two Trustees who are either currently employed in the alcohol beverages industry or have a policy role with respect to alcohol. A register of Trustees' interests is maintained and is readily accessible on the Drinkaware website.

Under its Memorandum and Articles of Association, the Board may comprise between eight and 12 Trustees. Trustees are appointed by the Board and serve for a term of three years, with each Trustee able to serve for a maximum of nine years. The Board has the power, should it choose to do so, to co-opt members to the sub-committees of the Board to fill specialist roles or to provide expert advice to the Board. In 2019–20, co-opted members added significantly to the work of the Research and Impact Committee and the Marketing Advisory Group. In addition, in line with best practice, the Board of Drinkaware's trading subsidiary,

Drinkaware Trading Limited, has an independent non-executive director.

Trustee induction and Board appraisal

The charity has a formal procedure for inducting Trustees and provides key reference documents to ensure that newly appointed Trustees are fully aware of Drinkaware's history, current strategy and activities and their responsibilities. Training is provided at the request of Trustees.

The Board has instituted a formal annual appraisal of Trustees (including the Chair) in line with best practice in the charitable sector.

Organisation

The Board of Trustees directs the work of the charity. It typically meets around six times per year although additional meetings can be held as and when required. The Board has established three sub-committees covering Finance & Human Resources, chaired by the Treasurer, Kate Morris; Research & Impact, chaired by a Trustee (currently by Dr Timothy Walker) and Risk & Audit chaired by a Trustee (currently by David Ward). In addition, the work of the social marketing and communications function is guided by a Marketing Advisory Group (currently chaired by a Trustee, Charles Allen).



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,



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

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

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

Related parties and co-operation with other organisations

No Trustees receive remuneration or other benefit from their work with the Trust. Any connection between Trustees or senior managers with any donor, supplier or partner of the Trust must be disclosed to the full Board of Trustees, and included in the Register of Interests.

Declarations of interest are invited at each Board meeting.

Pay policy for senior staff

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

Pay for all staff is independently benchmarked annually against external comparators. Proposed pay increases and/or bonuses for exceptional performance are agreed by the Finance & Human Resources Committee or the CEO as appropriate and are not guaranteed.

In 2020, to conserve our cash position, all employees including the Senior Leadership Team were subject to a 20% pay cut for a period; thereafter, employees on furlough were supported at 80% of full pay for the period of furlough. Given the financial constraints that the charity continues to face, it has been agreed by the Trustees that no bonuses or cost of living pay awards will be paid in 2021.



Employees on furlough were supported at 80% of full pay for the period of furlough.

“ Remuneration for senior staff is reviewed annually by the Finance & Human Resources Committee.



Governance during the COVID-19 pandemic

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

Specifically, it is likely that income from voluntary donations will fall substantially from the level seen in previous years and careful consideration has been given to the implications of this reduction in income for our activities and our people.

To this end Trustees agreed from the outset a set of guiding principles to shape our decision-making in response to the pandemic. These are as follows:

- Our overriding priority is that Drinkaware should survive and continue;
- In addition, we should seek to do as little damage to Drinkaware's long-term future as possible; and
- We should be sympathetic to long-standing supporters and donors who find themselves in real difficulty at this time.

At the outset of the pandemic Trustees moved quickly to designate its Risk & Audit Committee (also attended by the Chair) as its crisis management team. This committee met frequently, often weekly, to support the management team in its COVID-19 response and reported back to the full Board of Trustees as required.

Our 2020 Business Plan was rewritten as a "6 + 12" plan with "6" representing the period from July to December 2020 and "12" representing the period from January to December 2021. This plan was prepared on a cash basis to ensure that cash resources were protected.

Trustees, through the Finance & HR Committee, also carefully considered Drinkaware's reserve policy and, as set out earlier, strengthened the policy to ensure that the organisation will be able, in all foreseeable circumstances, to meet a minimum of four month's operating expenditure.

