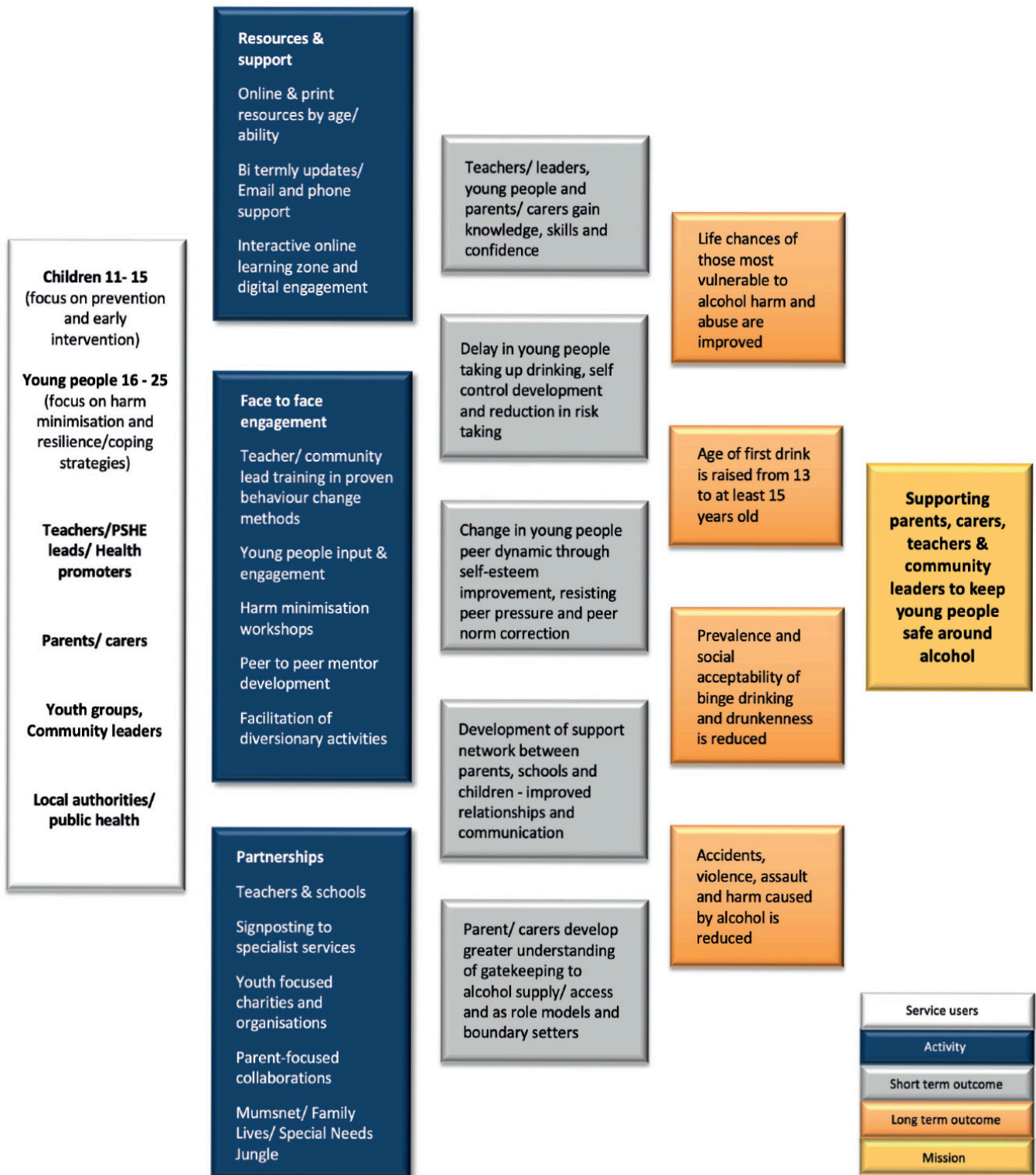


The Alcohol Education Trust

Progress on Strategic Goals and Impact Report 2021



Alcohol Education Trust - Theory of Change



Introduction from Vicky McDonaugh, Chair of Trustees

In spite of Covid 19, 2021 has been a very full and busy for us. The gloom of successive lockdowns faded fast and our dedicated staff were able to support over 1,200 settings throughout England and Scotland this academic year, hosting some 300 training sessions and workshops.

What is most pleasing this year is the success of Pavilion in the Park (PIP). It's one thing to plan an office, community space and cafe in such an iconic setting but to get it opened on time in April and find it already so much part of the Dorchester and Poundbury community by December is truly wonderful. It has exceeded all our expectations in terms of both its community remit and popularity. Indeed, at the official opening on December 6th The Prince of Wales wondered if it was going to be big enough!

A huge step for us in 2021 has been the extension of our remit to age 25 and to include the use of cannabis and its dangers. I look forward to the completion of an all encompassing well being website being developed for 2022 to support young adults (www.life-stuff.org).

I salute the hard work of our CEO and her team who responds to needs so innovatively, most recently on Drink Spiking, and who has done so much to make PIP a reality.

I thank all of you who make our work in ensuring young people make safer choices possible and hope many of you will find an opportunity to visit us at Pavilion in the Park and see just how well it has settled into its role on the green!

Vickie McDonaugh



HRH The Prince of Wales with Helena Conibear CEO and Trustees at the official opening of PIP, 6th December 2021

Left to right: Stephen Foster, Andy Morse, Vicky McDonaugh, Chris Benjamin, Kate Larard, HRH The Prince of Wales, Helena Conibear, David Cox, Keith Newton, Dr Lara Wear, Alison Winsborough

Our Impact and reach 2020/21 academic year

500,000+

Allowing 1 year group per school, we estimate that over 500,000 children in over 3,000 settings used Talk About Alcohol games, films and lesson plans.

1,219

schools, youth clubs, sports clubs, special schools, children's homes and charities received AET resources during the 2020/21 year. 733 organisations were provided with the Talk About Alcohol workbook, our PowerPoints, games and activities in 2020/21.

21,000+

vulnerable children and children with additional learning needs were supported in 422 new settings such as special schools, children's homes and pupil referral units through activity packs tailored for young people at higher risk of alcohol-related harms.

144,000

unique page views were made to our websites through our youth facing website, talkaboutalcohol.com, and accessing resources and advice via the professional resources website, alcoholeducationtrust.org including 30,000 to pages on alcohol and the law and 37,300 on units and guidelines.

13,000

teachers and professionals were trained and supported through 274 workshops, conferences and familiarisation sessions. In 2020/21 13,720 teachers and professionals received our bi-termly updates and advice.

**DELIVERING AN EVIDENCED-BASED PROGRAMME THAT REDUCES ALCOHOL-RELATED HARM
NATIONWIDE
FOR LESS THAN 50P A CHILD**

Who we are

A small focused charity which works across the UK to keep young people safe around alcohol. We are a leading early intervention charity that supports young people aged 11 – 25 in making more informed life choices through the schools and youth organisations we support free of charge with our award-winning resources and training.

Our mission

To support parents, carers, teachers and community leaders to keep young people safe around alcohol and to reduce negative risk taking.

What we do

INTERVENE EARLY

We aim to reach 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 young people's resilience and life skills, helping them make responsible, informed choices as they encounter alcohol.

HARM REDUCTION

As young people begin to navigate the world of parties, pubs, clubs, festivals and independence, we equip young adults with the knowledge, awareness and strategies needed to stay safer around alcohol and drugs.

TRAIN THE WORKFORCE

We train teachers and professionals working with children and young people in how to deliver evidence-based, interactive and enjoyable alcohol awareness 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 under age drinking, particularly in unsupervised settings.

PROVIDE DIVERSIONARY ACTIVITIES

Encourage diversionary activities for young people that help reduce anti-social behaviour, crime and the onset of drinking.

Why we are needed



CHILDREN AND YOUNG PEOPLE

The Problems

- o The average age at which young people first consume 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.
- o 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 a grade 9 and a grade 5.
- o 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.
- o Between 2017/18-2019/20 there were 10,986 alcohol-specific hospital admissions for under 18s in England - that's 10 per day. The UK is one of the few countries in the world where more girls are admitted than boys.
- o In 2019/20, 8,099 children were excluded for a fixed period and 513 were excluded permanently from state schools in England due to alcohol or drugs.
- o In 2018, 30% of 15 year-olds in England thought it was OK to try cannabis, and 17% thought it was OK to use it once a week. The number of young people attending specialist substance misuse services in 2017/18 was 15,583. In 77% of cases, cannabis was the primary substance. Drugs other than cannabis were the primary substance for only 8% of persons.



Our Solutions

- o 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.
- o 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.
- o 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.
- o We reduce the potential harms from alcohol and cannabis to 16 – 25 year-olds by equipping them with the knowledge, awareness and life skills to make safer choices.





SCHOOLS AND YOUTH PROFESSIONALS

The Problems

- o Health Education became a statutory requirement for schools to deliver in September 2020, including alcohol and drug education. Teachers and youth workers cite not having enough time and not being subject experts as barriers to delivering effective health education.
- o The time dedicated to health education (RSHE) decreased by 32% in KS3/KS4 between 2011-15.
- o A record number of school exclusions were issued in 2016/17 in England due to drugs and alcohol.
- o RSHE from 2020 is statutory, but schools have little budget, training or guidance.

Our Solutions

- o 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 ability for each year group.
- o We make our evidenced programme available free of charge to all secondary schools across Britain.
- o We train teachers and provide ongoing guidance so they feel confident and knowledgeable in teaching about alcohol. We provide games, one to one and small group activities suitable for use with young people in alternative settings, sports and youth clubs together with free training. We provide workshops, training and resources to life coaches and mentors of young adults in settings such as Foyers, Housing Associations and for organisations such as The Prince's Trust.



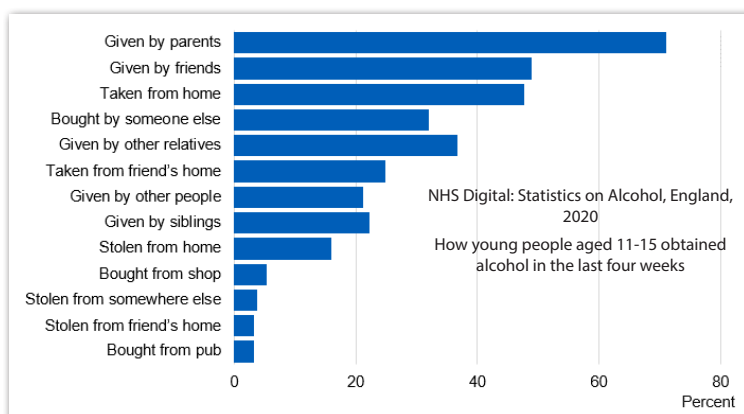
COMMUNITIES AND FAMILIES

The Problems

- o Parents and carers are the prime suppliers of alcohol to under 18s.
- o Children living in households where parents drink to excess are more likely to drink early and problematically.
- o 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

- o 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.
- o We correct perceived social norms with positive messages on how teenagers are drinking and getting drunk far less than they were 10 years ago.
- o 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.
- o We empower parents to resist teen pressure and manipulation.



