



Charity Number: 1138775

The Alcohol Education Trust

Trustees Report

For the year ended 30th September 2017

THE ALCOHOL EDUCATION TRUST

REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS

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|-----------------------------|---|
| Trustees | Gordon Redley PGCE (CANTAB) (Chair) Victoria McDonaugh PGCE Patricia Garven Cert Ed Alison Winsborough BMus PGCE Christina Benjamin BSc (Hons) PGCE Keith Newton ACA Kate Larard MSc BSc (Hons) |
| Chief Executive | Helena Conibear |
| Northern Region Coordinator | Kathryn Arnott-Gent |
| SE Region Coordinator | Helen Dougan |
| Schools Coordinator | Kate Hooper |
| Finance Manager | Julie Sutton |
| Web Manager & Publishing | Alison Rees |
| Charity Registered Number | 1138775 |
| Registered Office | Frampton House Frampton Dorset DT2 9NH |
| Bankers | HSBC plc 15 Cornhill Dorchester Dorset DT1 1BJ |

TRUSTEES' REPORT FOR THE YEAR ENDED 30 SEPTEMBER 2017

The trustees submit their annual report and financial statements of the Alcohol Education Trust (AET) for the year ended 30 September 2017.

Public Benefit

The trustees confirm that to the best of their ability they have consistently complied with their duty to have due regard to the guidance on the public benefit published by the Commission in exercising their powers or duties.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing Document

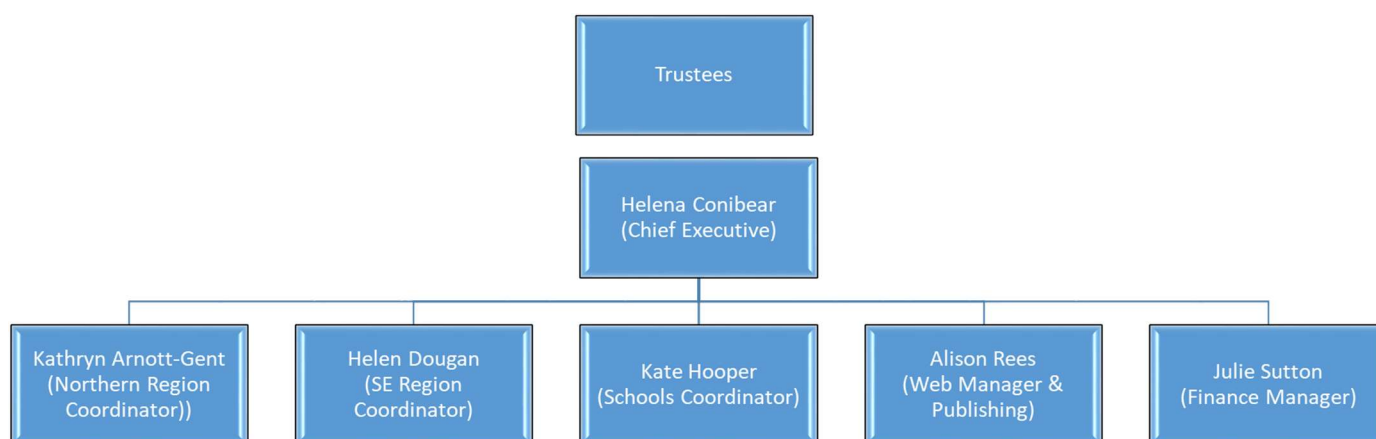
The Alcohol Education Trust is governed by a Constitution drawn up on 18 October 2010 and was registered with the Charity Commission on 2 November 2010.

Trustee Appointment

Trustees are appointed by the management committee and serve a period of three years at which time they resign by rotation and can offer themselves for re-election.

The Management Team & Trustees

The board of trustees meets four times a year. The Chief Executive runs the charity with support from three employees (the Parent Outreach Co-ordinator for the North, the Administrator/Schools Coordinator and the Finance Manager), and three other part-time self-employed staff. Three people are based regionally in different parts of England ensuring schools have local support for training and parent sessions.



Trustees

Gordon Redley BEd (Cantab) LPSH, Chair of Trustees, was Head Teacher of three middle schools. During this time he visited schools in Denmark with the British Council focusing on the pastoral curriculum, standards and inspection. Gordon was accredited as a School Improvement Partner (SIP) in 2007 and became an independent consultant in 2009. He now supports school improvement work and governor training in Dorset as well as school admissions for eight local authorities.

Victoria McDonough MA (Hons) PGCE was Head of History and Head of Year with a responsibility for PSHE in a large comprehensive in Cricklewood, London. She is currently a Governor of Bryanston School and was High Sheriff of Dorset in 2009/10.

Patricia Garven Cert Ed was formally a Deputy Head of St Mark's Secondary School in Bath, having taught home Economics, Child Care, Careers and PSHE. Pat is now retired but is a Governor at a Bath Secondary School and periodically teaches food to primary age children. Pat has 42 years of Education experience.

Christina Benjamin BSc (Hons) PGCE worked as a solicitor in local government and industry for 15 years. In 1996 Christina obtained a PGCE from Cambridge University and worked in a large Comprehensive school in the Fens, in both teaching and pastoral roles, until finishing her teaching career with 5 terms at the Thomas Hardy School in Dorchester. After retiring, Christina spent some 2 years as a volunteer with the Dorset Youth Offending Team sitting on referral panels for young offenders.

Keith Newton ACA is a member of the Australian Institute of Chartered Accountants. He retired in 2009 from Accenture as Managing Partner, Asia Pacific. In his 33 years career at Accenture he worked as a global management consultant specialising in strategic and technology consulting for large scale private and public sector organisations. He is currently a member of a school Finance and General Purpose committee, is advisor to the board and serves as a charity trustee with a speciality in finance.

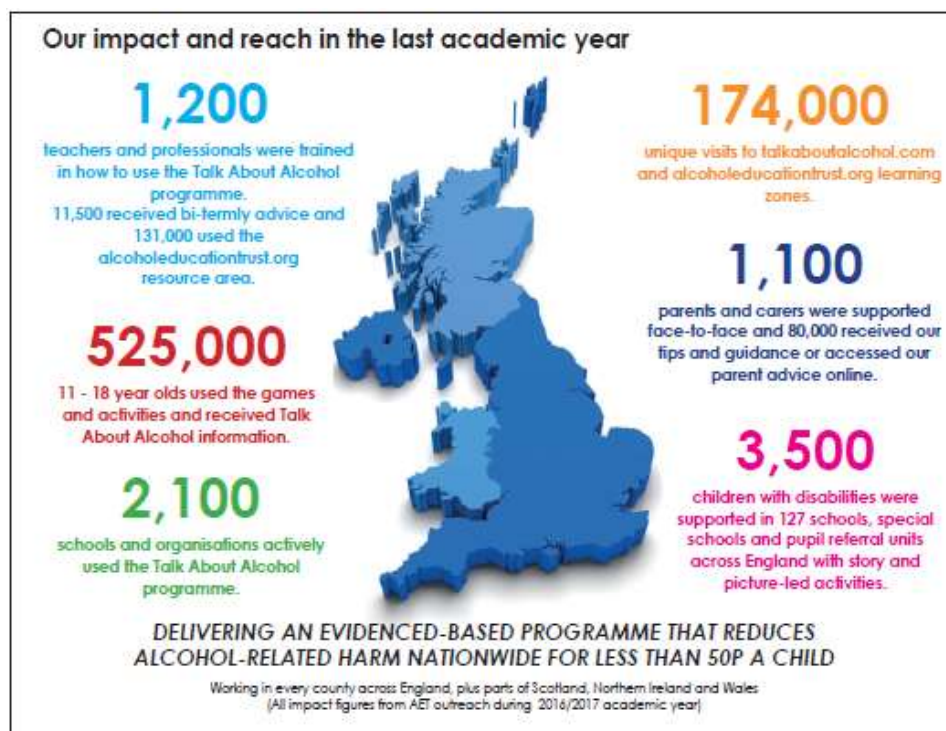
Kate Larard MSc, BSc (Hons), HV, RM, SRN first qualified as a nurse, midwife and health visitor and enjoyed many years as a clinician. In the 1990's she went on to study Social Policy and Social Research at the University of Bath. Following this she focused on safeguarding holding a variety of operational and strategic roles. She finished her full-time career in the NHS as Head of Safeguarding in Birmingham gaining invaluable and diverse experience. Kate now works part-time as a specialist safeguarding trainer.