We have also moved quickly to allocate staff resources to the collection of income, and our Business Development Team has liaised extensively with key donors to ensure receipt of committed donations.

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

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

A review of the organisation's people structure was undertaken and has been completed in 2021.

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



“Our overriding priority is that Drinkaware should survive and continue.



Risk management

The Board of Trustees has established a risk management strategy which involves an annual review of the principal risks and uncertainties that the charity faces and of the policies, systems, and procedures in place to mitigate those risks.

A risk register designed to include all of the principal risks to which the charity is exposed is maintained and regularly reviewed by the Risk & Audit Committee. The Board reviews the risk register on an annual basis.

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

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

- Drinkaware remains largely reliant upon voluntary donations from industry organisations across the UK and has been unable, as a result of the pandemic, to significantly diversify its income. A detailed plan for trading activities is in place and is monitored by the Board of the trading company. In addition, the new organisational structure will add capacity and expertise in commercial income generation, and the Board has requested a comprehensive review of its income strategy.
- Drinkaware has since its inception benefited from strong government support. During the COVID-19 crisis, this support has remained very much in place with public endorsement of the charity from both the Home Office and the Department of Health and Social Care. The Board of Trustees remains concerned, however, that government and indeed the wider community may reduce its focus on alcohol-related risks in an effort to buoy the hospitality sector and support its economic recovery, despite growing evidence of the associations between alcohol and many of the



The Board has requested that a comprehensive new income generation strategy be presented for its approval by the end of 2021.



underlying health conditions that have proven devastating for victims of COVID-19. Trustees continue to monitor the situation carefully, and to work closely with UK government ministers and officials, and with ministers and officials of the devolved UK nations, to emphasise to them the importance of recognising the long-term health impacts of alcohol use. The Board also welcomes the planned creation of a new Addictions Strategy and a greater focus on alcohol and public health planned by government in England and Wales.

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

Internal controls

Drinkaware's system of internal financial control provides for the provision of regular financial information to the Finance & Human Resources Committee. Administrative procedures include the segregation of duties and an approved scheme of delegation and accountability which were reviewed during 2020 by the Finance & HR Committee and approved by the Board.

In particular, the system of financial control includes:

- An annual budgeting process with an annual budget which is reviewed and approved by the Board;
- Regular reviews by the Board of periodic financial reports which indicate variances to budget and to the prior year;
- Setting targets to measure financial performance;
- A procurement policy, available to all employees, requiring a purchase order to be raised for all transactions (with limited exceptions) and ensuring that new suppliers are subject to additional financial confirmation checks;
- Payroll outsourced to a third-party specialist consultancy and salary payments being reviewed by a minimum of two employees;
- Multi-factor authentication which is required to access all Drinkaware systems; and
- Cyber security accreditation, and cyber security awareness training which is mandatory for all employees.



Trustees continue to monitor the situation carefully, and to work closely with UK government ministers and officials.



The leadership team has acted quickly... to help rebuild our team spirit and bring new colleagues on board as we return.



Trustees' responsibilities in relation to the financial statements

The Trustees are responsible for preparing the Trustees' Report and Financial Statements in accordance with applicable law and UK Accounting Standards (UK Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and the application of resources of the charitable company for that period.

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

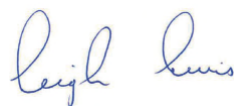
- Select suitable accounting policies and apply them consistently;
- Observe the methods and principles of the charities SORP;
- Make judgments and estimates that are reasonable and prudent;
- State whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- Prepare the financial statements on the 'going concern' basis unless it is inappropriate to presume that the charitable company will continue in operation.