Reflections on an extraordinary year, Helena Conibear CEO and Founder, The Alcohol Education Trust



I think we can truly say that 2020/21 has been a transformative year for the Alcohol Education Trust. First of all we completed the build and moved to our wonderful bespoke premises, Pavilion in the Park (PiP), in the heart of lockdown in April. We

haven't looked back since and really have made it a community hub as well as our office and a wonderful café that helps generate funds for our work in helping young people make safer choices.

Having adapted our training and support to be able to deliver virtually via zoom and Microsoft teams last year, it has been wonderful to return to some face to face work, but to be able to offer a 'hybrid' of both going forward. This enables us to reach more people in more places more cost efficiently. In fact, we held a remarkable 274 workshops and familiarisation sessions this year. In addition, we were able to host our fully booked Alcohol and Drugs Education conference at The London Guildhall in June in partnership with The Daniel Spargo-Mabbs (DSM) Foundation and The London Alcohol and Drugs Forum, albeit a year late!

Furthermore, we have used the extra time generated by not being able to physically be in schools and other settings as much to enhance our on line resources. This helps to ensure that alcohol education remains as interactive and participatory (film clips on drink spiking, activities and a suite of ready to deliver lessons for SEN with full guidance, for example) as possible.

As Health Education (RSHE) is now compulsory in schools, we are and will experience unprecedented demand for our highly evidenced, interactive and engaging Talk About Alcohol universal programme in addition to our targeted resources for young people at greater risk of alcohol related harms including those in or leaving care, those with learning disabilities or young people who have faced adverse childhood experiences.

We thank our wonderful staff, trustees, supporters, funders and volunteers who make our work possible.

The Alcohol Education Trust work is built around three pillars of supporting young people, their parents and carers and the professionals who work with them:



Early intervention and prevention approaches for children and young people

Ensuring we equip young people with the knowledge and life skills to make safer choices before any potential problems begin. This primary goal has been enhanced with targeted work for children most vulnerable to alcohol harm plus harm reduction approaches for older teenagers and young adults.



Supporting teachers and youth professionals with everything they need to deliver effective and engaging alcohol education (training and resources)

Evidence shows that trusted adults who know the children well are best equipped to deliver health education. The AET therefore provides workshops, training, online and face-to-face support and resources for teachers, youth workers, health professionals and those working day-to-day with 11- 25 year-olds of all abilities and backgrounds. This is both an affordable and sustainable model as those trained are then confident and equipped to use positive life skill approaches and can cascade their learning to others.



Empower parents and carers

Parents and carers are the key suppliers of alcohol to young people (70%) and play an essential part in setting boundaries and being good role models. These 'tough love' skills delay the age that young people drink and the amount that they drink. The AET therefore holds workshops and seminars, and has a dedicated web area for parents and carers, with advice varying from the law to hosting parties and top parenting tips.

Key milestones in 2021

Additional goals for 2021-23 approved by our Trustees are to:

- o Maintain and expand our digital and web engagement offer to young people across the UK including reaching 16 to 25 year-olds.
- o Develop our harm minimisation resources for young people age 16+ preparing them for the legal drinking age and its responsibilities.
- o Extend our remit and reach to young adults up to the age of 25, specifically those more vulnerable to alcohol related harms and student populations.
- o Expand the range of resources offered to cover the effects of the combined use of alcohol and drugs.
- o Encourage diversionary activities for young people that reduce anti-social behaviour, crime and onset of drinking.

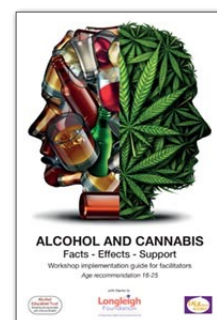
Doubling our remit to support young adults to age 25

2021 has seen the completion of the pilot in the South West, in partnership with Stonewater Housing and the Loughborough Foundation, of our ambitious extended remit to support vulnerable young adults up to age 25 who are more at risk of alcohol misuse and all addictions. This has effectively doubled the number of young people that we support day to day in brand new community settings.

Covering cannabis in context with drinking

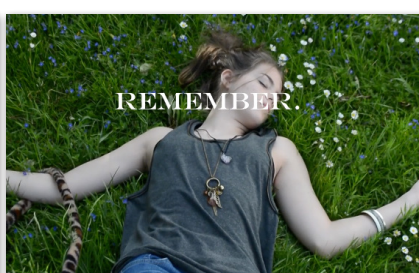
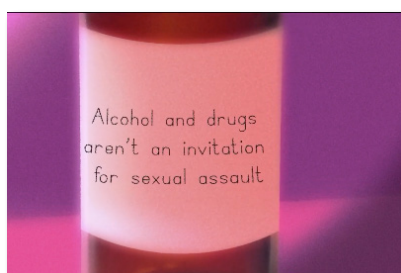
We have developed workshops and resources on cannabis use for the first time in context with drinking as the prevalence of treatment for poly-use for under 18s and hospital admissions are increasing, levels of harmful tetrahydrocannabinol (THC) are increasing and its links with dependency and psychotic incidences are life changing. This work is now being rolled out post the successful trial and pilot stage.

The pilot took place in Dorset/Devon/Wilts with Stonewater Housing and settings that offer supported housing for 16 – 25s such as Foyer Federation members and the YMCA. We are now extending the project to support settings for young people not in employment, education or training (NEET) through provision to organisations such as Key2futures, Step by Step and The Prince's Trust TEAM project (12 week course for 16 to 25 year-old NEET) across England.



Improve and expand our digital reach to young people

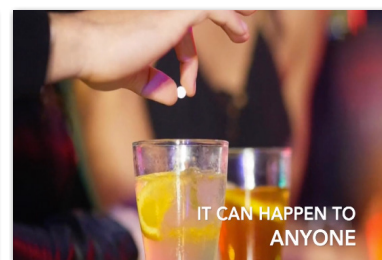
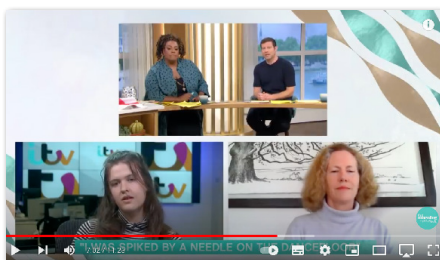
Thanks to a wonderful grant from the Postcode Neighbourhood Trust, we ran a competition for young people age 16 + to make short films on alcohol awareness or how to look after each other and stay safer on nights out. You can view the winning short films on our [youtube channel](#) (see the alcohol awareness competition playlist). This is in addition to short guidance videos by our team on how to use our games and interactive techniques to bring alcohol education to life for teachers and youth professionals.



A focus on drink spiking

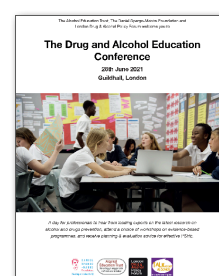
In reaction to the shocking reports on drug injecting in bars and clubs, we conducted a snap poll of young adults aged 16 – 25 in England and Scotland to provide more evidence as to the levels of drink spiking, where it is taking place and how often it is being reported. The poll was open for a week from the 12th October with 747 responses, of these 461 were female, 252 were male and 34 identified as 'other'. Overall, 12% of respondents (94 people) had experienced their drink being spiked, (15% of females, 7% of males and 17% of those identifying as other). In 77%

of cases their drink had contained alcohol. For 23% the drink had been alcohol-free, confirmation that any drink can be spiked, alcoholic or not. The most common location of spiking was at a private party (35%) followed by at a night club (28%). 13% was in a bar/pub, 7% at a festival and 17% in another location. Shockingly, 92% of participants who had been a victim of drink spiking didn't report it. We were pleased to be asked to present evidence to the House of Commons review in January and are encouraged by recent responses of police forces, universities and the night time economy in addressing the shocking prevalence of spiking at last. You can read the full report [here](#) and press reports [here](#).



A national conference on alcohol and drugs education awareness for schools

In June, the AET hosted a conference, welcoming the lead for PSHE from OFSTED and speakers from Public Health England and The School Health Education Unit. The day of speakers and 8 workshops for 90 teachers and health professionals, kindly hosted by The London Guildhall with the support of The London Alcohol and Drugs Forum and in partnership with the DSM Foundation, gave professionals a wonderful opportunity to learn the skills needed to build young peoples knowledge, resilience and life skills and so reduce negative risk taking.



Our outreach 2020/21

Training and workshops

It is very important that we know that our train the trainer model equips teachers and youth professionals with the knowledge, skills and confidence to deliver alcohol awareness using positive and activity based approaches. Evaluation shows attendees' confidence rises on average from 6/10 before training to 9/10 post workshop regarding alcohol awareness and knowledge, being equipped to teach alcohol education and confidence in signposting young people for help and support.

65% of participants said they will change their approach to social norms when teaching alcohol following the session and 99% will use skills learned in the sessions in their teaching of alcohol education ongoing including more interactive sessions, use of online games and elements and use of film clips as conversation starters.

Supporting children in schools and youth organisations



An amazing 1,219 settings have been provided with our highly evidenced Talk About Alcohol programme this academic year with ready to deliver power point lesson plans, our 100 page teacher workbook and top tips guidance for young adults (Alcohol and You) or parent guides (Talking About Alcohol). This is in addition to the schools and organisations who are already using our resources day to day – we have an extraordinary 13,000+ individuals and organisations on our database who we support ongoing.

Our goals are to:

- Raise the age of onset of drinking whole drinks from the current age of 13
- Reduce the prevalence and social acceptability of binge drinking and drunkenness
- Ensure the life chances of young people most vulnerable to alcohol harm and abuse are improved
- Reduce the accidents, violence, assault and harm caused by excess alcohol to young people and the community
- Encourage diversionary activities for young people that reduce anti-social behaviour crime and onset of drinking

A joined up approach to reduce alcohol related harm



A few testimonials:

Brilliant, very informative.

Excellent session, interesting activities and brilliant delivery.


It really has been brilliant and increased my confidence levels to start conversations to explore alcohol with young people. Thank you.


The best training I have ever been on.