Alison Winsborough BMus, PGCE has strong experience of delivering PSE, previously as Head of PSE and Citizenship at the Sir John Colfox School and currently as Head of Citizenship and Head of Sixth Form at the Isle of Portland Aldridge Community Academy. Alison has worked with an abundance of outside agencies such as AA, SSCT, Safer partnerships, healthcare professionals, Ansbury and other local stakeholders. She is currently Designated Safeguarding Lead for the 6th form and part of the Academy's Safeguarding Team. She has 3 young children.

OBJECTIVES AND ACTIVITIES

Charitable Objectives

To advance education for the benefit of the public by collating and disseminating on the issues of alcohol, health and responsible drinking for young people (aged 11-18) within the UK.



Who we are

The Alcohol Education Trust (AET) is a small focused charity which works across the UK to keep children safe around alcohol. We are a leading early intervention charity that supports young people in making more informed life choices through the 2,100 schools and youth organisations we support with our awardwinning resources.

What we do

INTERVENE EARLY - We aim to catch children before they begin drinking and help them work out why it makes sense to wait until they are older (if they choose to drink) and how early and heavy drinking increases their risk of injury, accidents and assault and makes them more vulnerable to others. We build children's resilience and life skills, helping them make responsible, informed choices as they encounter alcohol.

TRAIN THE WORKFORCE - We train teachers and health educators in how to deliver evidence-based, interactive and enjoyable alcohol education to young people of different abilities and backgrounds in a variety of settings.

IMPROVE LEARNING AND LIFE CHANCES - Our interactive activity-based and award-winning Talk About Alcohol programme is evidenced to improve knowledge and delay the age that teenagers choose to drink whole drinks. We focus on regions where alcohol harms are highest and have bespoke approaches for those most vulnerable to alcohol, such as looked-after children.

SUSTAINABLE, AFFORDABLE LEGACY - Those we train become our ambassadors and cascade their learning to others, meaning Talk About Alcohol costs just 50p per child. We continue to update resources, provide professional development and ongoing phone/email support.

STRENGTHEN ROLE MODELS AND BOUNDARY SETTING - As parents and carers are the prime suppliers of alcohol to children, we build parental confidence, knowledge and skills around alcohol. We encourage parents to monitor their children and to understand the risks associated with underage drinking, particularly in unsupervised settings.

Why we're needed



CHILDREN AND YOUNG PEOPLE

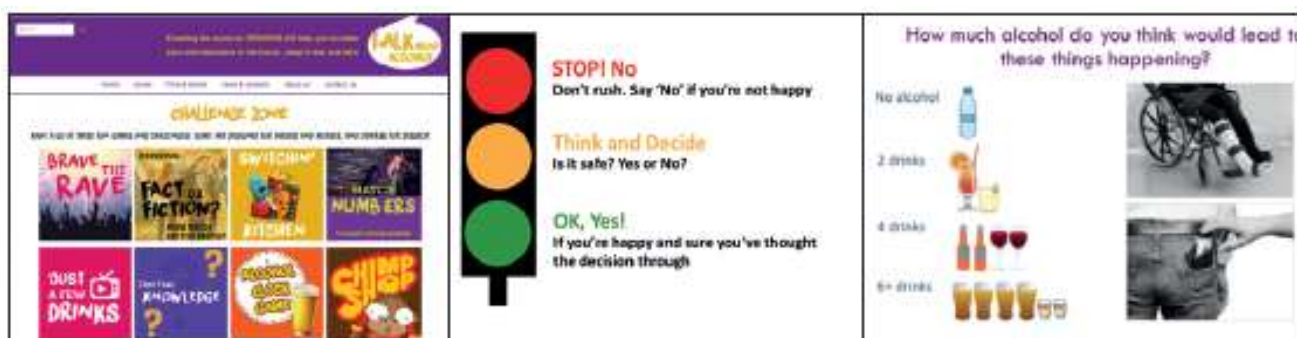
The Problems

- ◇ The average age of a whole alcoholic drink is just 13 in Britain. Early and regular use of alcohol can affect brain development and increases the risk of dependency later in life.
- ◇ Children who drink regularly and heavily before the age of 15 are significantly more likely to try drugs, smoke, engage in unprotected or risky sex, be injured or assaulted. GCSE predictions fall by 20 points, the difference between an A* and a C grade (9 to 4).
- ◇ Children who experience childhood adversity are twice as likely to binge drink and children with attention deficit hyperactivity disorder (ADHD) are three times more likely to face addiction when older. Children with learning difficulties are three times more likely to be abused, with alcohol a factor in grooming and violence.
- ◇ Between 2014 -16 there were 13,000 alcohol-specific hospital admissions for under 18s (7,700 of which were girls).
- ◇ In 2016, 9,250 children were excluded from state schools due to alcohol or drugs.



Our Solutions

- ◇ We engage children with an interactive online platform talkaboutalcohol.com that encourages them to build knowledge and find out in a fun way, through games and quizzes, about the effects of alcohol on their physical and mental wellbeing.
- ◇ Our activities, rehearsal strategies and role play allow young people to work out for themselves the effect of impulsive behaviour or drinking too much, enabling them to make more responsible, informed choices.
- ◇ We focus our training and support workers in areas of high deprivation where alcohol related harms are highest. We have developed story and picture-led activities and games around alcohol for those who find reading a barrier to learning. We have targeted streams of work supporting looked-after children and those with learning difficulties who face a greater risk of alcohol dependency and misuse.





SCHOOLS & HEALTH PROFESSIONALS

The Problems

- ◇ OFSTED found alcohol education to be inadequate in 40% of secondary schools in 2013. Teachers cite not having enough time and not being subject experts as barriers to improvement.
- ◇ The time dedicated to health education (PSHE) has dropped by 40% since 2013.
- ◇ A record number of school exclusions were issued in 2016 in England due to drugs and alcohol.

Our Solutions

- ◇ We provide an easy one stop shop for busy, time-poor teachers where they can download lesson plans, implementation and evaluation guidance by topic or by suitability for each year group.
- ◇ We make our evidenced programme available free of charge to all secondary schools.
- ◇ We train teachers and provide ongoing guidance so they feel confident and knowledgeable in teaching about alcohol.