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

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

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

By order of the Board of Trustees



Sir Leigh Lewis KCB
Chair

28 September 2021

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 2020 which comprise the Group Statement of Financial Activities, 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 2020 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; and
- 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 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 twelve 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; and
- Trustees' Annual Report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In light of the knowledge and understanding of the group and parent charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Annual Report.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- The parent charitable company has not kept adequate and sufficient accounting records, or returns adequate for our audit have not been received from branches not visited by us; or
- The parent charitable company's financial statements are not in agreement with the accounting records and returns; or

- Certain disclosures of Trustees' remuneration specified by law are not made; or
- We have not received all the information and explanations we require for our audit; or
- The Trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the Trustees' Annual Report and from preparing a Strategic Report.

Responsibilities of Trustees

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

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

Auditor's responsibilities for the audit of the financial statements

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.

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.

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

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.

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.

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.

Moore Kingston Smith LLP

Luke Holt (Senior Statutory Auditor)

for and on behalf of Moore Kingston Smith LLP, Statutory Auditor
Devonshire House, 60 Goswell Road,
London EC1M 7AD

28 September 2021

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

Consolidated financial statements

For the year ended 31 December 2020
The Drinkaware Trust
(A Company Limited by Guarantee)

Consolidated Statement of Financial Activities

(incorporating the income and expenditure account)
For the year ended 31 December 2020

	Notes	Unrestricted funds 2020	Restricted funds 2020	Total funds 2020	Total funds 2019
Income from:					
Donations	2	5,513,421	–	5,513,421	5,916,710
Charitable activities	2	57,009	–	57,009	210,002
Commercial trading operations	3	264,002	–	264,002	110,275
Investment income	4	1,776	–	1,776	1,993
Other income	5	186,289	–	186,289	2,166
Total		6,022,497	–	6,022,497	6,241,146
Expenditure on:					
Raising funds	6	272,441	–	272,441	287,850
Commercial trading operations	3	203,159	–	203,159	47,126
Charitable activities	6	4,106,243	126,848	4,233,091	5,657,234
Total		4,581,843	126,848	4,708,691	5,992,209
Net income/(expenditure)		1,440,654	(126,848)	1,313,806	248,937
Net movement in funds		1,440,654	(126,848)	1,313,806	248,937
Reconciliation of funds:					
Total funds brought forward		1,601,124	126,848	1,727,972	1,479,035
Total funds carried forward		3,041,778	–	3,041,778	1,727,972

The notes on pages 48 to 61 form part of these financial statements.

Consolidated and Company Balance Sheets

For the year ended 31 December 2020

	Notes	Group		Charity	
		2020 £	2019 £	2020 £	2019 £
Fixed assets					
Intangible assets	12	315,147	80,948	315,147	80,948
Tangible assets	13	101,324	188,245	101,324	188,245
Investment in Trading Sub		–	–	1	1
		416,471	269,193	416,472	269,194
Current Assets					
Stocks	14	66,694	61,969	60,854	–
Debtors	15	648,072	1,264,499	749,721	1,486,468
Cash at bank & in hand		2,600,522	1,280,248	2,448,495	1,201,470
		3,315,288	2,606,716	3,259,070	2,687,938
Creditors: amounts falling due within one year	16	(689,981)	(1,147,937)	(633,765)	(1,100,188)
Net current assets		2,625,307	1,458,779	2,625,305	1,587,750
Net assets		3,041,778	1,727,972	3,041,777	1,856,944
Funds					
Unrestricted funds:	19	2,211,778	1,601,124	2,211,777	1,730,096
Designated	19	830,000	–	830,000	–
Restricted funds	18	–	126,848	–	126,848
		3,041,778	1,727,972	3,041,777	1,856,944

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 £1,184,832 (2019: £377,908).

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 28 September 2021 and signed on its behalf by:



Sir Leigh Lewis KCB
Chair

Registered Company no. 4547974

The notes on pages 48 to 61 form part of these financial statements.