Children with learning difficulties are at significantly higher risk of vulnerability to drugs and alcohol (grooming, county lines and assault, as well as alcohol dependency) so we are also thrilled to have supported 422 schools and providers with our resources that use colours, stories and emojis as well as distancing techniques especially designed for young people with SEN. In 2021, we launched a completely revised set of 4 ready to deliver PowerPoint lesson plans and guidance to complement the game and activities in our resource boxes.

ICE BREAKER: Crossing the circle/Show of hands

- Standing in a circle, cross to the other side if the statements apply to you.
- Or sitting there, stand up and then sit down again in any of the following statements apply to you.
- What do you think this activity shows?







Following three years of fundraising, thanks to the amazing individuals, patrons, grant makers and local councils, Pavilion in the Park (PiP) opened in the heart of lockdown on April 16th and in a very short amount of time, has established itself at the heart of the Dorchester and Poundbury community.

Sponsors and patrons who made the building of Pavilion in the Park possible

Sponsors:

- Dorset Council
- All Churches Trust Limited
- Dorset County Council
- CG Fry & Son
- Dorset County Council Youth Opportunity Fund
- Dorchester Town Council
- Dorset Community Impact Fund
- Dorset Food & Arts Festival
- Low Carbon Dorset
- The Clothworkers' Foundation

Patrons:

- Dorset County Council
- Dorset Community Impact Fund
- Dorset Food & Arts Festival
- Low Carbon Dorset
- The Clothworkers' Foundation

Every Tues & Wed in August

Ages 5-10

Summer Kids Clubs

Activities Fun Free Games Food

Savory Desert

Community Direct

AGES 9-14

Holiday Hangouts 2021

15th - 20th August
10:00 AM - 5 PM
THE GREAT FIELD, POUNDRY

Free Entry

All children under 16 years, children and young people aged 9-14 years, are invited to join in the fun and excitement of the Hangouts. There will be a variety of activities, games, and challenges for all to enjoy. Please come along to support your child and young people and to enjoy the day with them.

For more information contact:
 Emma Jones
 01246 812345
 emma.jones@communitydirect.co.uk

Community Direct

A photograph showing children's hands and feet as they work on a project. One child is holding a green foam block, and another is holding a clear plastic bottle. There are more green foam blocks and other materials on the floor.

Christmas Music at the Pavilion

Training and employment opportunities for young people

PiP is also enabling us to offer work experience and volunteering opportunities as well as regular work for young people. We have already welcomed a Prince's Trust placement from Weymouth College as well as a weekly placement from Employ my Ability (SEN specialist charity). We have three regular volunteers and employ four young people aged 18 or younger.

Community provision

The final strand to our important community engagement is our community space, which is providing a host of wellbeing activities for every age group in the Dorchester community. Events

have included a talking café (run by a local GP surgery), drop ins for those at risk of domestic abuse or homelessness (The You Trust), as well as a monthly coffee morning for over 65s (Senior Social), Brain training (Age UK) and first aid training. The space is also regularly used by The Rotary and the retired magistrates. We hosted free Music

in the Park over the Summer and now have the Park Run operating from PiP every Saturday morning with 350+ participants!

PiP also hosts a very successful book swap and champions art work for under 25s (for sale). We launched a monthly supper club in October, and hosted an exhibition by the local Casterbridge Art Club during Nov/December.

Partnership support

Working in partnership to improve outcomes for young people has always been at the heart of our work at the AET and this year has proved no exception. We are pleased to provide the alcohol elements of new RSHE resources for schools for Coram Life Education, 360° for schools and Bounce Forward. It was a pleasure to host The 3rd Alcohol and Drug Education Conference with The DSM Foundation at The Guildhall and as you will see from our regional reports, we deliver training and resources to literally hundreds of youth charities and organisations across England and Scotland from The Prince's Trust to Foyer Federation members and Youth Scotland. Finally we've been very pleased to join a new federation of alcohol and drug education providers to ensure good practice and evaluation and to provide a voice for this under represented sector.

Public Health and Local Authorities

Working closely with Public Health at local level as well as with the police and fire services is a crucial way for us to ensure we reach as many young people as possible. We have developed excellent partnerships with Public Health in Blackpool and Derbyshire this year, in particular, and look forward to supporting children in all schools across Newham in 2022. In the North, we are also working with Public Health in Doncaster and Salford.

Next Steps

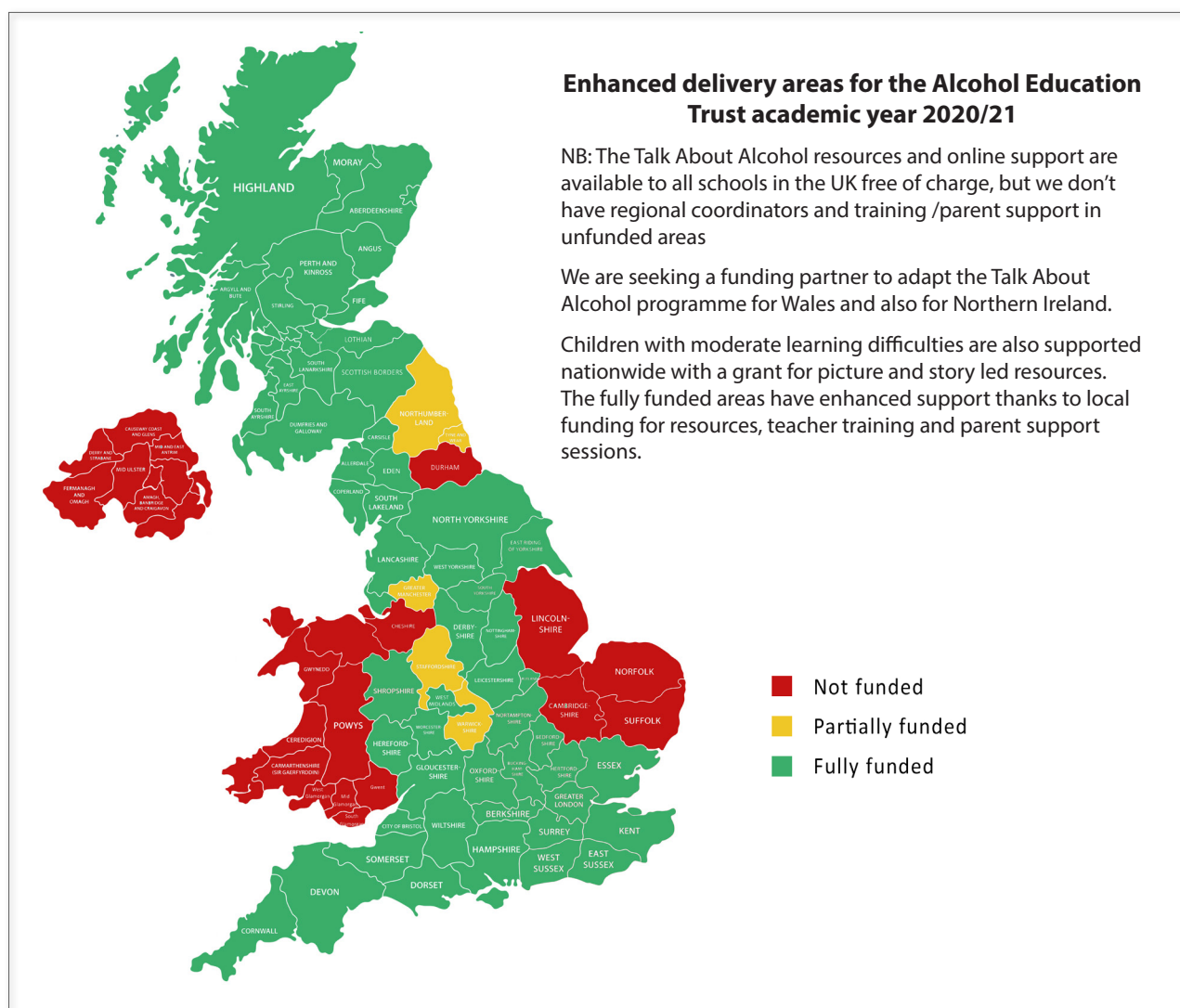
Building an advice and guidance website for 16 – 25s

Dovetailing in with the new workshop for young adults, we are in the process of building an advice hub for 16 to 25 year-olds covering every aspect of wellbeing from mental health, money worries, drugs and alcohol, gaming and gambling. www.life-stuff.org will be launched in The New Year.

Extending our 16 – 25 year old support programme into Scotland

Working in partnership with Inspiring Scotland, Enable, Street League and Aberdeen Foyer we are extending our support for vulnerable 16 – 25 year-olds across Scotland between 2021 and 2023. This will include island communities such as Islay and will carefully monitor the health and wellbeing and economic progress of young adults most at risk of unemployment, isolation and disadvantage in remote communities.





Supporting London and the South East with a locally based manager

Our wonderful team of Kathryn in the North, Karen working across the Midlands and South West and Brian in Scotland will be joined in the New Year with a locally based regional coordinator to support settings across London and The South East and East of England for the first time. This has been made possible through a three year grant from ANSVAR Insurance and The Stewarts Foundation. This means we will be able to provide workshops, assemblies, training and alcohol and cannabis awareness face to face and can truly say we have national coverage in England.

Eventually we hope to be able to support Wales and Northern Ireland in the same way.

Adapting for all 16+ young adults

To complement the resources and outreach to more vulnerable young adults we are also building more resources for sixth formers, covering key issues such as reducing the risk of drink spiking, staying safer in the night time economy, festivals and the transition from leaving school to going to College/training/work. This is work in progress and involves the making of short films by young people.

We are also, sparked by the wide coverage of drink spiking and the concern over spiking injection, beginning to work with Universities and student organisations to build knowledge, awareness and campaigns around safer nights out. This is a huge piece of work but much needed.

Peer to peer element

Finally, in 2022/23 we will be developing a peer to peer element allowing young adults to gain certification in alcohol and cannabis knowledge and awareness, enabling them to cascade their learning and to give support to other vulnerable young adults, building their confidence, resilience and employment skills.

Resource distribution and reach 2020 – 21

Kate Hooper, schools and youth organisation coordinator



Despite this still not being a 'normal' year in terms of school closures and lockdowns, it has been a very busy year for us with over 1,200 settings accessing our resources this year and a number of new resources being introduced both digitally and in hard copy format. We were delighted that our postponed conference was able to go ahead face to face in June and it is wonderful that training sessions are able to take place in person again although virtual support has remained crucial.