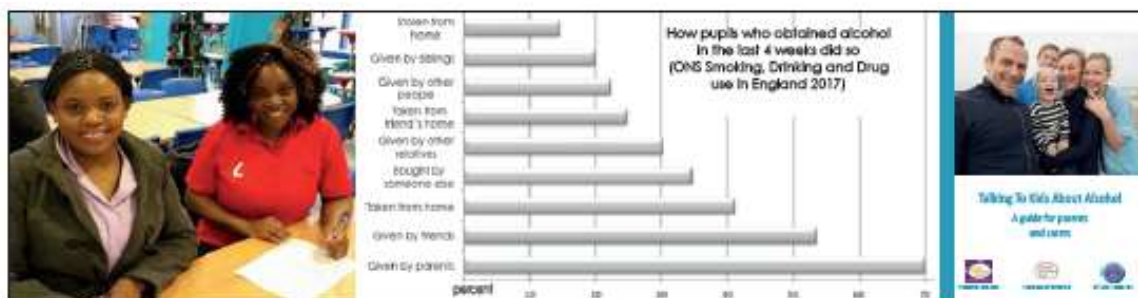
COMMUNITIES AND FAMILIES

The Problems

- ◇ Parents and carers are the prime suppliers of alcohol to under 18s.
- ◇ Children living in households where parents drink to excess are more likely to drink early and problematically.
- ◇ Our research shows that 93% of parents and carers overestimate the number of teenagers who drink and get drunk and so supply their children with alcohol, thinking they will get it elsewhere otherwise.

Our Solutions

- ◇ We help parents and carers to understand why drinking at too young an age and drinking too much can harm their child's short and long term health and also how drinking outside of the home raises the likelihood of other risk taking such as smoking or taking drugs.
- ◇ We correct perceived social norms with positive messages on how teenagers are drinking and getting drunk far less than they were 10 years ago.
- ◇ We give positive parenting tips that reduce all risk taking such as how to set boundaries, be a good role model and know where their children are.
- ◇ We empower parents to resist teen pressure and manipulation.



Reflections on the year, Helena Conibear, CEO

It is always good to look back and reflect on the actions you've taken and what remains to be done. From that point of view, 2017 has been an important year for the Alcohol Education Trust as we reached the end of our 2015-2017 strategic plan. Assessing our impact during that period, we realise that over a million children have been engaged with the Talk About Alcohol schools programme, we have trained over 3,000 teachers, PSHE leads, school nurses and community leaders and supported an equivalent number of parents and carers face-to-face and some 240,000 have received our guidance or found it online. These seem such huge numbers for our small team of seven staff who carry out our vital work so sustainably and cost efficiently at a cost of less than 50p per child.

Looking forward, over the next three years we will strengthen our three existing pillars by focusing more on children who are most vulnerable to alcohol related harms, new geographical areas such as the devolved nations or where alcohol harms are highest and on young people's transition from primary to secondary school and from school to leaving home or going to University or College.



We will also continue to ensure that our work is evaluated by third parties and that we embrace the latest digital technologies in order to engage with young people effectively. You can read about our new strategy and what we have achieved to date in detail on page 11.

During the 2016/17 academic year



A particular highlight this year has been our work directly with teenagers through our support of peer to peer programmes such as Youth Health Champions, Sixth Form workshops for students studying Health and Social Care and assemblies. We have really enjoyed partnering with The Be Your Best Foundation at their Rock Challenge events in areas as diverse as Grimsby, Portsmouth and Hull, helping to keep the children engaged between performances on stage. This work helps us ensure our games and activities are interactive and continue to reflect what the children like and respond to most – they are always helpful and pleased to be involved.

In January 2017 we launched our new enhanced Talk About Alcohol resource, which includes bespoke lessons for children with learning disabilities (SEN), games and activity cards. This was a big step for us as it was the first time we had charged for any of our resources. Commissioning by local authorities,

public health, police and crime commissioners and other sales have exceeded our expectations threefold and schools in areas such as Guernsey, Waltham Forest, Stockton, North Yorkshire, Cheshire, as well as 127 special schools, organisations and pupil referral units across England have received the enhanced programme and training to date.

We now plan to launch a subscription area in the teacher area of our website alcoholeducationtrust.org with off-the-shelf lesson plans especially for schools without PSHE leads with the necessary time and experience to tailor resources and powerpoints to differing ages and abilities. The subscription area will include six Talk About Alcohol lessons used in the National Foundation for Education Research evaluation for Year 8 and Year 9 children and 8 bespoke lessons for children with learning disabilities with associated implementation advice and guidance.

Following the success of our first Alcohol and Drugs Education Conference in October 2016 hosted by Middlesex University, our second conference, in partnership with Mentor will take place at Liverpool John Moores University on June 21st 2018. With in depth workshops on how to implement PSHE and effective alcohol and drugs education, the event will enable over 100 practitioners to upskill, network and learn about the latest research and facts and figures, as well as to hear about the priorities of government departments and Public Health.



Finally, it is always so motivating for our small team and trustees to have our work recognised and endorsed by awards and the media. We'd particularly like to thank Wessex FM and ITV Good Morning Britain for their exposure of our work. We were astounded when our new Talk About Alcohol enhanced teaching pack was shortlisted for the 2017 Education Resource Awards – best secondary school resource category. Our competitors were huge



companies and we were the highly commended runner-up across all subjects. We were also a finalist for The Charity Times Best Small Charity of The Year 2017 and for the Children and Young People Now! Best Early Intervention award 2017.

"As we embark on our new strategic plan, taking us to 2020 we are confident that we will support children of all abilities and backgrounds in more ways, in more places and in more depth: Ensuring we support them in every way to reduce their risk taking around alcohol. Most of the trends across Britain are in the right direction, but our task remains huge if we are to genuinely change young peoples attitudes to alcohol long term."

Helena Conibear, CEO

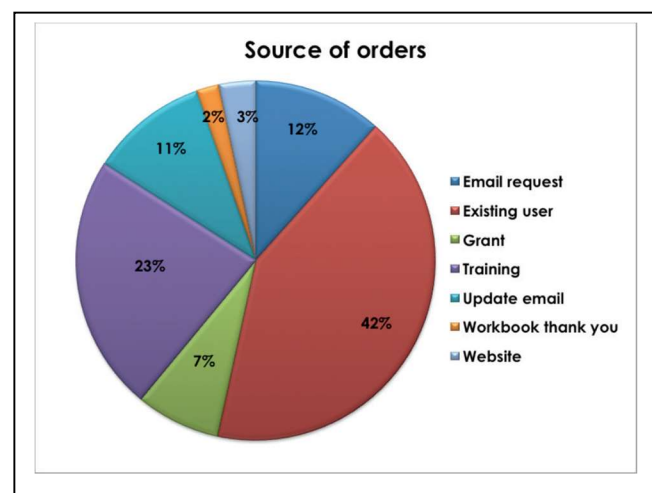
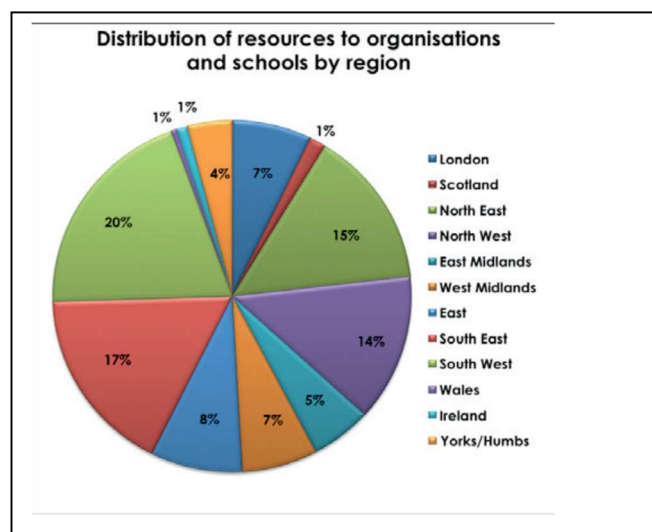
Kate Hooper – Schools Coordinator

The reach and impact of the Talk About Alcohol interventions

As Schools Coordinator, I liaise with the 11,500 teachers and health professionals who subscribe to the Alcohol Education Trust (AET) updates and receive our resources. We now have over 4,000 schools and organisations that we update regularly with facts, figures, the law and resources across the UK. In addition, we support special schools and pupil referral units.