Consolidated Statement of Cash Flows

For the year ended 31 December 2020

	2020 £	2019 £
Cash generated from operating activities		
Net cash provided by operating activities	1,728,584	335,501
Cash flows from investing activities:		
Interest income	1,776	(1,993)
Purchase of property, plant and equipment	(410,088)	(78,313)
Net cash used in investing activities	(408,312)	(80,306)
Change in cash and cash equivalents in the reporting period	1,320,272	255,195
Cash and cash equivalents at the beginning of the reporting period	1,280,248	1,025,052
Cash and cash equivalents at the end of the reporting period	2,600,520	1,280,247
Reconciliation of net income/(expenditure) to net cash flow from operating activities		
Net income/(expenditure) (as per the Statement of Financial Activities)	1,313,806	248,937
Adjustments for:		
Depreciation charges	91,889	114,121
Amortisation charges	170,921	116,327
Bad Debt Provision	548,045	-
Other Provisions	(240,556)	-
Investment income	(1,776)	1,993
Decrease in stocks	4,725	(29,582)
Increase/(decrease) in debtors	(616,427)	(14,662)
(Increase)/decrease in creditors	457,957	(101,633)
Net cash provided by operating activities	1,728,584	335,501
Analysis of cash and cash equivalents		
Cash in hand	2,600,520	1,280,247
Total cash and cash equivalents	2,600,520	1,280,247

Analysis of changes in net debt

	As at 1 January 2020	Cash- flows	As at 31 December 2020
Cash at bank	1,280,248	£1,320,272	2,600,522
Total	1,280,248	£1,320,272	2,600,522

Notes to the financial statements

For the year ended 31 December 2020

1. Accounting Policies

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

a) Accounting Convention

Basis of Preparation

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

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

Going Concern

The trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the charitable company and the group to continue as a going concern. This assessment has included the potential for loss of income as a consequence of Covid-19. The trustees have made this particular assessment for a period of at least one year from the date of approval of the financial statements for the year ended 31 December 2020 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.

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

Whilst Drinkaware has indeed seen an overall reduction of donation income, this has been mitigated by several factors.

Drinkaware has historically issued requests for a large proportion of its donation income in the first calendar quarter of the year and therefore a number of donation requests had been issued before the onset of the Covid-19 pandemic.

Further, the Account Management team have liaised closely with our funders throughout 2020 to ensure, wherever possible, funders were able to continue their financial support. In some instances, specific plans for timing of payments were agreed to ensure these were affordable.

Drinkaware's Trustees are also enormously grateful to those funders who contributed one-off additional donations during 2020 in recognition that not all funders would be able to make donations at previous levels.

Events and campaigns that were expected to take place in the following financial year have been significantly affected and the charity has taken advantage of appropriate schemes to protect the financial security of the organisation, principally the government's Job Retention Scheme. While it is anticipated that some voluntary donations may fall, this can be mitigated by scaling back consumer information costs if required.

After making enquiries the Trustees have concluded that there is a reasonable expectation that a charitable entity and the group has adequate resources to continue in operational existence for the foreseeable future and there are no material uncertainties that have not been taken into account. The charitable entity and the group therefore continues to adopt the going concern basis in preparing its financial statements.

Consolidation

These financial statements consolidate the results of the charity and its wholly owned subsidiary Drinkaware Trading Limited on a line by line basis. A separate Statement of Financial Activities, or income and expenditure account, is not presented for the charity itself following the exemptions afforded by section 408 of Part 15 of the Companies Act 2006 relating to small companies. The charity's gross income for the year was £6,022,497 (2019: £6,241,146) and gross expenditure was £4,708,691 (2019: £5,992,209)

b) Tangible fixed assets and depreciation

Tangible fixed assets are capitalised where the purchase price exceeds £500 and included at cost including any incidental expenses of acquisition. Depreciation is provided on all tangible fixed assets at rates calculated to write off the cost on a straight line basis over their expected useful economic life as follows:

Fixtures, furniture and fittings	Over the term of the lease
Leasehold depreciation	Over the term of the lease

c) Intangible fixed assets

Intangible fixed assets are capitalised where the purchase price exceeds £500. The website domain costs and bespoke tools are stated at cost less amortisation and impairment. Amortisation is provided at rates calculated to write off the cost of those assets, less their estimated residual value, over their expected useful life.