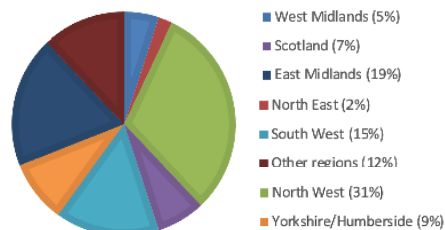
Overall, distribution of the hard copies of our resources was up slightly compared with last year to 437 settings and there was increased resource distribution to a

number of settings and regions as follows: schools in the West Midlands, schools in the North East, organisations in the North West, schools in Yorkshire/Humberside and organisations in the East Midlands.

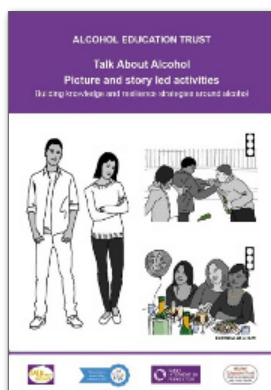
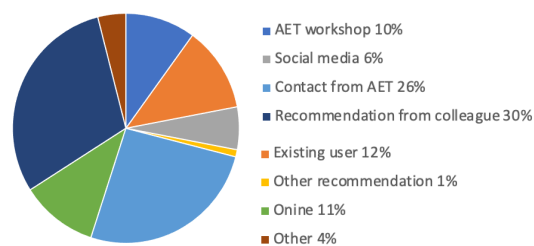
We distributed 216 hard copies of our Teacher Workbook, 9,953 copies of our 'Talking About Alcohol' guide for parents and 14,291 copies of our pupil guide, 'Alcohol and You'. Increasingly, access to our resources are digital and there were a further 486 downloads of our Teacher Workbook this academic year, as well as 203 downloads of our set of six ready to deliver lesson plans for KS3 with accompanying PowerPoints and teacher guidance.

The number of activity boxes supported for alternative settings such as youth and sports clubs and for young people with moderate learning needs has risen quite significantly from 282 last year to 337 this year. This is particularly good news because these activities are especially designed to support the most vulnerable young people who have special needs or are looked after. As always, the range of settings we supported with this resource is hugely varied and includes: Special schools, police cadets, fire cadets, foster carers, nurses looking after Looked After Children, Public Health, school nurses, football clubs, Young Offender Institutions.

Hard copy resource distribution by region



How people found out about AET



The activity box is complemented with 4 ready to deliver lesson plans and guidance designed to support those working with young people with special needs. Launched in April, these lessons have been very well-received with 85 downloads.

Just before the end of the academic year, we launched a bespoke workshop and suite of resources for use with young adults aged 16+ on alcohol and cannabis. Following an extensive pilot, this has enabled us to increase the age group we support greatly up to age 25. The resources include PowerPoints, discussion cards and a range of activities for use one to one and in small groups and are designed for settings such as Foyers and YMCA.



Over the year, we delivered 274 parent talks, training sessions and other engagements such as assemblies, health days and student workshops.

226 staff training attendees completed a post-session survey and this showed that, following the session:

- 86% felt more confident in their knowledge and awareness of alcohol.
- 86% felt better equipped to teach alcohol education.
- 77% felt more confident around knowing where to signpost young people for help and support.
- 98% will change their approach to social norms when teaching alcohol education.

The testimonials and thanks that we receive from the wonderful teachers and professionals that we work with day to day makes us feel doubly confident, together with continued evaluation and piloting of our resources, that we are doing all that we can to ensure that young people of all abilities are equipped with the resilience and life skills to prevent or reduce alcohol and drug related harms.

It is a rare thing to find an organisation who really understands how to reach young people in different year groups effectively. AET's resources are pitched brilliantly for different age groups and the activities are just the sort of active and engaging activities which make for effective PSHE.

Chew Valley School, Bristol

The resources from AET have been hugely appreciated, they have enabled our pupils to review their thoughts and misconceptions around alcohol in an interactive and engaging way that has fuelled positive and reflective discussions. Pupils have been able to access the resources independently to support them come to their own answers on how they could better lead healthier lifestyles and make more informed choices around the use of alcohol.

The Compass School (Alternative Learning Provision) Southampton

Regional reports from our specialist trainers

The Alcohol Education Trust (AET) has a network of employed and consultant PSHE and health professionals based in Scotland, The North, The Midlands, South and West England 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 now Scotland. This year we trained over 1,000 teachers and professionals working with young people in a variety of settings including North Yorkshire, Derby, Edinburgh, Dorset, Liverpool across Lancashire and Blackpool as well as via conference workshops in areas such as Southampton and London. Teachers and health professionals are given an insight into 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 that 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 Talk About Alcohol programme ensures that 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, plus with regular updates and newsletters.

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. Our regional staff help train young health champions, students studying health and social care as part of their outreaches to ensure peer mentors are engaging and knowledgeable. Using data from the indices of deprivation as well as Local Alcohol Profiles for England (LAPE) hospital admissions for U18s in England, we focus our resource on children in areas that need our support most including East Tyneside, Birmingham, Lancashire, Leeds Liverpool and Manchester, Devon and Dorset, as well as all areas of Scotland where alcohol related deaths are nearly twice those in England. The AET has developed a complex set of resources for children with moderate learning difficulties that can be used in informal settings, on a one-to-one or small group basis.

Thanks to the renewal of specific grants our regional staff are able to offer both training and these bespoke story and picture led resources to young people in need all over the country, supporting 422 such settings in 2020/21 (up from 282 the previous year). 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 by our specialist coordinators 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 under age drinking are limited. Parents/ carers are also the key suppliers of alcohol to those under the age of 18. The AET coordinators engage parents and carers via school and the community. We also have a dedicated web area for parents, which enjoyed over 25,000 page views in 2020/21.

Our regionally based staff work to support our three key pillars of:



Supporting and engaging children



Supporting and training teachers and health professionals



Empowering parents and carers and young people

This helps fulfil our goals of

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

The following reports provide a short snapshot of some of our work in the regions.

Karen Perryman, Regional Manager South West/ Midlands



I love the variety of settings I work with. The brilliant young people and professionals I come into contact with are a testament to that! Looking at the wonderful feedback regarding training and resources, I feel privileged to be part of the amazing Alcohol Education Trust team and proud of all that we have achieved.

*The best training I have ever been on!
Derbyshire Children's Services
Fantastic power points, resources and
informative training session, thank you.
Riversides School, Worcester*

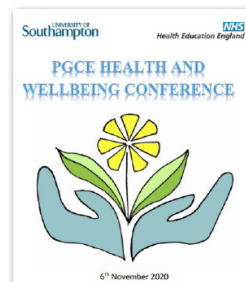
*Great tools to use with young people - this is so
easy to go on to use straight away.
Chapel-en-le-Frith High School, Derbyshire*

Training for Schools and Colleges

These training sessions encompass those involved with health education, safeguarding, pastoral and support roles. This year, nearly all sessions have been virtual and have included schools in Hampshire, Devon, Dorset, Somerset, East and West Midlands.

I enjoyed being part of the annual PGCE Health and Wellbeing Conference organised by University of Southampton and NHS Public Health England where student/newly qualified teachers received Talk About Alcohol training.

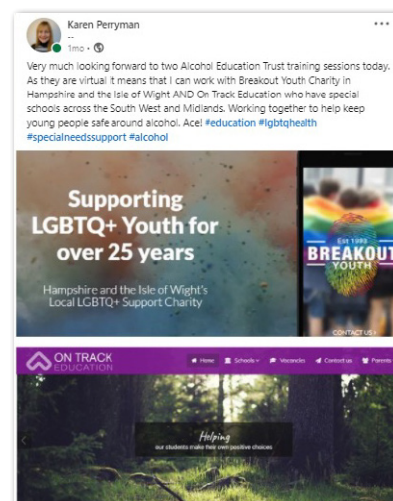
In addition a multitude of schools were reached during the Secondary Education National RSHE Schools Conferences where Kathryn and I enjoyed presenting jointly.



Youth Professionals Training

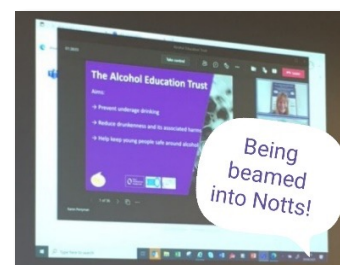
I have provided a wealth of training to professionals who work with young people. Amongst the plethora of youth organisations across the South West and Midlands who have received training, Space Youth Services with eight youth clubs covering the whole of Devon commented: *"I think this type of training is very helpful and interesting. It is extremely good to have packs that have so much more additional information that can be used in sessions to make them much more interactive, fun and interesting for young people and it has given me the confidence to hold sessions surrounding alcohol with young people much more."*

Staying in the South West, Young People Cornwall and Young Somerset also praised AET training and resources. *"Thank you so much for a great informative session, I felt like I learnt a lot in a short space of time and have some really great info, ideas and resources to take away and support young people with."*



There has been a lot of work this year with Police and Fire and Rescue Services including Devon and Somerset, Dorset and Wiltshire, Hampshire and the Isle of Wight, Derbyshire, Northamptonshire and Nottinghamshire. These professional organisations have received training and resources to enable discussions with the young people they work with.

Acting on Local Alcohol Profile England data, I teamed up with Derbyshire Children's services to promote our training sessions and resources.



Resources for Vulnerable 16 – 25 Year olds

The addition of resources for Cannabis and associated training are much needed and I have enjoyed being part of the piloting process. I have delivered around twenty train the trainer sessions throughout my region. Feedback on these new resources is very encouraging.

Partnership Working

I work in partnership with a wide variety of networks. These include the Young Person Substance Misuse Group (Bath and North East Somerset), Dorset Public Health, Dorset 0-25 VCS Forum, Southampton PSHE Network, Derbyshire PSHE Network and Gloucestershire Healthy Living and Learning.

Working With Young People

I enjoy working with young people themselves. Notable events this year include a virtual health day at Regents Park Community College, Southampton, a workshop with Prince's Trust Team 123, Poole and student health days at both Kingston Maurward, Dorchester and Weymouth College. Witnessing how our positive, engaging guidance, games and activities are received and how well they work makes my heart sing!

Next steps

Herefordshire: The High Sheriff is assisting us with supporting as many settings as possible across the County.

West Midlands: Targeting schools/ multi academy trusts and colleges.

Working with Foyer settings (supported housing for 16-25) across the region to support vulnerable young adults and also with The Prince's Trust Team Programmes across the Midlands and other organisations working with young people not in education, employment or training (NEET) including Key2Futures and YMCA.

Supporting young adults with workshops in Sixth forms and FE Colleges with new AET resources and short films including drink spiking.