At the end of the financial year 2016-2017, AET resources were being used by over 2,100 schools and organisations. The geographical spread is broad, including Dorset, Essex, Tyne and Wear, North Yorkshire, The Isle of Wight, Cumbria and the Channel Islands. The largest areas of distribution are the South West and South East of England, followed by the North East and North West.

The AET distributes its resources through a variety of methods including direct contact with schools, through parent organisations, national organisations (PSHE Association, Citizenship, Governors and Head Teacher Associations) and PSHE specialists. A high proportion of orders are generated through our bi-termly newsletters and email updates (11%). As ever, as a trained teacher myself, I continue to enjoy face-to-face engagement with teachers and PSHE leads at training days and on our stands at relevant events.

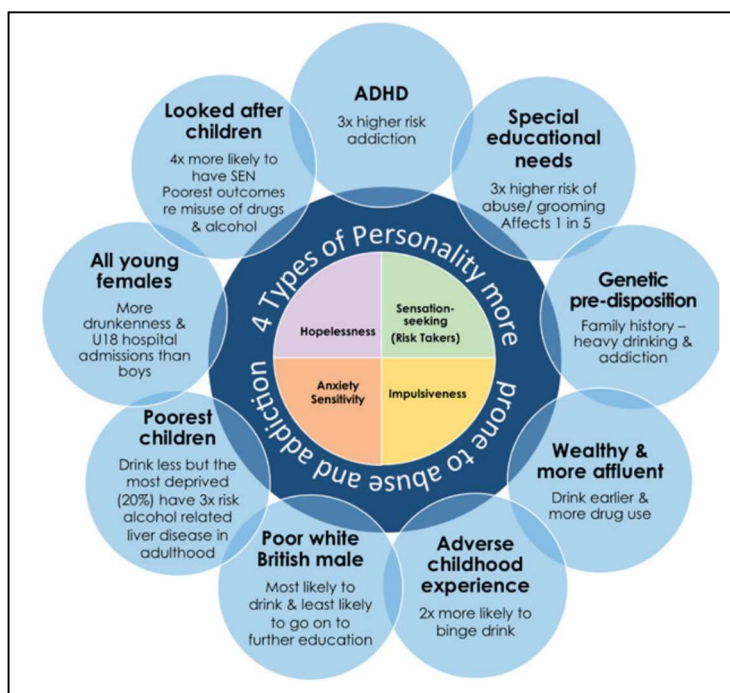


Regional reports from our specialist trainers

The Alcohol Education Trust (AET) has a network of employed and consultant PSHE and health professionals based in the North, Midlands and South to ensure that teachers and health professionals are shown how to implement the Talk About Alcohol programme and in turn cascade their learning to others. The AET regional staff travel throughout England and this year trained over 1,200 staff in a variety of settings including Stockton, Cheshire, Hampshire, Kent, Cumbria and Dorset. Teachers and health professionals are shown activities and approaches that inspire pupils to learn through enjoyment – by providing engaging fun activities, 'bottom up' materials that build resilience, self-esteem, encourage working in groups, role play and 'rehearsal strategies'. The AET takes a positive engaging approach which does not attempt to induce shock or guilt but focuses on what young people can do to be healthy, stay safe, enjoy, make a positive contribution and achieve economic wellbeing. By engaging pupils BEFORE they begin drinking in an unsupervised environment the TAA programme ensures children think about the consequences of short-term decisions. Talk About Alcohol develops the skills and knowledge needed to make informed choices about when, if and how much to drink as they get older. Following training, those trained are fully supported online via alcoholeducationtrust.org with a fun learning zone for teenagers talkaboutalcohol.com. Having regionally based staff also ensures that the AET reaches more children in different settings and can effectively target the geographical areas where alcohol-related harms for under 18s are highest.

Using data from the indices of deprivation as well as LAPE hospital admissions for U18s in England, we have focused our resource on children in areas which need our support most including the Isle of Wight, Burnley, Tyneside, Halton, Liverpool, Manchester, Portland and Hartlepool. The AET recognised that there was a lack of resources for children with moderate learning difficulties that could be used in informal settings and on a one-to-one or small group basis. Over the last two years, the AET has developed and trialled a set of story and picture-led resources to fulfil this need. According to the NSPCC, children with special educational needs and disability (SEND) are three times more likely to be abused and alcohol can be used for 'grooming'. Pupils with ADHD are three times more likely to suffer addiction. By teaching about consent and how alcohol affects decision making, we help ensure safety. Parents and carers are also supported locally around 'tough love' parenting skills, setting

boundaries, the law and how to keep their children safe around alcohol. Research shows that unless parents/ carers are good role models, set boundaries and know where their children are and who they are with, any efforts by schools to reduce risk taking, including underage drinking are limited. Parents/ carers are also the key suppliers of alcohol to those under the age of 18. The AET dedicated coordinators engage parents and carers via school and the community. We also have a dedicated web area for parents, which enjoyed over 93,000 page views in 2017, together with a bi-termly newsletter to encourage engagement with parents across the UK, plus a Facebook page and Twitter account.



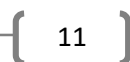
Executive summary

Each year now, the AET's regionally based specialist staff train an average of 1,200 health educators, school nurses, tutors and professionals ensuring non-specialists learn how to implement the TAA programme and continue their professional development. The training results in the creation of AET ambassadors, who can cascade their learning to other professionals as well as teaching alcohol education effectively and positively to the young people in their care. This is how we can reach an incredible 525,000 young people each year at a cost of just 50p per child and ensure they learn how to stay safe around alcohol.

And what about the children themselves? Traditionally, alcohol education has focused on scare tactics and highlighting the harms caused by extremes of behaviour. Evidence shows this doesn't work. The AET have invested in engaging interactive games, quizzes and activities that are not only fun and enjoyable, but are now proven to significantly raise the age that the children who use them choose to take up drinking. In addition, we have focused on story and picture-led activities too, to ensure an average of 3,500 children with moderate learning difficulties, who are more prone to alcohol abuse, enjoy access to our resources each year.

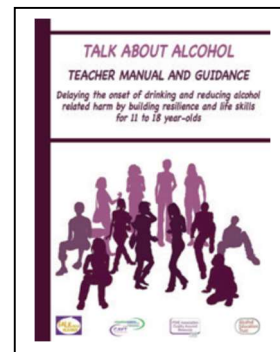
The creation, pilot/trial and roll out of a universal evidence-based, practical early intervention alcohol programme that could command high fidelity for use by schools and organisations such as youth and sports clubs across Britain

2 years is manageable for schools with very restricted time for health education.



We have made our Talk About Alcohol programme and resources available to every secondary school across England free of charge

Across England, every secondary school has been written to personally to inform them that the TAA programme, including printed guidance for teenagers and parents, is available free of charge. In addition, any organisation or individual can access AET resources, such as film clips, worksheets, by topic or by suitability for age, experience or ability, and the 100 page TAA Teacher Workbook, free of charge online via alcoholeducationtrust.org. Over 60% of secondary schools in England have either downloaded or received a hard copy of the TAA workbook since 2011, as well as 700 organisations such as sports and youth clubs.



We have achieved the highest evidence ranking for our programme, proving it changes behaviour effectively delaying the age that young people are choosing to drink whole drinks

Talk About Alcohol was evaluated between 2011-13 by The National Foundation for Education Research (NFER) among 4,000 children in 30 schools over 3 years. The evaluation proved the effectiveness of just 6 lessons from the TAA programme over 2 years (years 8 and 9), finding this significantly delayed the onset of drinking and improved knowledge and engagement with Health Education (PSHE). A final follow up by NFER in 2015 found knowledge evened out between the intervention and control schools, but the delay in drinking effect got stronger as the children reached 15-16. Fidelity was extraordinary high and implementation was found to be easy with the printed and complementary online resources.