Website domain	3 years straight line
Website replatforming and Mobile application	3 years straight line

d) Income

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

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

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

1. Accounting policies continued

e) Deferred income

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

f) Expenditure

Liabilities are recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all the costs related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with use of the resources.

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

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

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

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

g) Irrecoverable VAT

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

h) Recognition of liabilities

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

i) Operating leases

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

j) Fund Accounting

Funds held by the charity are:

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

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

k) Stock

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

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

l) Critical accounting estimates and areas of judgement

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

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

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

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

m) Financial instruments

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

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

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

n) Debtors and creditors

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

o) Pensions

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

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

1. Accounting policies continued

2. Grants and donations – Charity

	2020 £	2019 £
Unrestricted:		
Donations	5,513,421	5,916,710
Income from Charitable Activities	57,009	210,002
Total income	5,570,430	6,126,712

3. Commercial trading operations and investment in trading subsidiary

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

Shares held in subsidiary

	2020 £	2019 £
1 Ordinary share of £1	1	1

	2020 £	2019 £
Summary Profit & Loss account		
Turnover	55,949	72,836
Cost of sales and administrative expenses	(17,653)	(2,834)
Gross Profit	38,296	70,002
Distribution Costs	(5,249)	–
Admin Costs	(180,257)	(38,974)
Other Income	208,053	–
Net Profit	60,843	31,028
Management charges	(283,250)	(160,000)
	(222,407)	(128,972)
Interest Payable and similar charges	(2,560)	–
Loss on ordinary Activities	(224,967)	(128,972)
Loss brought forward	(128,972)	
Retained Loss in the subsidiary	(353,939)	(128,972)

	2020 £	2019 £
Summary Balance Sheet		
Current assets	213,068	182,068
Current liabilities	(567,007)	(311,040)
Capital and reserves	(353,939)	(128,972)

4. Investment income

	2020 £	2019 £
Bank interest receivable	1,776	1,993

5. Other income

	2020 £	2019 £
Unrestricted	1,212	2,166
Furlough Grant Income	175,077	–
City of London Discretionary Support Grant 2020	10,000	–
	186,289	2,166

6. Expenditure

	Staff Costs £	Support Costs £	Other Direct Costs £	Total 2020 £
Raising funds				
Cost of raising donations	181,878	90,563	–	272,441
Commercial trading operations	–	203,159	–	203,159
Charitable activities				
Consumer information	1,471,556	830,943	1,930,592	4,233,091
Total resources expended	1,653,434	1,124,665	1,930,592	4,708,691
	Staff Costs £	Support Costs £	Other Direct Costs £	Total 2019 £
Raising funds				
Cost of raising donations	152,716	135,133	–	287,849
Commercial trading operations	–	47,126	–	47,126
Charitable activities				
Consumer information	1,295,021	908,543	3,453,671	5,657,235
Total resources expended	1,447,737	1,090,802	3,453,671	5,992,210

7. Allocation of support costs and overheads

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

	Raising Funds £	Consumer Information £	Commercial Trading Operation £	Total 2019 £
Unrestricted funds:				
Premises	37,114	261,455	–	298,569
Depreciation	43,375	187,075	–	230,450
Communications and IT	13,852	101,179	–	115,031
Postage and printing	1,901	13,883	–	15,784
Travel costs	5,005	36,560	–	41,565
Employee related costs	33,886	247,522	–	281,408
Governance costs (Note 8)	–	60,869	–	60,869
Commercial trading operations	–	–	47,126	47,126
Total support costs	135,133	908,543	47,126	1,090,803