Working with Universities such as Bristol, Hereford, Bath, Exeter, Southampton, Bournemouth and Birmingham supporting NUS/students with safer drinking advice.

A great session that demonstrates the fantastic online resources.

Young Somerset

Good knowledge and length of training to help build my knowledge.

Nottinghamshire Police

Great resources, really interactive.

Avon and Somerset Police

It is thanks to Karen and the AET that across all area's within Derbyshire we now have knowledgeable trained professionals, volunteers and community groups who are ready to engage and support young people and the wider communities with much needed and up to date resources that meet their needs.

Jo McGuire, Derbyshire County Council

Great training and much needed.

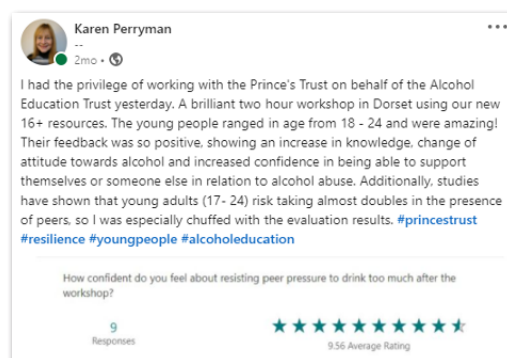
Prince's Trust Team Programme/ Dorset and Wiltshire Fire Service

I think that I had believed a lot more young people were using cannabis than actually are. I felt a bit hopeless at the thought of trying to reduce consumption with young people as in my head the numbers were inflated. I think it will help the young people to see that they are in a small minority of people and that actually most people their age are not using cannabis.

Step by Step Foyer, Hampshire

Very helpful and informative. Improved confidence in discussions around alcohol and the risks and harm reduction to empower young people to make more healthy choices.

Gloucestershire Healthy Living and Learning



Kathryn Arnott-Gent, Regional Manager, North



2020/21 year for us has been a huge learning curve in terms of virtual delivery across a wide range of agencies. That said, despite some trepidation about how impactful it would be, it has been a great success, not only in terms of being able to reach numerous agencies at once, but by also being able to showcase our virtual Talk About Alcohol resources which can be delivered face to face or virtually should/when young people have to work from home.

As the year has progressed, and once schools were opened again, more face-to-face sessions have taken place resulting in the delivery of a blend of virtual and face to face sessions to schools, youth settings, fire service, police and children's services as well as continuing to develop some excellent partnerships with new areas across the whole of the North.

Schools & Teacher Training

Alliance for Learning

Working in partnership with Alliance for Learning, it was a pleasure to delivering a Talk About Alcohol session on their RSHE Training Programme. Teachers from 20 secondary schools attended the session and I am pleased to say, due to 400 secondary schools now in the Alliance for Learning RSHE hub and the success of the training from last year, I have been invited back to deliver a further session.



Transforming Lives for Good (TLG)– Education Centres

I was delighted to meet with TLG who are an alternative education provider, with 12 church-based education centres across the UK. In addition to providing an important, safe, alternative space for vulnerable young people who are struggling in a mainstream environment, TLG also offer early intervention for schools, before a young person is excluded and to date have offered over 30,000 hours of 1-1 support for children who are struggling. I'm so pleased that we are able to support this organisation with our activity boxes and resources specifically designed for hard to reach groups and to deliver a national training event in Bradford, for all centres, in December.

The Heights – Burnley

It was amazing to be back delivering my first face to face session at The Heights in Burnley. In fact, I would say that this could have been the highlight of my year! The Heights is an Alternative Provision School for pupils aged 5 to 16, catering for pupils who have found it difficult to achieve in a mainstream setting. As well as offering the core curriculum, The Heights include learning outside of the classroom and personal and social development, so that pupils are prepared for their future working lives. I'm looking forward to hearing how the sessions have been received.



The Heights, Burnley

Face to face teacher training has continued across the region with sessions at the Liverpool College School in Merseyside, Shaftesbury High School in Chorley and Rotherham ASPIRE with some great feedback from staff. Further sessions are booked in later this year and well into next year for schools across North Yorkshire and Blackpool.



Aspire, Rotherham

I would just like to say a big thank you for the activity box that has been provided, I have used these with my EAL students, and they have been fantastic. The students have used the resources to improve their knowledge and understanding and as a result they have been able to complete the tasks in the NCFE Alcohol Awareness workbook. After assessing the students, I am proud to say that they have been able to achieve the knowledge required for me to submit these for certification. Amazing support from Kathryn fantastic resources and training it's a pleasure to work with you and thank you for your excellent service for my students.

Rotherham ASPIRE

I delivered 6 x 50 min. workshops to yr 10 boys today. Thankfully, due to your zoom tuition, all went extremely well. Can't thank you enough for your kindness and support.

Merseyside

Youth Development

There has been so much development with youth organisations over the last year it's difficult to know where to begin. Here's a flavour of some of the work I've been doing.

I have been working with North Yorkshire Youth Commission for a couple of years now, but this year we have developed our work further by integrating our Alcohol Clock Game into North Yorkshire's scenario based KYMS Game (Keeping Your Mates Safe). KYMS game is delivered directly by the Youth Commissioners into schools and focuses on the most prevalent topics as identified by young people. I had great pleasure upskilling some of the Youth Commissioners with our training around the Alcohol Clock Game and co-delivering the first couple of sessions with them to 3 groups of year 10 students from high schools in York.

I was also delighted to expand our partnership work with the Youth Commission and have provided Talk About Alcohol Activity boxes to both Lancashire Youth Commission and Cheshire Youth Commission. All commissioners have now been trained to deliver our Talk About Alcohol sessions directly to pupils in school, with a peer education approach.

In other areas of our youth engagement work, it was a pleasure to return to Rochdale FC to deliver our 16+ session directly to sports BTEC students. We discussed units, tips, staying safe and what to do if things go wrong – a great session where all the students participated and engaged very positively.

Other virtual sessions have included staff working on a variety of projects at Manchester Youth Zone, St Helens Youth Offending Service, Wetherby Young Offenders Institute, Sheffield Targeted Services for Young People, Lancashire County Council Youth Workers working across the Burnley & Pendle areas of Lancashire, Lancashire School Nurses, Merseyside Fire, Lancashire Fire, and Lancashire and Cumbria Police – Community Safety Teams! My latest face to face session being held at Fylde FC – Community Trust, where we had representatives from Street Wise youth project and Fylde Rugby Community Trust.

Sessions are booked well into next year and we have had great pleasure supporting North Yorkshire Youth with our TAA Activity Boxes for their 17 Direct Delivery Youth Clubs which run approximately 70 different projects! Looking forward to delivering their virtual session soon!

Partnership Development

Blackpool

I am absolutely delighted to be working in partnership with Blackpool Council. I have been working closely with Public Health, to coordinate a stream of training for staff working with young people across Blackpool. To date we have a blend of 7 face to face and virtual sessions booked in. 2 sessions booked purely for Blackpool Schools and the remainder have been booked by Children's Services for a variety of different teams including their Adolescent Team, YOT, Family Workers, Leaving Care, Early Intervention and MASH.

I delivered my first session in October where staff from the assessment and support team and strengthening and supporting families team attended and I am really looking forward to delivering further sessions.

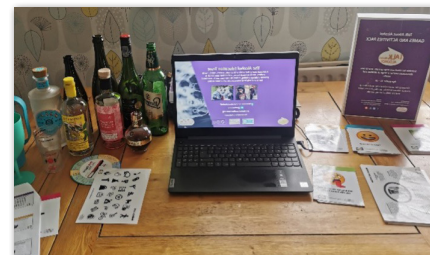
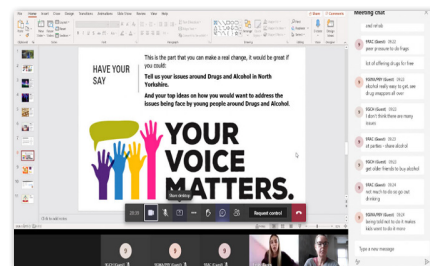
It's great to be working in partnership once again with Doncaster Public Health researching the hidden harms of parental problem drinking and we are looking at developing a parental engagement strategy.

Work across Salford is continuing to flourish, and it was good to meet with their Public Health Specialist who invited me to their Head Teachers meeting. We are looking to roll training out to Salford schools on an individual basis with 2 sessions delivered already.

Prince's Trust

Early discussions with the Prince's Trust took place just before the pandemic, where we were looking to roll out our Talk About Alcohol training to staff delivering their 12-week Team programme for unemployed 16-25 year-olds across Lancashire.

I am pleased to say that we are now back on track, and we are now not only providing resources and training across Lancashire, but for the Prince's Trust across the whole of the North, for staff and volunteers working on both their



Explore and Team programmes. Due to all the hard work and development of our 16-25 Alcohol & Cannabis toolkit during the 'lockdown', we are now able to offer this to the Prince's Trust who are also identifying young people who may be able to deliver sessions in a peer education led approach. The first session is booked in for early next year at Askham Bryan College, who are The Prince's Trust largest delivery partner of the 12-week Team programme in Yorkshire & Humber, this will be followed by further virtual sessions for the North West and North East.

16+ Alcohol & Cannabis Toolkit

I have been inundated with requests for our brand new Alcohol & Cannabis Toolkit and training. I have delivered sessions already for Foyer Projects across the North and have bookings well into the New Year for other 16+ organisations, including the Prince's Trust, YMCA, Foyer Federation and Leaving Care Services.

Overview

Despite there still being challenges this year, particularly in the earlier months when many organisations were once again closed, I am astounded by what we have managed to achieve. It's certainly been a huge learning curve in terms of adapting to the new way of virtual life, but this is now something that I am embracing, this flexibility has meant that I am able to now offer even more training sessions to organisation than ever! The year has ended on a high and I can honestly say that I have never been as busy as our reach to young people extends out further. I'm so excited to see what next year brings and look forward to our partnerships developing far and wide!

Our work in Scotland, Brian Gibson



During the last academic year, we are thrilled to have been able to support 166 schools, youth clubs and youth settings, across the whole of Scotland. This includes a mix of settings with 109 schools selecting the Talk About Alcohol Teacher Workbooks, 46 choosing to use the six ready to deliver power points lesson plans. Other settings are using our Special Education Needs power point and guidance, meeting the change in need to on line delivery with COVID 19.

The above adds further settings to those already provided with the Talk About Alcohol programme over the last three years, resulting in AET successfully supporting children to make safer choices around alcohol in Scotland. We estimate that around 150,000 young people in Scotland will be equipped to make informed, knowledgeable decisions with regard to alcohol and they will also be more confident in where to go for help and support.