The Mentor Adepis Centre for Analysis for Youth Transitions (CAYT) awarded Talk About Alcohol 3/3 for effectiveness and 5/6 for the standard of evaluation. In addition, The European Platform for Youth Transitions recognises Talk About Alcohol as promising practice, The Early Intervention Foundation lists it in its book of the 70 most effective early interventions and Talk About Alcohol is also Personal Social and Health Education (PSHE) Association Quality Assured.

In 2016, The Institute of Education measured the impact of Talk About Alcohol with the addition of teacher training in 11 schools located in Local Alcohol Action Areas where harms are highest among under 18s. This was only for one year, so was only able to deliver indicators of behaviour change and effectiveness – all of which were positive and showed a strong delay in the onset of alcohol use indicators, in line with the NFER universal findings. You can read all evaluations at alcoholeducationtrust.org/teacherarea/evaluation-case-studies/

As a result of its effectiveness and engaging nature, Talk About Alcohol was a highly commended runnerup in the 2017 Education Resource Awards for the best secondary school resource. The AET was also a runner-up in the Glaxo Smith Kline King's Fund Health Impact Awards, 2016 and a finalist for the Children and Young People Now! best early intervention and the Charity Times Award 2017 best small charity of the year.



We have embedded social norms principles into the fabric of our work that empower young people to make healthier, more positive choices

Evidence shows that 'fear arousal', moral tales and scare tactics don't change behaviour. The AET therefore corrects over-exaggerated perceptions of teen drinking by teens themselves, by teachers and professionals and by parents and carers. We measure the effect of a one hour talk on parental perceptions and attitudes towards the supply of alcohol, social norms, age of onset to help build our knowledge and evidence base in this area. Correct facts and figures are woven throughout our resources, games activities and films.

You can read the 2016/17 parental perceptions report here alcoholeducationtrust.org/wp-content/uploads/2017/09/Parental-perception-about-teenagers-and-alcohol-compressed.pdf.

You can read the 2017 student perception report at alcoholeducationtrust.org/wp-content/uploads/2017/08/Young-peoples-perceptions-and-norms-2017.pdf

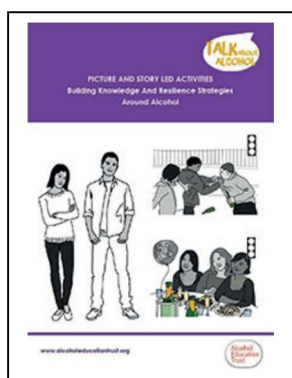
We have trained over 7,000 teachers, PSHE leads, school nurses and youth workers, developing a Network of trained professionals and ambassadors who are able to deliver the Talk About Alcohol programme and cascade their learning, building a sustainable and affordable model for ongoing alcohol education

The AET trained over 1,200 staff from local authorities, schools, heads of PSHE, school nurses, virtual school staff and student support staff and similar during the 2016/17 academic year alone. In addition, the AET hosted its first national conference in October 2016, with 150 delegates attending a range of 8 workshops including one on interactive teaching practice, approaches for children with learning difficulties (SEN) and on the TAA programme per se. The second Alcohol And Drugs Education For Schools conference will be held in Liverpool 21st June 2018.

Regional CPD training for PSHE leads and Health Promotion has been held in areas as diverse as Southampton (for newly qualified teachers), Dorset, E Sussex, Cheshire, Greater Manchester, Liverpool, Stockton, Kent, Halton, Hampshire, Waltham Forest, Guernsey, Bury and Leeds in 2017.

We have established regionally based AET specialists in England to support parents/carers, teachers and organisations to keep children safe around alcohol with training and support. At present 3 regionally based staff cover The North of England, Central and South East England with the CEO covering the South West and London. This has enabled The AET to support teacher and professional CPD training over most of England with a focus on areas where alcohol-related harms are highest for under 18s. In addition, staff hold face-to-face parent talks (an average of 36 per year), and specialist sessions for professionals working with children with SEN and looked-after children. In time we would like to cover the whole UK.

We have developed a bespoke outreach of story and picture-led resources suitable for children with moderate learning difficulties who are more vulnerable to alcohol abuse and grooming



In 2014, the AET identified that alcohol education was not tailored for the one in five children with learning difficulties who are at greater risk of alcohol dependency and harm. It took us two years to refine story and picture-led resources with specially tailored advice around consent and vulnerability, developed in partnership with SEN specialists. We achieved funding in 2016 to provide the resources and training for 127 special schools, virtual schools and pupil referral units benefitting approximately 3,500 vulnerable young people during our financial year 2016/17, with the funding renewed for 2017/18. Furthermore, looked-after children are being supported through virtual schools and supporting networks. Looked-after children are 4 times more likely to have learning difficulties and are more likely to face addiction and alcohol misuse in later life. The enhanced Talk About Alcohol resource (TAA+), which includes a DVD, 60 activity cards and games, SEN tailored

lessons, PowerPoints and guidance, was national runner-up in the Education Resource Awards 2017 for best secondary school resource across all subjects.

We have provided a free to access 'one stop shop' online platform of lessons, games, films and worksheets for teachers, PSHE leads and community workers. An average of 131,000 unique users per annum now using the teacher portal via alcoholeducationtrust.org

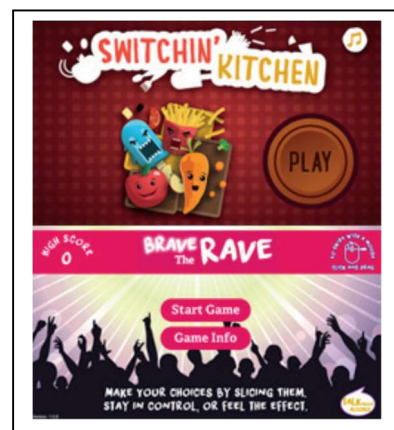
alcoholeducationtrust.org not only carries the Talk About Alcohol 100 page workbook, but also short films, worksheets, lesson plans, guidance, sign posting to other good resources and help, but also planning notes by year group and by topic available free of charge to any user. It is constantly updated and refreshed.

We have built an online zone talkaboutalcohol.com for teenagers, used typically by up to 1,000 young people per day

talkaboutalcohol.com was completely rebuilt and relaunched in June 2016 as an online learning zone aimed primarily at 12-14 year olds (Years 8, 9 and 10). With an interactive body, a virtual nightclub, many interactive games and quizzes. It is fully linked to the learning resources on alcoholeducationtrust.org but is stand-alone to encourage children to use the games in their own time and out of school.

talkaboutalcohol.com has been accepted by google grants and an app. Is being made of one of the games.

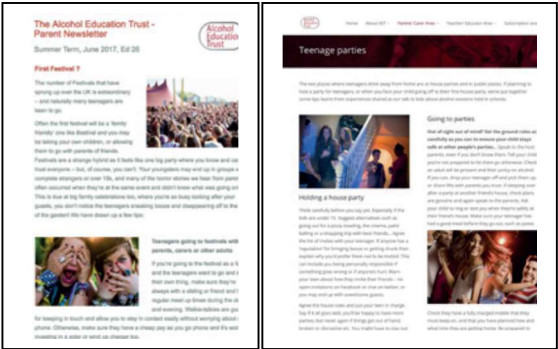
"My general thoughts were that [the Talk About Alcohol Website] would be a normal boring website with not many things to interact with. In the end, I enjoyed it." Year 7 pupil



"[The Talk About Alcohol Website] is very colourful and because of this it attracts me to the information. I love the quizzes." Year 9 pupil

We have communicated to over 550,000 parent/carers via social media, face-to-face support, newsletters and a bespoke online support area about their role as the prime suppliers of alcohol to those underage, and of the importance of setting boundaries, knowing about the law and where their teenagers are

11,500 parents receive our bespoke parental advice via newsletter 6 times a year. There are an average of 8,500 unique page views to the parent area of our website alcoholeducationtrust.org each month and more than 50,000 receive our guidance leaflet Talking To Kids About Alcohol annually. We also respond personally and in confidence to emails asking for advice and guidance and speak to over 700 parents and carers face-to-face at a minimum of 36 talks each year. We use innovative approaches such as using voting handsets to capture parental perceptions of how much and at what age they believe children are drinking and we work in partnership with social norms specialists such as Social Sense.



