



Charity Number: 1186202

# **The Alcohol Education Trust**

## **Trustees Annual Report & Accounts**

**For the year ended 30th September 2021**

# **SECTION 1**

## **Trustees Annual Report**

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

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Trustees	Victoria McDonough PGCE (Chair) Keith Newton ACA Alison Winsborough BMus PGCE Dr Lara Jayne Wear MB BS BSc DCH (SA) MRCP Stephen Foster Christina Benjamin BSc (Hons) PGCE Kate Larard MSc HV RM SRN Andrew Morse BSc Hons David Cox
Chief Executive	Helena Conibear
Charity Registered Number	1186202 England & Wales SC050360 Scotland
Registered Office	Pavilion in the Park St John Way Poundbury Dorchester Dorset DT1 2FG
Bankers	The Co-Operative Bank Business Direct PO Box 250 Skelmersdale WN8 6WT
Independent Examiner	S J Hough FCA Edwards & Keeping Chartered Accountants Unity Chambers 34 High East Street Dorchester Dorset DT1 1HA

## TRUSTEES' REPORT FOR THE YEAR ENDED 30 SEPTEMBER 2021

The trustees submit their annual report and financial statements of the Alcohol Education Trust (AET) for the year ended 30 September 2021.

The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" in preparing the annual report and financial statements of the charity.

### 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 was originally a 'Trust' governed by a Constitution drawn up on 18 October 2010 and registered with the Charity Commission for England & Wales on 2 November 2010 (Reg. No. 1138775) and the Scottish Charity Regulator on 21 June 2018 (Reg No. SC048482). With effect from 1<sup>st</sup> April 2020, the Alcohol Education Trust changed its legal status from a 'Trust' to a 'Charitable Incorporated Organisation' (CIO) and is now governed by a constitution dated 6<sup>th</sup> November 2019 and registered with the Charity Commission for England & Wales on the same date (Reg. No. 1186202) and the Scottish Charity Regulator on 31 July 2020 (SC050360).

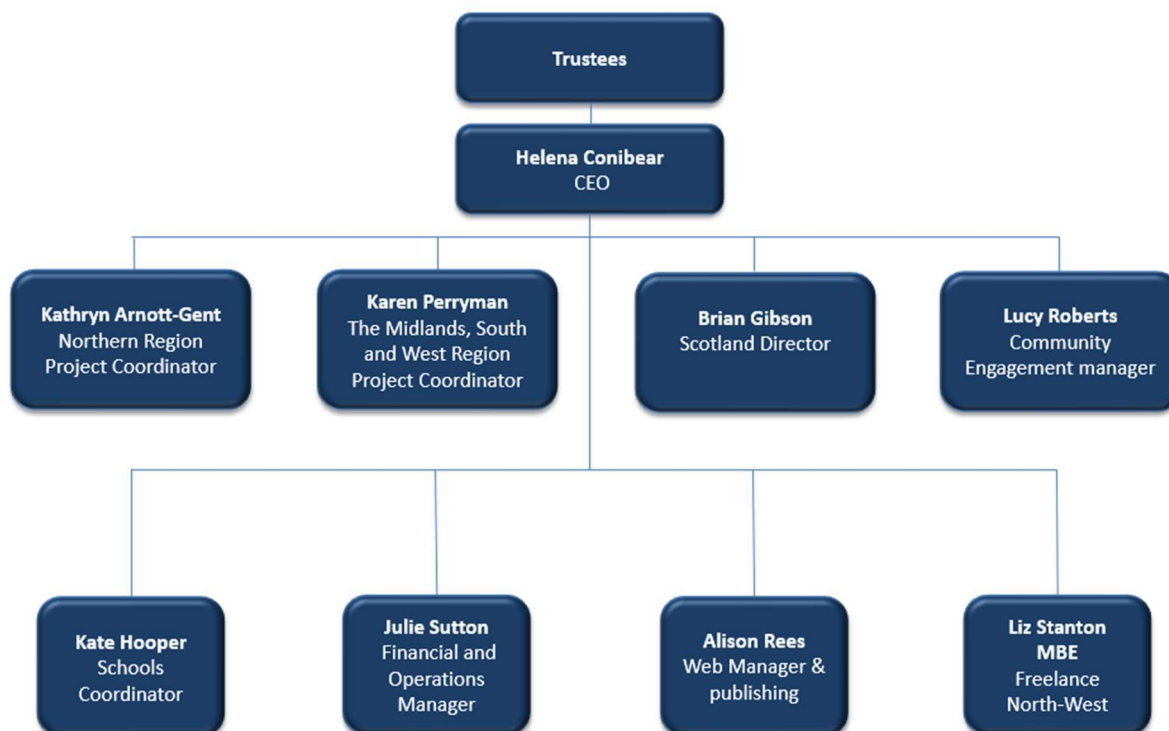
**Historical Annual Reports and Accounts have been removed by the Charities Commission from their website but remain available to view at <https://alcoholeducationtrust.org/trustees-reports/>**

### 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 four part-time employees (the Scotland Director, the Northern Region Project Coordinator, the 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

**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-Australian 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 Chairman 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 PSHE 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 6<sup>th</sup> Form and part of the Academy's Safeguarding Team. She has 3 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, BSc (Hons), 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 PIP's 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.