This year commenced still in the grips of the pandemic, with a number of factors in play, the most prevalent being the stringent lockdown in the five biggest local authority areas. This prevented people from traveling more than five miles and meeting within anyone indoors. However, we did manage to get our evidenced based resources into schools across Scotland including John Paul Academy in Glasgow, Annan Academy in Dumfries & Galloway, Duncanrigg Secondary School in South Lanarkshire, Bertha Park High School in Perth & Kinross (One of Scotland's newest schools), Hazlehead Academy in Aberdeen, Whalsay School in Shetland, Forfar Academy in Angus and St Aloysius' College in Glasgow.

The PSE Lead from St Aloysius' College, an Independent School in Glasgow which was one of the initial schools I engaged with during my first year, reached out again to ask if I could deliver a familiarisation session with their new teachers as the school are now giving term time for PSE lessons across S3 and S4.

Our young people are engaging really well with the resources. They have found the quizzes and activities informative and really enjoyed some of the fun interactives on the Talk About Alcohol website. They were also particularly moved by the young people's testimonies in the 'just a few drinks' series. St Aloysius' College

Katrina Cuthbertson is the Principal Teacher for Guidance at Bertha Park, a brand-new school which is now developing its PSE curriculum that will include Talk About Alcohol. The school also has an Intensive Support Division and they have 23% more pupils with additional support needs (ASN) than any other school in the Perth & Kinross area, meaning our SEN resources are very much needed.

One of this year's highlights was delivering an on-line presentation to the West of Scotland Partnership's PSE Leads and colleagues. There are 7 Local Authority Areas in the partnership, these are North Lanarkshire, South Lanarkshire, Renfrewshire, East Renfrewshire, Inverclyde, East Dunbartonshire and Glasgow. There were 56 staff from schools across the LAs noted above and although we much prefer face to face workshops, the AET presentation was well received.



Larkhall Academy – South Lanarkshire

Follow up training sessions have been delivered in a number of schools across these areas, including the Mary Russell School in Renfrewshire, a special school supporting young people with special educational needs. There were 7 Teachers in attendance and they loved the resources particularly the Toolkit. As I was taking them through the Talk About Alcohol website one of the Teachers (English Teacher) asked a fantastic question which was does the Talk About Alcohol website support text speak because many of their learners cannot read? I had never been asked that question and to be fair did not know the answer, however we tested it through one of the quiz games and happily it does support text speak which they and we are delighted about.

Rossie School in Montrose is a secure unit and includes Looked After Children within its role, I delivered a virtual training session with the PSE Lead and five other members of staff involved with pupil support, the feedback was really good and we look forward to taking training further face to face when possible.

There have been a couple of new Local Authority areas engaged this year one of which was East Renfrewshire Council, whose Quality Improvement Officer has a working group of Pastoral Care Teachers updating their schools PSE curriculum and I will be presenting our evidenced based resources to them early next year.

It has been a pleasure to work with the Health and Wellbeing Education Manager for South Ayrshire Local Authority Area; with a remit for quality improvement. We are now providing resources and training to the 8 secondary schools and 4 special/ASN schools in the area. To date we have delivered familiarisation sessions in 6 of their schools, which included Carrick Academy.



Carrick Academy – South Ayrshire



It has also been a pleasure to develop partnership work with Youth Scotland and their members delivering Youth Work programmes. Youth Scotland provide a whole range of services to the sector including training and resource sharing among their large membership.

We are also developing links and support for the uniformed services, like the Scouts, and Youthlink Scotland as well as with grassroots organisations such as the Ripple project in Leith working in the Restalrig community. They work with young people 11-18 years as well as with their parents. With training sessions booked for their staff and sessional workers we also link in another new youth organisation, Muirhouse Youth Development Group.

We are developing wonderful work with The Boy's Brigade. They have 1100 groups across the UK working with approximately 37,000 young people, of which 17,000 are between 11-18. They have a very well-structured programme for young people which is delivered across the three term times and their Leaders have a menu to pick their materials from. Talk about Alcohol fits very well with their Get Active – health and wellbeing strand, not only in Scotland but across the UK.

We have also supported community organisations with resources and training such as Rossie Young People's Trust in Angus, Healthier Inverclyde Project in Renfrewshire, North Kelvin Sports in Glasgow, Edinburgh Council's Lifelong Learning Team, Police Scotland and Community Alcohol Partnerships across Scotland.

I have been liaising with Police Scotland through MS Teams with regard to their Youth Volunteers (PSYV) and a familiarisation session is in the diary for November at their college in Tulliallan.

In addition, our Special Educational Needs/Additional Support Needs Toolkit and lesson plan PowerPoints for young people more vulnerable to alcohol harms have supported Park School in East Ayrshire, Flexible Learning Renfrew in Renfrewshire, Kear Campus in South Lanarkshire and Paisley Grammar school in Renfrewshire.

Next year we will be working with several new local authority areas, including Argyll & Bute, East Dunbartonshire and North Lanarkshire to take our Talk About Alcohol programme into their schools, which between them numbers around 50 settings.

We will also be looking to develop our partnership working with a number of community organisations like Street Assist in Edinburgh, who work within the night time economy supporting young people who have been drinking. Also, with Police Scotland's Youth Volunteer coordinators following the familiarisation session referenced above.

One of the really exciting pieces of news with regard to next year is our newest venture which will be working with three partner organisations, Aberdeen Foyer, Enable-Scotland and Street League in conjunction with Inspiring Scotland's Youth Action Fund. Through the Fund we will provide expertise on reducing alcohol-related harm, this will be provided through training for staff who are delivering support to young people through the Youth Action Fund portfolio charities, ensuring that they are able to deliver interactive workshops for those young people.

Our goals and priorities for 2020-2023

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 UK 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.
- ◇ Encourage diversionary activities for young people that reduce anti-social behaviour crime and onset of drinking (new).

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

- o Continue to ensure that all young people (aged 11-18) have free access to the *Talk About Alcohol* programme across the UK.
- o Support 30,000 vulnerable young people at higher risk of alcohol related harms with targeted approaches.
- o Expand our harm minimisation resources for young people. Provide workshops, peer to peer training and opportunities for young adults.

QUALITY ASSURANCE

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



SUPPORT SCHOOLS AND ORGANISATIONS

- o Train 1,000 more teachers, health educators (PSHE), professionals and community leaders each year and support 100,000 on line.
- o Support the provision of the Talk About Alcohol resources free of charge to 1,500 schools and organisations.
- o Provide ongoing guidance, updates, new resources and training to the 5,000 plus settings provided with *Talk About Alcohol* and training ongoing.
- o Offer training and support to teachers and youth professionals by regionally based AET specialists throughout England and Scotland.



EMPOWER PARENTS AND CARERS

- o Equip 150,000 more parents and carers, face-to-face and online, with the necessary skills to keep their children safe around alcohol.

ENHANCE OUR SERVICES

- o Extend our remit and reach to young adults up the age of 25, specifically those more vulnerable to alcohol related harms and student populations.
- o Expand our digital outreach, training games and interactive materials.
- o Develop the range of resources offered to cover the effects of using alcohol and drugs (poly use).
- o Enhance local community cohesion in Dorset through our new facilities to include partnership delivery of diversionary activities and opportunities for training and skills for young people.
- o Seek to expand our geographical reach to include Northern Ireland and Wales.

Treasurer's report and financial review

This has been a very exciting year for the Alcohol Education Trust with the completion of our new Pavilion building in March 2021 which now provides a wonderful permanent office for the charity staff, an income generating café (PiP Café) and a welcome community and training space. PiP Café opened its doors in April 2021 and became a success from day one, delivering valuable income for the AET which was well ahead of expectations. Another big milestone is extending our harm minimisation approaches from age 18 to age 25 with the 16+ project which runs from April 20 to March 2023 (£100k spanning the 3 years).

Whilst COVID 19 continued to impact our work with schools & youth organisations this year, our regional co-ordinators were well placed to offer a good mix of remote and face to face training sessions to keep our core and project work on track despite periods of furlough.

Income for the year amounted to £264,185 with £12,161 going directly to our designated building fund for the Pavilion capital project leaving operating income of £252,024 (121% of budget). Expenditure amounted to £174,591 with £1,938 expended on capital items for the Pavilion leaving £172,653 operating expenditure which was below budget (83% of budget).

Incoming restricted funds during the year amounted to £154,073. Expenditure from restricted funds during the year amounted to £101,163 and was principally expended on our 16+ project, the delivery of training and resources by our regional co-ordinators for Scotland and the Midlands, South & West regions, our targeted work in specific areas of the North (Cumbria, Lancashire, North Yorkshire & Mersey), a Digital project to enhance our online resources and our continued work with schools and organisations with a high degree of special education needs and looked-after children. We were also able to employ a Community Engagement Manager to run a wide selection of community events at the Pavilion, working with local organisations and schools with a range of activities.

Incoming general funds amounted to £97,951 which included £14,641 from the Job Retention Scheme.

Gross expenditure from general funds during the year amounted to £107,281 with the majority funding our central staff and school and regional co-ordinators (plus their associated travel costs) of £82,474, printing and postage of resources of £5,509, IT & Software for the new building £4,528 and offset by the cost recovery of £35,790 relating to the delivery of fully funded training & resources. The charity invested £25,000 in PiP Café to cover the initial café fit-out and set-up costs and working capital requirements.

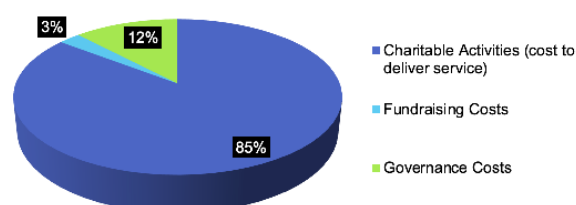
With the opening of the new café there was no time for community fundraising activities this year but we did raise over £700 in donations from generous café customers which was wonderful. Income from the sale of our resources to commercial organisations (other than schools, youth and sports clubs who we support free of charge), was unusually low this year at just £352 but the Pavilion generated two new income streams being £1,295 from the hire of the community room and £256 commission on arts and crafts sold in the cafe for local young artists.

As at the 30th September 2021, the designated build fund stood at £53,850 and will be used to finish the exterior landscaping and add a kiosk to increase the capacity of the café for events and the busy summer months as we anticipate that the footfall will increase significantly with the opening of the new playpark in 2022. We added a further £25k to our CEO Succession Reserve bringing the total to £50k recognising that the true market cost of replacing the current CEO would be significantly higher than the existing CEO remuneration. After placing these designated funds aside and adjusting for Stock and Fixed Assets, our balance of 'Free Reserves' at the year-end was £93,942, providing just over ten months cover for our gross operating costs of £107,281 which is in line with our reserves policy.