We have built strategic partnerships with other charities delivering in the Health Education (PSHE) or parental sector

The AET at local level has supported over 760 organisations such as youth clubs, sports clubs, community foundations and youth services with its alcohol resources free of charge. Partnerships have been established where there are mutual goals to cross-promote resources with organisations such as Mentor, The Be your Best Foundation and Community Alcohol Partnerships. Links are established with the DFE, Child Exploitation and Online Protection Command, The Home Office, and Local Alcohol Action areas, The Royal Society for Public Health, SecEd, The Guardian Teacher network, TES, The National Health Education Group, The Institute for Health Promotion and Education, The PSHE Association, NICE, Ofsted, CAYT and other specialist agencies who evaluate or promote alcohol education. The AET hosted its first joint conference with Mentor Adepis and Middlesex University on effective alcohol and drug education, highlighting best practice from around the world with Parliamentary under Secretary of state, Sarah Newton, making the keynote speech. The AET has worked in partnership with Image in Action in London on Special Educational Needs resources. And with Wellbeing People and Golding Homes as regards outreaches across Kent and working on joint resources around the talkaboutalcohol.com learning zone. Strong partnerships have been built with Bournemouth University and The University of Bangor.

We are developing a sustainable funding mix from corporations, grant making foundations and the clients (schools, organisations and colleges) to ensure the AET's work is sustainable and affordable

Since 2011, when the AET started with a grant of £15,000 and one part time administrator we have diversified our income and are very grateful to funders such as

The Big Give
The Childhood Trust
The Garfield Weston Foundation
The Safer Communities Fund
The Life Education and Alcohol Foundation (LEAF)

Crimebeat
The St James Place Foundation
The Cabinet Office
The Reed Education Foundation
The Alice Ellen Cooper Dean Charitable Trust

The Funding Network
Greater Manchester Fire & Rescue Service Youth Aspiration Fund
Two city livery charitable foundations

We are also very grateful to our corporate partners who fund our parent/carer outreach and Rock Challenge partnership. Our work would not be possible without this wonderful ongoing support, not forgetting some amazing individual patrons. Our teacher workbook, lesson plans, games, planning advice and all resources via alcoholeducationtrust.org and talkaboutalcohol.com remain free to view, download and print off, but modest costs are charged to cover postage and printing costs of our information leaflets, Teacher Workbooks, SEN guidance and Just A Few Drinks DVD for others apart from schools. In January 2017 we introduced a store charging local authorities, some organisations, charities and companies for our resources. Sales were more than triple our budget with further developments planned. Our community fundraising programme launched in 2015 now contributes £10,000 to the AET each year.

The Alcohol Education Trust needs to raise £160,000 in 2017/2018 to fund its core work supporting 525,000 children in over 2,100 schools, special schools, pupil referral units and other settings – at a cost of under 50p per child.

Our goals and priorities for 2018-2020

The Alcohol Education Trust's mission is to support parents, carers, teachers & community leaders to keep young people safe around alcohol.

Our goals are to:

- ◇ Raise the age of onset of drinking whole drinks from the current age of 13 to at least the Chief Medical Officers' Guidance of age 15 with a long term goal of the legal age of purchase of 18.
- ◇ Reduce the prevalence and social acceptability of binge drinking and drunkenness.
- ◇ Ensure the life chances of the children most vulnerable to alcohol harm and abuse are improved.
- ◇ Reduce the accidents, violence, assault and harm caused to young people and the community by alcohol.

We will work to continue to achieve these goals over the next three years by focusing on the following core objectives:



SUPPORT CHILDREN AND YOUNG PEOPLE

- ◇ Enable 1.5 million young people (aged 11-18) to use the Talk About Alcohol programme across the UK.
- ◇ Support 10,000 vulnerable young people at higher risk of alcohol-related harms with bespoke approaches.
- ◇ Expand the AET youth population reach from age 11 – 18 to include transition from Primary to Secondary school and from 6th Form to leaving school.



SUPPORT SCHOOLS AND ORGANISATIONS

- ◇ Train 3,000 more teachers, health educators (PSHE), professionals and community leaders and support a further 90,000 online.
- ◇ Expand our training and support by regionally based AET specialists throughout England & to N. Ireland, Scotland and Wales.
- ◇ Support the provision of the Talk About Alcohol resources free of charge to a further 1,500 schools.



EMPOWER PARENTS AND CARERS

- ◇ Equip 150,000 more parents and carers, face-to-face and online, with the necessary skills to keep their children safe around alcohol.
- ◇ Support parents and carers who struggle with literacy with bespoke approaches.

ENHANCE OUR SERVICES

- ◇ Develop and roll out additional alcohol-related evidence-based programmes such as life skills, harm minimisation and social norms interventions for differing ages, ability and needs.
- ◇ Continue to develop more targeted approaches for children most vulnerable to alcohol misuse, dependency and abuse.
- ◇ Develop innovative approaches which deliver behaviour change with a focus on challenging perceptions of drinking and building positive and engaging activities.
- ◇ Expand our digital outreach, games and interactive materials.

QUALITY ASSURANCE

- ◇ Ensure all our training and resources are evaluated for their impact and produce regular reports on the outcomes of our work.
- ◇ Seek evaluation by academic specialists of our key programmes and to only deliver evidenced approaches that prevent or reduce alcohol-related harm.

Treasurer's report and financial review

Total income for the year amounted to £141,519 (102% of budget) and total expenditure amounted to £122,731 (106% of budget), resulting in net income for the year of £18,788. During the year the trustees put aside a further £20,000 of the trust's reserves in a unit trust investment, bringing the total invested to £50,000. This will cover future operating costs and allow us to designate £25,000 to a building fund to secure new premises in the future as at present we work out of a garage at the Chief Executive's home, and need to plan for a sustainable future.

Incoming restricted funds during the year amounted to £21,490. Expenditure from restricted funds during the year amounted to £17,581 and was principally expended on the provision of our new resource pack to schools and organisations with a high degree of special education needs and looked-after children.

Incoming unrestricted funds amounted to £120,029. £25,000 was transferred to a designated building fund, with the remaining balance of £95,029 covering regional outreach, administrative staff and printing/resources during the year. Expenditure from unrestricted funds amounted to £105,150.

Whilst our core resources remain free of charge to schools, from January 2017 the AET began charging organisations for resources and introduced a new charging structure for our new resource pack and additional resources. Income from the sale of our resources for the year amounted to £6,369.

After placing funds aside in the designated building fund our unrestricted funds balance at the end of the year amounted to £85,732. After adjusting for stock, this equates to 'Free Reserves' of £72,787 providing 8 months cover for our operating costs of £105,150. This is in line with our reserves policy to cover operating costs of between 6 to 12 months and is considered sufficient to cover management, administration and support costs and to balance our objectives to develop and support services with our need to remain financially stable.