## 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.

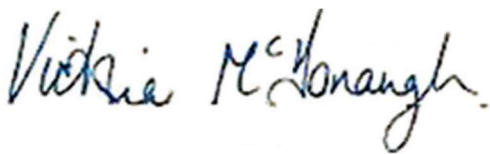
What is most pleasing this year is the success of Pavilion in the Park (PIP). It's one thing to plan an office, community space and cafe in such an iconic setting but to get it opened on time in April and find it already so much part of the Dorchester and Poundbury community by December is truly wonderful. 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 wellbeing website being developed for 2022 to support young adults ([www.life-stuff.org](http://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!

The annual report was approved by the trustees of the charity on 28<sup>th</sup> February 2022 and signed on its behalf by:



**Mrs V M McDonaugh, Chair of Trustees**



**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

## OBJECTIVES AND ACTIVITIES

### Charitable Objectives

To advance education for the benefit of the public in the issues of alcohol, health and drinking habits of young people (age 11 and upwards) in the UK and their safety around alcohol, in such ways as the trustees decide, and including through the development and delivery of holistic, life skill and evidence-based approaches and diversionary resources and activities that build resilience, reduce underage drinking and alcohol related harms amongst such young people (age 11 and upwards).

### Our Impact and reach 2020/21 academic year





## 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 underage 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



### The Problems

#### CHILDREN AND YOUNG PEOPLE

- ◇ 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.
- ◇ 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.
- ◇ 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 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.
- ◇ 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.
- ◇ 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

- ◇ We engage children with an interactive online platform [talkaboutalcohol.com](https://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.
- ◇ 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 & YOUTH PROFESSIONALS

### The Problems

- ◇ 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.
- ◇ The time dedicated to health education (RSHE) decreased by 32% in KS3/KS4 between 2011-15.
- ◇ A record number of school exclusions were issued in 2016/17 in England due to drugs and alcohol.
- ◇ RSHE from 2020 is statutory, but schools have little budget, training or guidance.

### 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 ability for each year group.
- ◇ We make our evidenced programme available free of charge to all secondary schools across Britain.
- ◇ 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.



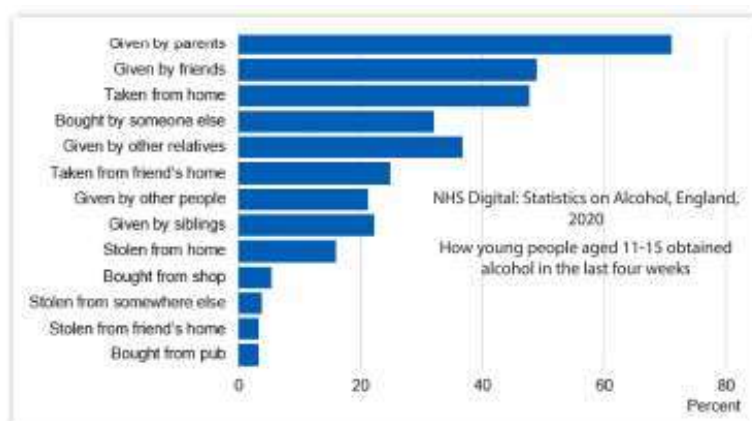
## COMMUNITIES AND FAMILIES

### The Problems

- ◇ 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 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 cafe 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 online 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:

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

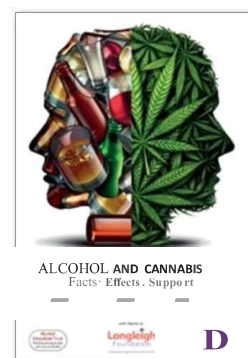
### Doubling our remit to support young adults to age 25

2021 has seen the completion of the pilot in the South West, in partnership with Stonewater Housing and the Llonglegh 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

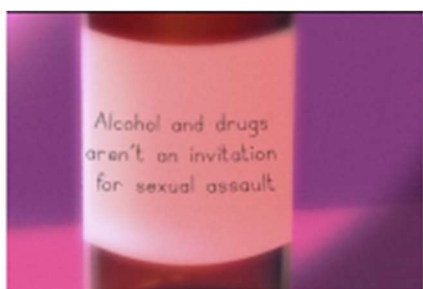
We have developed workshops and resources on cannabis use for the first time in context with drinking as the prevalence of treatment for poly-use for under 18s and hospital admissions are increasing, levels of harmful tetrahydrocannabinol (THC) are increasing and its links with dependency and psychotic 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 female s, 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 people's knowledge, resilience and life skills and so reduce negative risk taking.