Our budgeted costs for next year are £261k being an increase of 25% on last years' budget - reflecting the focus on our key financial areas for 2022 of maximising our community outreach, extending our 16+ work into Scotland, engaging a regional co-ordinator to cover the London & South East Regions and developing a new project to work specifically with universities for the first time.

AET - SUMMARY OF ANNUAL ACCOUNTS		
INCOME	2020-21	2019-20
Grants & Charitable Donations	£197,042	£147,653
Corporate Partnerships	£33,576	£45,075
Community Fundraising & Other Income (incl. Gift Aid)	£0	£2,902
Sales of Resources	£2,379	£4,070
Other Income (incl. Job Retention Scheme)	£19,026	£19,066
OPERATING INCOME	£252,024	£218,766
Funds received for Pavilion Build Fund	£12,161	£210,963
TOTAL INCOME	£264,185	£429,730
EXPENDITURE	2020-21	2019-20
Charitable Activities (Cost to Deliver Service)	£147,368	£125,867
Fundraising Costs	£4,384	£7,961
Governance Costs	£20,901	£14,541
OPERATING EXPENDITURE	£172,653	£148,368
Capital Expenditure on the Pavilion	£1,938	£0
OPERATING EXPENDITURE	£174,591	£148,368

OPERATING EXPENDITURE 2020-21



PiP Café

The charity runs PiP Café via a trading subsidiary called Pavilion in the Park (PiPs) Ltd. Café trading exceeded expectations by some margin in the first 6 months to September 2021. Turnover for this period was £96,062 which was just under £30k ahead of budget – this was partially due to not being liable for VAT and partially due to higher daily sales than anticipated right from the opening date. Our turnover reached the VAT threshold in October 2021 and we are now registered for VAT. Hot Drinks accounted for 38% of our turnover, followed by Bakery Items and Main Dishes at 17% each. Our gross profit was £70,168 and expenditure amounted to £43,041 resulting in an operating profit of £27,127 which was well ahead of budget.

PiP Café will donate all profits to the charity and the donation in 2021-22 is expected to be between £20-25k providing an incredible return on the original investment and invaluable income for our work with young people across the UK.

It will continue to be difficult to confidently predict the café turnover until it is fully established and we are finding that daily sales as we enter the winter months can vary considerably with rainy days being particularly quiet which is not surprising. As a result, our staffing requirements can vary significantly on a day-to-day basis so we try to supplement our regular staff with volunteers where possible. We also run a number of supper club events in the quieter months to supplement income.

We are anticipating that the completion of the amazing new play facility adjacent to the Pavilion will attract a lot more visitors to the Great Field in 2022 and the addition of an outdoor sales kiosk will enable us to maximise sales during these busy summer months.

For 2021-22, we have budgeted sales of £162k, gross profit of £106k, expenses of £92k and a lower operating Profit of £14k.

PIP CAFÉ – SUMMARY OF ANNUAL ACCOUNTS	
INCOME	2020-21
Sales	£96,062
Less Purchases	£25,894
GROSS PROFIT	£70,168
EXPENDITURE	2020-21
Staff Costs	£30,644
Other Costs	£11,077
Shared Costs from AET	£1,320
TOTAL EXPENDITURE	£43,041
OPERATING PROFIT	£27,127

Please note that all figures quoted are draft as the accounts for both The Alcohol Education Trust and PiP Café are currently undergoing final reviews with the accountants before being formally signed off by the Trustees and Directors.

Impacts and outcomes

Independent evaluation of our impact, fidelity and effectiveness

- ◇ The *Talk About Alcohol* programme is evidenced to significantly raise the age of onset of drinking through the delivery of 4 lessons in Year 8 and 2 top up lessons in Year 9 (NFER 2013).
- ◇ This effect gets significantly stronger as teenagers get older (NFER 2015).
- ◇ It is equally effective for ethnic minorities (NFER 2013).
- ◇ It is effective in areas of multiple deprivation where alcohol-related harms for under 18s are highest in England (2016 UCL Institute of Education).

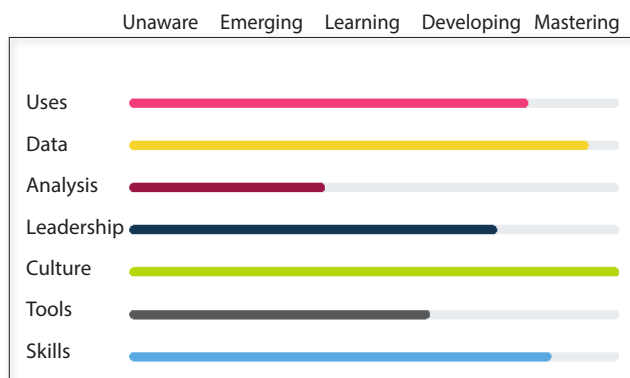


NCVO charity ethical principles

The trustees carried out their annual review of the NCVO Charity Ethical Principles which provide a framework for the ethical execution of charitable purpose and help guide decision-making and development of policies and procedures. The trustees report that they are confident that the charity is upholding the Guiding Principles to put Beneficiaries First, act with Integrity and Openness & protect everybody's Right to be Safe.



Data maturity



The AET has scored 3.8 out of 5 on data maturity, based on the average across the seven themes.

The *Talk About Alcohol* programme is selected as best practice by



Early Intervention
Foundation



European Platform for
Investment in Children
Promising Practice

Evidence review and recommendations, PSHE Association and Child Exploitation and Online Protection Command (CEOPS)

The AET embrace the principles of evidenced Health Education which are:

1. Varied teaching styles addressing a range of factors
2. A whole-school approach including multicomponent interventions
3. Active skills-based learning
4. Psychosocial aspects and normative education
5. A developmental programme which is appropriate to pupils' age and maturity
6. Differential approaches for pupils with learning disabilities who are often more vulnerable to both online and offline abuse
7. Learning which is inclusive of difference and socio culturally relevant
8. Well-trained teachers
9. Theory/research-based and factual
10. A positive approach, avoiding 'scare tactics' or confrontational strategies
11. Clear goals and outcomes, and effective monitoring and evaluation
12. Community, parent and pupil engagement
13. Intervention must be of adequate length or intensity

There is considerable consensus on the hallmarks of effective programmes, including a focus on a developmental approach, skill-building and active learning; engagement of stakeholders including pupils, parents, teachers and the broader community; and clarity on intended outcomes and ongoing evaluation of these.

[PSHE Association report to CEOP April 2016.](#)

Awards and recognition



Teach Secondary Awards
2021
Best Free Resource



Alcohol Awareness for Young
People Award (2018) from the
Chris Donovan Trust



Private Education &
Development Awards
2019



Inspiring Wellbeing Awards
2018 - Outstanding
contribution to Wellbeing



Education Resource
Awards 2019, Highly
Commended for best
secondary school resource



Charity Times Finalist for best
small charity of the year 2017



Children and Young People
Now! 2017 Finalist for best
early intervention awards

A joined up approach to reduce alcohol-related harm



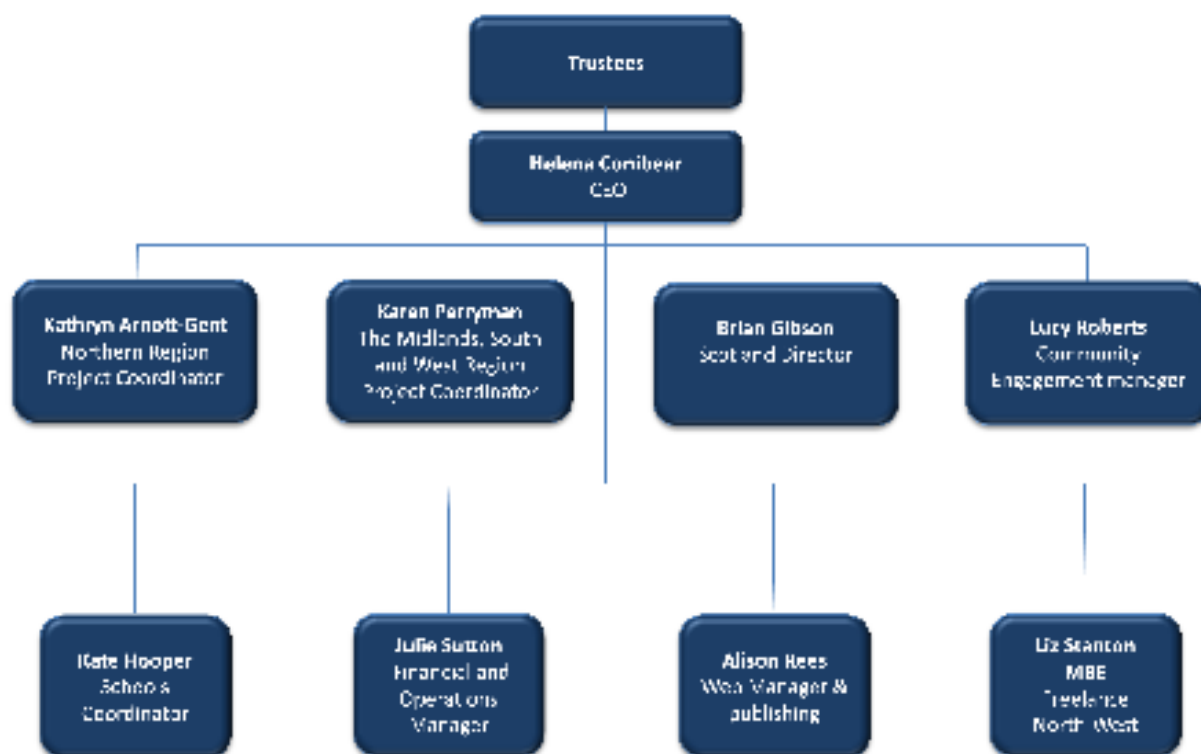
QUALITY ASSURANCE MEASURES

- Third party evaluation to assess impact and regular reporting on outcomes
- Piloting with young people and professionals to assure fidelity and fit for purpose
- Baseline and long term follow-up
- Advisory panel of experts.

FOCUS AREAS

- Special educational needs and looked-after children
- Geographical areas where alcohol-related hospital admissions are highest for under 18s
- Vulnerable young adults up to age 25.

The AET Team and Trustees 2021



Trustees

Victoria McDonough MA (Hons) PGCE, Chair of Trustees, 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.