8. Analysis of governance costs

	Total 2020 £	Total 2019 £
Auditors' remuneration	14,280	11,394
Auditors' remuneration – prior year	15,045	–
Auditors' remuneration – non audit services	3,735	1,800
Legal and professional fees	65,147	47,675
Total support costs	98,207	60,869

9. Staff costs and Trustee remuneration

	Group		Charity	
	2020 £	2019 £	2020 £	2019 £
Wages and salaries	1,384,539	1,188,750	1,384,539	1,188,750
Pension contributions	151,318	126,135	151,318	126,135
Social security costs	117,576	132,852	117,576	132,852
	1,653,433	1,447,737	1,653,433	1,447,737

Included in the above are redundancy costs totalling £32,131.

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

	2020	2019
Charity	27	26
	27	26

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

	2020	2019
£60,000 to £69,999	2	–
£70,000 to £79,999	2	1
£80,000 to £89,999	–	2
£90,000 to £90,999	1	–
£110,000 to £110,999	1	–
£130,000 to £139,999	–	1

The pension contribution attributable to higher paid employees is £33,660 (2019: £52,206).

10. Trustee and key management personnel remuneration

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

Expenses of £773 (2019: £3,994) were reimbursed to four (2019: eleven) Trustees during the year.

Key management personnel include Trustees, Chief Executive and Chief Medical Advisor. The total employee benefits of the charity's key management personnel were £263,654 (2019: £261,300).

11. Taxation

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

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

12. Intangible fixed assets – group and charity

	Website and Mobile Application and Software £	Healthy Living Tool £	Total £
Cost			
At 1 January 2020	1,167,275	50,432	1,217,707
Additions	405,120	–	405,120
Disposals	–	–	–
At 31 December 2020	1,572,395	50,432	1,622,827
Depreciation			
At 1 January 2020	1,086,327	50,432	1,136,759
Charge for year	170,921	–	170,921
At 31 December 2020	1,257,248	50,432	1,307,680
Net Book Value			
At 31 December 2020	315,147	–	315,147
At 31 December 2019	80,948	–	80,948

13. Tangible fixed assets – group and charity

	Fixtures, Furniture and Equipment £	Leasehold Improve- ments £	Total £
Cost			
At 1 January 2020	336,701	145,175	481,876
Additions	4,968	–	4,968
Disposals	–	–	–
At 31 December 2020	341,669	145,175	486,844
Depreciation			
At 1 January 2020	172,653	120,978	293,631
Charge for year	67,692	24,197	91,889
At 31 December 2020	240,345	145,175	385,520
Net Book Value			
At 31 December 2020	101,324	–	101,324
At 31 December 2019	164,048	24,197	188,245

14. Stock

	Group		Charity	
	2020 £	2019 £	2020 £	2019 £
Informational booklets and materials	66,694	61,969	60,854	–

Charity stock of £60,854 (2019: Nil) are items held for the Home and Dry Campaign.

15. Debtors

	Group		Charity	
	2020 £	2019 £	2020 £	2019 £
Trade debtors	1,039,905	1,292,175	956,118	1,250,855
Provision for Bad and Doubtful Debts	(548,045)	(200,461)	(866,386)	(200,461)
Other debtors	114,041	12,975	107,027	12,975
Amounts owed by group undertakings	–	–	510,792	263,290
Prepayments and accrued income	42,171	159,810	42,170	159,809
	648,072	1,264,499	749,721	1,486,468

16. Creditors: amounts falling due within one year

	Group		Charity	
	2020 £	2019 £	2020 £	2019 £
Trade creditors	269,037	313,002	259,557	273,002
Other creditors	226,376	545,643	226,376	545,643
Accruals pension costs	12,782	28,830	12,782	28,830
Taxes and social security costs	44,907	43,185	42,344	40,208
Accruals	136,879	217,277	92,706	212,505
	689,981	1,147,937	633,765	1,100,188

17. Operating leases

At 31 December 2020 the group had commitments under non-cancellable operating leases as follows:

	Group		Charity	
	2020 £	2019 £	2020 £	2019 £
Land & Buildings				
within one year	49,473	173,048	49,473	173,048
in two to five years	–	2,845	–	2,845
after five years	–	–	–	–
Office equipment				
within one year	–	–	–	–
in two to five years	4,061	3,835	4,061	3,835
after five years	2,153	4,433	2,153	4,433
	55,687	184,161	55,687	184,161

18. Statement of restricted funds – group and charity

Year ended 31 December 2020

	Brought forward £	Incoming resources £	Resources expended £	Transfers £	Carried forward £
Restricted funds	126,848	–	(126,848)	–	–
Total funds	126,848	–	(126,848)	–	–

Year ended 31 December 2019

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

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

19. Unrestricted funds

Year ended 31 December 2020

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

The Campaign Fund has been designated to ensure that the 2021 “No More Excuses” campaign can be completed in 2021.

The Research Fund has been designated to ensure that research activity originally planned for 2020 can be complete in 2021.

Year ended 31 December 2019

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

20. Analysis of net assets between funds

Year ended 31 December 2020

	Unrestricted funds £	Restricted funds £	Total £
Group			
Fund balances at 31 December 2020 are represented by:			
Fixed assets	416,471	–	416,471
Net Current Assets	2,625,307	–	2,625,307
Total net assets	3,041,778	–	3,041,778
Charity			
Fund balances at 31 December 2020 are represented by:			
Fixed assets	416,472	–	416,472
Net Current Assets	2,625,305	–	2,625,305
Total net assets	3,041,777	–	3,041,777

Year ended 31 December 2019

	Unrestricted funds £	Restricted funds £	Total £
Group			
Fund balances at 31 December 2019 are represented by:			
Fixed assets	269,193	–	269,193
Net Current Assets	1,331,931	126,848	1,458,779
Total net assets	1,601,124	126,848	1,727,972

	Unrestricted funds £	Restricted funds £	Total £
Charity			
Fund balances at 31 December 2019 are represented by:			
Fixed assets	269,194	–	269,194
Net Current Assets	1,460,902	126,848	1,587,750
Total net assets	1,730,096	126,848	1,856,944

21. Related party transactions

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

During the year Drinkaware Trust charged a management fee of £283,250 (2019: £160,000) to Drinkaware Trading Limited for administration and support costs.

At the balance sheet date Drinkaware Trust was owed £510,792 by Drinkaware Trading Limited.

During the year, donations from Trustees and other related parties totalled £5,631 (2019: £9,562).

During the year Wells & Co Limited, a related party to Drinkaware by virtue of Trustee Paul Wells also being a director of the company purchased logo licences totalling £1,500.

22. Ultimate controlling party

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

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

23. Capital commitments

There were no capital commitments not provided for in the financial statements (2019: None).