Sustainability of the trust continues to be a focus, with our key financial areas being securing a new premises and diversification of our income streams. The split of our income source for this year is £71k from Corporate Partnerships (50%), £44k from Grants & Charitable Donations (31%), £13k from Sales, including reimbursement of travel and seminar/training costs (9%), £11k from Community Fundraising (8%) and other Income of £3k (2%).

We expect our income to increase by around 15% next year - our target income to September 2018 is £160k with over 75% of that amount already received or confirmed by October 2017. We expect costs to increase to £147k next year to continue our core parent outreach work, our work with special education needs and looked-after children and to deliver two new projects in Greater Manchester and North Yorkshire.

Income & Expenditure Account:

| | Sep-17 | Sep-16 |
|--|-----------------|-----------------|
| Income | | |
| Grants & Charitable Donations | £44,490 | £78,797 |
| Corporate Partnerships | £70,730 | £82,542 |
| Community Fundraising | £10,827 | £10,088 |
| Sales | £12,806 | £5,219 |
| Other Income | £2,665 | £0 |
| Total Income <small>See Note 1</small> | £141,519 | £176,646 |
| Expenditure | | |
| Chief Executive Salary | £24,000 | £12,000 |
| Finance & Administration | £23,090 | £29,094 |
| Web Design & Graphic Fees | £4,641 | £31,390 |
| Parent Outreach | £28,950 | £20,890 |
| Printing, Postage & Stationery | £21,899 | £18,037 |
| IT & Software | £763 | £1,206 |
| Travel & Subsistence | £9,066 | £10,141 |
| Office Expenses | £4,070 | £3,507 |
| Professional & Consultancy | £0 | £19,036 |
| Cost of Community Fundraising | £3,253 | £3,029 |
| Other costs | £3,000 | £5,658 |
| Total Expenditure <small>See Note 1</small> | £122,731 | £153,988 |
| Excess of Income/(Expenditure) for year | £18,788 | £22,658 |

Balance Sheet:

| | Sep-17 | Sep-16 |
|--|------------------|------------------|
| Fixed Assets | | |
| Computer Equipment | £0 | £320 |
| Investments | £50,000 | £30,000 |
| Total Fixed Assets | £50,000 | £30,320 |
| Current Assets | | |
| Stocks | £12,945 | £7,550 |
| Accounts Receivable | £180 | £8,010 |
| Cash at bank & in hand | £83,943 | £91,219 |
| Total Current Assets | £97,068 | £106,779 |
| Current Liabilities | | |
| Accounts Payable | (£4,057) | (£13,168) |
| Other Current Liabilities | (£17,942) | (£17,650) |
| Total Current Liabilities | (£21,999) | (£30,818) |
| Net Current Assets | £75,069 | £75,961 |
| Total Assets less Current Liabilities | £125,069 | £106,281 |
| Net Assets | £125,069 | £106,281 |
| Charity Funds | | |
| Restricted Funds | £14,337 | £10,428 |
| Designated Funds | £25,000 | £0 |
| Unrestricted Funds | £85,732 | £95,853 |
| Total Charity Funds | £125,069 | £106,281 |

Note 1: Both income and expenditure were high in 2016 due to two large one-off projects with specific funding.

1. Redevelopment of the talkaboutalcohol.com online learning zone
2. In depth trial of the effectiveness of the Talk About Alcohol programme in areas of high deprivation

INDEPENDENT EXAMINERS' REPORT
FOR THE YEAR ENDED 30 SEPTEMBER 2017

TRUSTEES' RESPONSIBILITIES

The trustees are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and United Kingdom Standards.

Charity 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 charity and of the incoming resources and application of resources, including the income and expenditure of the charity for that period. In preparing these financial statements, the trustees are required to:

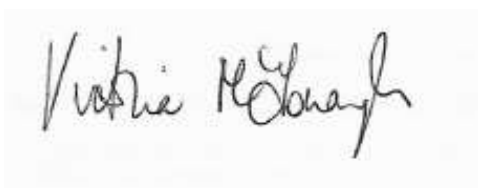
- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charities SORP where relevant
- Make judgements and estimates that are reasonable and prudent
- Prepare the financial statements on the going concern basis unless it is inappropriate that the charity 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 charity. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

This report was approved by the trustees on 27th February 2018

And signed on its behalf by:

Vicky McDonaugh
Chairperson



Date:

27/2/18

Date:

INDEPENDENT EXAMINERS' REPORT
FOR THE YEAR ENDED 30 SEPTEMBER 2017

Independent examiner's report to the trustees of the Alcohol Education Trust

I report on the accounts of the charity for the year ended 30 September 2016 which are set out on pages 19 to 23.

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the 2011 Act,
- to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act, and
- to state whether particular matters have come to my attention

Basis of independent examiner's statement

My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as 'trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Independent examiner's statement

In connection with my examination, no matter has come to my attention

1. which gives me reasonable cause to believe that in any material respect the requirements:

- to keep accounting records in accordance with section 130 of the 2011 Act; and
- to prepare accounts which accord with the accounting records and comply with the accounting requirements of the 2011 Act

have not been met; or

2. to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed: 

Date: 01 MARCH 2018

Name: MARK FRANKLIN

Relevant professional qualification or body: FCCA

Address: Lynch Lane Offices,
Egdon Hall, Lynch Lane,
Weymouth, Dorset.
DT4 9EU

THE ALCOHOL EDUCATION TRUST

STATEMENT OF FINANCIAL ACTIVITIES (Including Income & Expenditure Account) FOR THE YEAR ENDED 30 SEPTEMBER 2017

| | Note | General Funds £ | Designated Funds £ | Restricted Funds £ | Total 2017 £ | Total 2016 £ |
|--|------|-----------------------|--------------------------|--------------------------|--------------------|--------------------|
| Incoming resources | | | | | | |
| Grants & Charitable Donations | | 23,100 | 0 | 21,390 | 44,490 | 78,797 |
| Corporate Partnerships | | 70,730 | 0 | 0 | 70,370 | 82,542 |
| Other income | | 26,199 | 0 | 100 | 26,299 | 15,307 |
| | | ----- | ----- | ----- | ----- | ----- |
| Total incoming resources | | 120,029 | 0 | 21,490 | 141,519 | 176,646 |
| | | ----- | ----- | ----- | ----- | ----- |
| Resources expended | | | | | | |
| Charitable activities | 2 | 105,150 | 0 | 17,581 | 122,731 | 153,988 |
| | | ----- | ----- | ----- | ----- | ----- |
| Total resources expended | | 105,150 | 0 | 17,581 | 122,731 | 153,988 |
| | | ----- | ----- | ----- | ----- | ----- |
| | | ----- | ----- | ----- | ----- | ----- |
| Net income (expenditure) for the year | | 14,879 | 0 | 3,909 | 18,788 | 22,658 |
| | | ----- | ----- | ----- | ----- | ----- |
| Total funds brought forward | | 95,853 | 0 | 10,428 | 106,281 | 83,623 |
| Transfer to Designated Funds | | (25,000) | 25,000 | 0 | 0 | 0 |
| | | ----- | ----- | ----- | ----- | ----- |
| Total funds carried forward | 3 | 85,732 | 25,000 | 14,337 | 125,069 | 106,281 |
| | | ----- | ----- | ----- | ----- | ----- |

THE ALCOHOL EDUCATION TRUST

BALANCE SHEET FOR THE YEAR ENDED 30 SEPTEMBER 2017

| | Note | 2017 £ | 2016 £ |
|---|------|-----------|-----------|
| Fixed Assets | | | |
| Investment | | 50,000 | 30,000 |
| Computer Equipment | 4 | 0 | 320 |
| | | ----- | ----- |
| | | 50,000 | 30,320 |
| Current Assets | | | |
| Closing stock | 5 | 12,945 | 7,550 |
| Debtors | 6 | 180 | 8,010 |
| Cash at bank | | 83,943 | 91,219 |
| | | ----- | ----- |
| | | 97,068 | 106,779 |
| Creditors: Amounts falling due within one year | 7 | (21,999) | (30,818) |
| | | ----- | ----- |
| Net current assets | | 75,069 | 75,961 |
| | | ----- | ----- |
| Net Assets | | 125,069 | 106,281 |
| | | ----- | ----- |
| Funds | | | |
| General funds | 8 | 85,732 | 95,853 |
| Designated Funds | 8 | 25,000 | 0 |
| Restricted funds | 8 | 14,337 | 10,428 |
| | | ----- | ----- |
| | | 125,069 | 106,281 |
| | | ----- | ----- |

All the activities of the charity are classed as continuing.