Keith Newton ACA, (Finance and PIP Director), is a member of the Australian Institute of Chartered Accountants. In a career of 33 years at Accenture he worked as a global management consultant specialising in strategic and technology consulting for large scale private and public sector organisations working in Sydney, Chicago, Seoul and Hong Kong. He is a company director, an investor, and advisor to a number of UK and international businesses and charities. He is currently Chairman of the West Country Branch of the Britain-Australia Society (BAS); a Director of the National Britain-Australia Society; a trustee of the BAS Education Trust – BASET; and an advisor to the board of an English public school having previously served as a Member of the Board and Chairmen of the Finance and General Purpose committee. He serves as a charity trustee with a specialty in finance.

Alison Winsborough BMus, PGCE (Resources, framework and implementation) 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.

Dr Lara Jayne Wear MB BS BSc DCH (SA) MRCGP (Medical content and safeguarding) trained at Imperial College London including a BSc in Physiology, qualifying in 2007. Lara moved on to hospital rotations at Frimley Park, Surrey and Brighton, Sussex. She lectured in Anatomy at Brighton Medical School before moving to Cape Town where she specialised in Paediatrics and gained the Diploma in Child Health in 2011. Lara decided to pursue her career in General Practice from this point and enrolled in the Wessex GP training programme which brought her to Dorchester, Dorset in 2012. She completed her GP specialist training in 2015 and has been working as a GP in Dorset since this time, becoming a GP Partner at The Prince of Wales Surgery, Poundbury in 2019.

Stephen Foster (Legal) is Head of the Divorce and Family partner team at Stewarts Law. In the Legal 500 2016, Stephen is recommended for his “pragmatism and gravitas” and his reputation as “a strong leader who can manage any situation or individual and steer things to a successful outcome”. Chambers describes him as “a great lateral thinker” and Stephen is named as one of the top 10 high asset family lawyers in Spear’s Family Law Index.

Christina Benjamin BSc (Hons) PGCE (Legal and Governance) studied German and Law at Surrey University. She went on to qualify as a solicitor and worked in local government and industry for 15 years. Following a spell living in Germany, Christina returned to the UK in 1996 and obtained a PGCE from Cambridge University. She then worked in a large comprehensive 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.




































Kate Larard MSc, HV, RM, SRN (safeguarding and policy) first qualified as a nurse, midwife and health visitor and enjoyed many years as a clinician. In the 1990s 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.

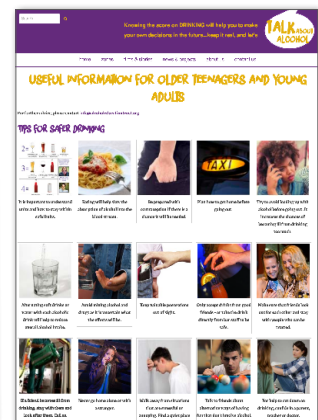
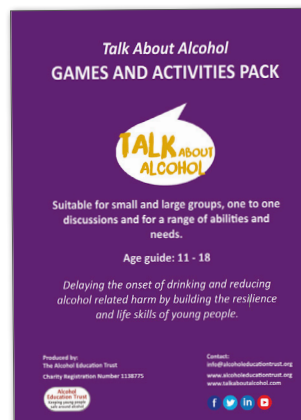
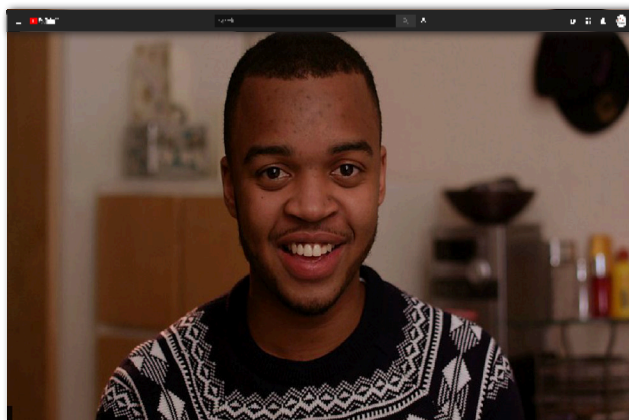
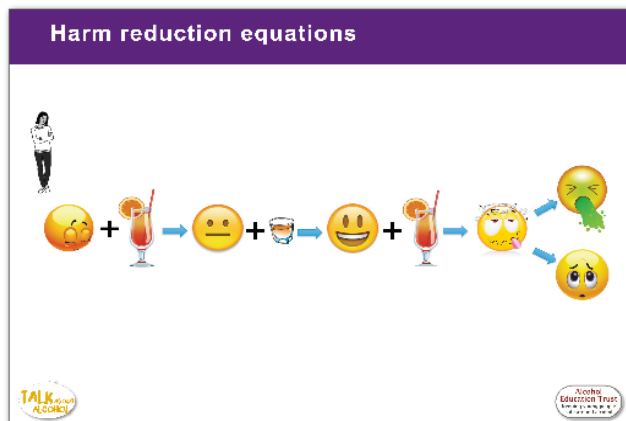
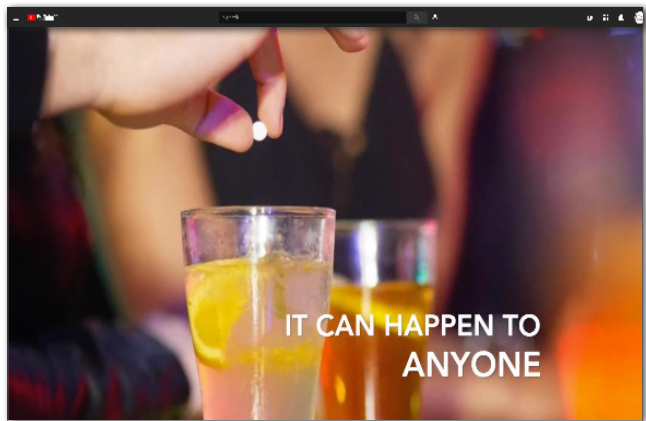
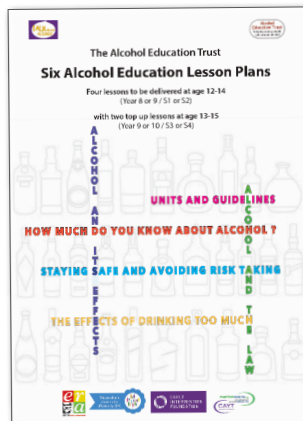
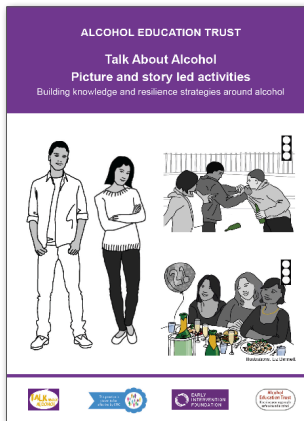
Andrew Morse BSc (Hons) (Project management and PIPs Director) recently retired from the Royal Navy after 35 years as an officer in the Fleet Air Arm flying and instructing on the Lynx helicopter and simulators before transferring into Programme/Project/Requirements Management in 2004. He brings a range of skills to the AET including project development and management, an understanding of evaluation, training, support and infrastructure, plus time, budget and cost management skills. Andy continues to work part-time as a Reservist in the field of procurement and programme management for the Wildcat helicopter. Having served in the RN and as a father of two, he has an excellent understanding of the need for life skills education to ensure young people are able to make more informed responsible choices about alcohol.

David Cox retired as the Chief Executive of The Benevolent charity (now named The Drinks Trust) at the end of 2018, a role he took up in April 2013. The Drinks Trust supports current and past employees of the UK drinks trade with practical, emotional and financial help when faced with a variety of difficult circumstances, including serious illness, disability, issues with stress or depression, with debt or any family crisis such as a seriously ill partner or child. David has built a deep understanding of issues concerning alcohol and the importance of early intervention and alcohol education. David is a Liveryman of three City Livery Companies and brings a wealth of skills to The Alcohol Education Trust in governance, fund raising and management.

Funding

We are very grateful to our current and past funders and business supporters as well as those who provide support in kind, a range of whom include:

His Royal Highness The Prince of Wales, Duke of Cornwall	National Lottery 	Ansvar Insurance 	Longleigh Foundation 	Hugh Fraser Foundation THE HUGH FRASER FOUNDATION
The Bank of Scotland 	The Merchant Taylors' Foundation 	Tesco Centenary Fund 	Sport England 	Dorset Council 
Pocket Parks Ministry of Housing, Communities & Local Government	Low Carbon Dorset 	Dorchester Town Council 	Leverhulme Trust LEVERHULME TRUST	Waitrose Community Matters Waitrose Community Matters
North Yorkshire PCC 	Postcode Neighbourhood Trust 	Clothworkers' Foundation THE CLOTHWORKERS' FOUNDATION	Dorchester Round Table 	Dorchester Rotary Club 
Google Ad Grants Google Ad Grants AdWords for nonprofits	Wessex Water Community Fund WESSEX WATER COMMUNITY FUND	Catherine Cookson Charitable Trust 	Safer Dorset Fund 	Greater Manchester Fir & Rescue Service Youth Aspiration Fund 
St James's Place Foundation 	Tesco Bags of Help TESCO Bags of Help	The Garfield Weston Foundation 	Poundbury Wealth Management ST. JAMES'S PLACE WEALTH MANAGEMENT	Cumbria Constabulary 
All Churches 	Bernard Sunley Foundation 	Savoy Education Trust 	Wine and Spirit Education Trust WSET WINE & SPIRIT EDUCATION TRUST	The Cabinet Office 
Pilotlight 	The Whittaker Charitable Trust Dorset Council Youth Opportunity Fund	The Dorset Shrieval Charitable Trust The Charles & Elsie Sykes Trust	Brigadier DV & Mrs HR Phelps Charitable Trust The Forsyth Foundation Duchy of Cornwall	The Stewarts Foundation THE STEWARTS FOUNDATION
Cheshire Constabulary's Safer Schools Partnership funded through Crimebeat 	The Loveday Charitable Trust Valentine Charitable Trust The Fitton Trust	The Alice Ellen Cooper Dean Charitable Trust 29th May 1961 Charitable Trust	Dorset Health Trust The Yusef Foundation Fairfield Charitable Trust	King's Fund Cascading Leadership TheKingsFund
The Funding Network 	Foundation Scotland 	Distillers' Charity 	Herts Community Foundation 	Epic Printing Services, Dorchester 
The Arts Society, Dorset 	The Childhood Trust 	Virgin Giving Money 	Lottery Communities Fund 	Inspiring Scotland INSPIRING SCOTLAND



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01305 259 142

England and Wales charity number: 1186202

Scotland charity number: SCO50360



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