24. Legal status of the charity

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

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

Drinkaware's donors

As of December 2020

1. Accolade Wines Limited
2. Admiral Taverns Ltd
3. Adnams PLC
4. Aldi UK
5. Asahi UK
6. ASDA Stores Ltd
7. Aston Manor
8. Bacardi
9. Bancroft Wines Limited
10. Brown-Forman Brands
11. Beam Suntory
12. Berry Brothers & Rudd
13. Blue Tree Limited
14. Bourne Leisure
15. Broadland Wineries
16. Brothers Drinks Co
17. Budweiser Brewing Group UK&I
18. Budweiser Budvar UK Ltd
19. C&C group plc
20. Campari UK
21. Carlsberg UK Ltd
22. Casella Family Brands (Europe) Ltd
23. Cellar Trends
24. Celtic Marches Beverages Ltd
25. Champagne Nicolas Feuillatte
26. Cider of Sweden (Kopparberg)
27. Concha y Toro
28. Continental Wine & Food
29. Corinthian Brands Limited
30. Costco Wholesale (UK) Ltd
31. Daniel Thwaites plc
32. Diageo Great Britain Ltd
33. Distell International
34. E & J Gallo Winery Europe
35. Edrington Group
36. Ei Group plc
37. England & Wales Cricket Board
38. Enotria Wine Cellars Ltd
39. Everards Brewery Ltd
40. Frederic Robinson Ltd
41. Freedom Brewery
42. Fuller Smith & Turner plc
43. Gen!us Brewing
44. Glen Turner Company Ltd
45. Global Brands
46. Goedhuis & Co Ltd
47. Gordon & MacPhail
48. H Weston & Sons
49. Halewood
50. Hallgarten & Novum Wines
51. Harrods
52. Harvey & Sons
53. Hatch Mansfield
54. Heineken UK
55. Hippodrome Casino Ltd
56. Hi-Spirits
57. Hook Norton
58. Ian Macleod Distillers
59. Ideal Wine Company
60. Inver House Distillers Ltd
61. J Chandler (Buckfast) & Co
62. JD Wetherspoon plc
63. JW Lees & Co (Brewers)
64. Kato Enterprises

- | | |
|---|-------------------------------------|
| 65. Kingsland Wines | 96. Racecourse Association |
| 66. Laithwaite's Wine (Direct Wines) | 97. Ramsbury Singe Estate Spirits |
| 67. Laurent-Perrier | 98. Remy-Cointreau |
| 68. Lidl | 99. Sainsbury's |
| 69. Lion-Beer, Spirits & Wine (UK) Ltd | 100. Shepherd Neame Ltd |
| 70. Loch Lomond Group | 101. SHS Drinks Division |
| 71. Louis Latour Agencies | 102. Southwestern Distillery |
| 72. Maisons Marques et Domaines Ltd | 103. Spar (UK) Ltd |
| 73. Majestic Wine Warehouses Ltd | 104. Spendrups Bryggeri AB |
| 74. Marks & Spencer PLC | 105. St Austell Brewery Company Ltd |
| 75. Marques de la Concordia
Family Wines | 106. T & R Ltd |
| 76. Marston's PLC | 107. Tesco plc |
| 77. Masons of Yorkshire Ltd | 108. TGI Friday's |
| 78. Mast-Jägermeister UK | 109. Thatchers |
| 79. Masters of Malt | 110. The Co-operative Group |
| 80. McQueen Gin | 111. The Deltic Group |
| 81. Mitchells & Butlers plc | 112. The Drinks Company |
| 82. Moet Hennessy UK Ltd | 113. The Reformed Spirits Company |
| 83. Molson Coors Beverage
Company UK | 114. The Restaurant Group |
| 84. Morrison & Mackay Ltd | 115. The Wine Society |
| 85. Oakham Ales | 116. Treasury Wine Estates |
| 86. Origin Wine Ltd | 117. Trolle Trading Ltd |
| 87. OSA Fine Spirits Ltd | 118. Two Tribes Brewing |
| 88. Parkdean Resorts UK Ltd | 119. Waitrose Ltd |
| 89. Pernod Ricard UK | 120. Warner's Distillery Ltd |
| 90. Pinnacle Drinks | 121. Wells & Co |
| 91. Pol Roger | 122. Whitbread |
| 92. Proximo Spirits UK Ltd | 123. Whyte and Mackay Ltd |
| 93. Punch Taverns plc | 124. William Grant & Sons |
| 94. Quintessential Brands | 125. Wilkin & Son Ltd |
| 95. QVC | 126. Woodforde's Brewery |
| | 127. WM Morrison Supermarkets plc |
| | 128. Young and Co Brewery P.L.C |

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- 49 Campaign overview report October – December 2020.
- 50 As defined in the Alcohol-use disorders: prevention public health guideline <https://www.nice.org.uk/guidance/ph24/chapter/glossary>
- 51 The identification aspect of this intervention is based on the World Health Organisation's validated AUDIT tool.

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