The notes on pages 21 to 23 form part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 SEPTEMBER 2017

1 Accounting Policies

- 1.1 The financial statements have been prepared on an accruals basis.
- 1.2 General funds can be used in accordance with the charitable objects at the discretion of the director.
- 1.3 Restricted funds can only be used for particular purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes. Expenditure which meets these criteria is charged to the fund, together with a fair allocation of management and support costs.
- 1.4 Stock is valued at the lower of cost and net realisable value.
- 1.5 The Charity has a policy to maintain free reserves at a level equating to at least six months, and not more than 12 months, of our core operating expenditure.
- 1.6 Resources expended are recognised in the period in which they are incurred. Resources expended include attributable VAT which cannot be recovered.
- 1.7 Most expenditure is directly attributable to specific activities, and has been included in those cost categories.
- 1.8 Depreciation has been provided at 33% straight line on computer equipment in order to write off the assets over their estimated useful lives.

2 Charitable Activities

| | General Funds £ | Restricted Funds £ | Total 2017 £ | Total 2016 £ |
|-----------------------------|-----------------------|--------------------------|--------------------|--------------------|
| Staff | 76,526 | 4,155 | 80,681 | 66,049 |
| TAA Website | 0 | 0 | 0 | 27,325 |
| Printing | 17,000 | 475 | 17,475 | 11,546 |
| Postage & Delivery | 3,607 | 229 | 3,836 | 6,152 |
| Stationery | 588 | 0 | 588 | 339 |
| IT & Software | 763 | 0 | 763 | 1,206 |
| Travel & Subsistence | 8,859 | 207 | 9,066 | 10,141 |
| Marketing & Advertising | 0 | 0 | 0 | 79 |
| Consultancy & Professional | 0 | 0 | 0 | 19,036 |
| Office Expenses | 4,070 | 0 | 4,070 | 3,507 |
| Costs of Fundraising | 3,253 | 0 | 3,253 | 3,029 |
| Other costs | (9,836) | 12,515 | 2,679 | 5,258 |
| Depreciation | 320 | 0 | 320 | 321 |
| | ----- | ----- | ----- | ----- |
| Total charitable activities | 105,150 | 17,581 | 122,731 | 153,988 |
| | ----- | ----- | ----- | ----- |

Resources delivered as part of the Special Educational Needs (SEN) & Looked After Children (LAC) projects are charged to the project at their full sale price and shown as a recovery of costs within general funds. The actual production and delivery costs are charged to general funds with the balance being a contribution towards the overheads of producing these resources. This amounted to £12,468 in the year to 30th September 2017 and is shown within 'Other Costs'. Printing costs have increased during 2017 due to the introduction of our new Resource Pack.

In 2016 the Chief Executive became an employee of the trust so staff costs for 2016 only include £12k of these costs with the remainder included within Consultancy. We also carried out an in depth Institute of Education trial of the effectiveness of the Talk About Alcohol programme as a separately funded project and this accounted for £19k staff costs, £2k printing & postage, £2k Travel, £13k Consultancy/Professional Fees in 2016.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 SEPTEMBER 2017

3 Free Reserves

Free Reserves at the end of the year are £72,787. This is comprised of our general funds of £85,732 (after placing £25,000 aside in a designated building fund), adjusted for Stock of £12,945 held at the end of the year and.

This provides 8 months cover for our core operating costs of £105,150, which is in line with our reserves policy of between 6 to 12 months and is considered sufficient to cover management, administration and support costs and to balance our objectives to develop and support services with our need to remain financially stable.

| 4 Fixed Assets | 2017 | 2016 |
|---------------------------------|-------------|-------------|
| Cost | | |
| Balance b/f | 962 | 962 |
| Additions | 0 | 0 |
| Disposals | 0 | 0 |
| | ----- | ----- |
| Balance c/f | 962 | 962 |
| | ----- | ----- |
| Accumulated Depreciation | | |
| Balance b/f | (642) | (321) |
| Depreciation charge for year | (320) | (321) |
| Disposals | 0 | 0 |
| | ----- | ----- |
| Balance c/f | (962) | (642) |
| | ----- | ----- |
| Net Book Value | | |
| | ----- | ----- |
| NBV b/f | 320 | 641 |
| | ----- | ----- |
| | ----- | ----- |
| NBV c/f | 0 | 320 |
| | ----- | ----- |

| 5 Stock | 2017 | 2016 |
|---------------------|-------------|-------------|
| | ----- | ----- |
| Closing Stock value | £ 12,945 | £7,550 |
| | ----- | ----- |

Closing stock includes the Full Resource Pack, teacher workbooks, SEND workbooks, 'Alcohol and You' & 'Talking to Kids about Alcohol' information booklets and DVD's.

| 6 Debtors | 2017 | 2016 |
|------------------|-------------|-------------|
| | £ | £ |
| Other debtors | 180 | 8,010 |
| | ----- | ----- |
| | 180 | 8,010 |
| | ----- | ----- |

THE ALCOHOL EDUCATION TRUST

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 SEPTEMBER 2017

| 7 Creditors: amounts falling due in one year | 2017 | 2016 |
|---|-------------|-------------|
| | £ | £ |
| Trade Creditors | 4,057 | 13,168 |
| Accruals and Deferred Income | 17,942 | 17,650 |
| | ----- | ----- |
| | 21,999 | 30,818 |
| | ----- | ----- |

| 8 Summary of funds | Brought Forward | Incoming Resources | Resources Expended | Transfer to Designated | Carried Forward |
|---------------------------|-----------------|--------------------|--------------------|------------------------|-----------------|
| | £ | £ | £ | | £ |
| General funds: | 95,853 | 120,029 | (105,150) | (25,000) | 85,732 |
| Designated Funds: | | | | | |
| Building Fund | 0 | 0 | 0 | 25,000 | 25,000 |
| Restricted funds: | | | | | |
| SEN | 2,016 | 14,930 | (11,961) | 0 | 4,985 |
| LEAF | 3,247 | 0 | (459) | 0 | 2,788 |
| SEND Dorset | 2,034 | 0 | (2,034) | 0 | 0 |
| Greater London | 3,060 | 0 | (1,215) | 0 | 1,845 |
| LAC | 71 | 5,195 | (1,912) | 0 | 3,354 |
| GMFR | 0 | 1,365 | 0 | 0 | 1,365 |
| | ----- | ----- | ----- | ----- | ----- |
| | 106,281 | 141,519 | (122,731) | 0 | 125,069 |
| | ----- | ----- | ----- | ----- | ----- |

During the year, £25,000 was put aside in a Designated Building Fund to secure new premises in the future as at present the trust operates from a garage at the Chief Executive's home, and needs to plan for a sustainable future.

9 Members of Staff

The trust now employs four members of staff – the Chief Executive, the Charity Administrator, the Finance Manager and a Parent Outreach Co-ordinator.

A further two freelance staff members provide support for web/parental outreach and submit monthly fee invoices and related travel expenses.