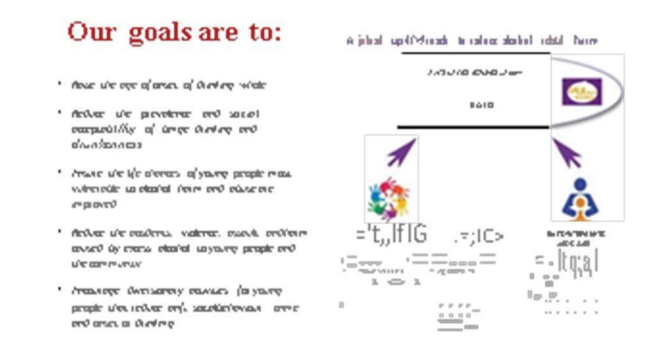


## Our outreach 2020/21

### 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.



## 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.*

## 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.

## Supporting young people with additional learning needs

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.

We have also made all our resources available on a USB for the first time for easy use in settings without internet or for more informal settings such as youth and sports clubs.

## The opening of Pavilion in The Park (PiP) April 2021

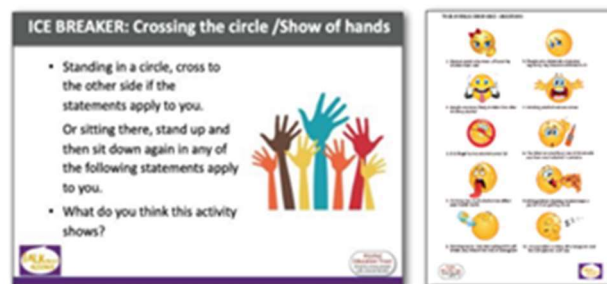
Following three years of fundraising, thanks to the amazing individuals, patrons, grant makers and local councils, Pavilion in the Park (PiP) opened in the heart of lockdown on April 16th and in a very short amount of time, has established itself at the heart of the Dorchester and Poundbury community.

Thanks to the Alice Ellen Cooper Dean Charitable Trust, we were able to employ Lucy Roberts part time as a Community Engagement Officer, which has been invaluable and as a result we have been able to provide diversionary activities for Dorset children for the first time in partnership with Dorchester Town Council. Evidence shows that young people who feel a sense of belonging to their community, who engage in volunteering, clubs and activities are significantly less likely to engage in any kind of risky or anti-social behaviour.

We provided 'hangout days' for 9 to 14 year-olds, that were fully booked for 100 children on each day, as well as two 4-hour sessions a week for vulnerable children (statemented or receiving free school meals), including a hot lunch, throughout the whole of August.

This Autumn we started hosting art and craft clubs for local children, welcomed 150 children for free Halloween activities, hosted a day of activities in The Christmas holidays as well as Santa's grotto/carols with the Dorchester Lions.

You can read the community report [here](#).



*We loved it, really good to spend time with J outside of the home so no distractions. J said it was her favourite thing we have done together in a long time.*

**After school Art club**

*Thank you for arranging all the adventures for the children over the holidays, they've loved every second of it*

*I just wanted to say thank you so much to you and all the volunteers who made the activities possible. Our children really enjoyed the two days.*

**Holiday Hangouts**

*It's been a fantastic programme and really broken up the school holidays and made it much more enjoyable for my daughter.*

**Kids Club**

*My Family went to the carol service at the Pavilion last night. What a lovely evening was had by all.*

**Merry Christmas!**

**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 cafe (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](http://www.life-stuff.org) will be launched in The New Year.

### **Extending our 16 to 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 to 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.



## Resource distribution and reach 2020 - 21

### Kate Hooper, schools and youth organisation coordinator

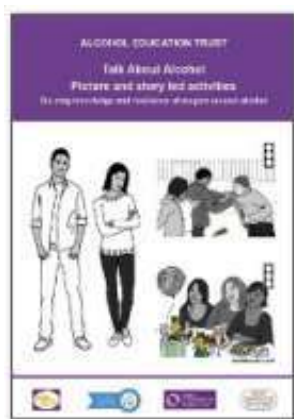
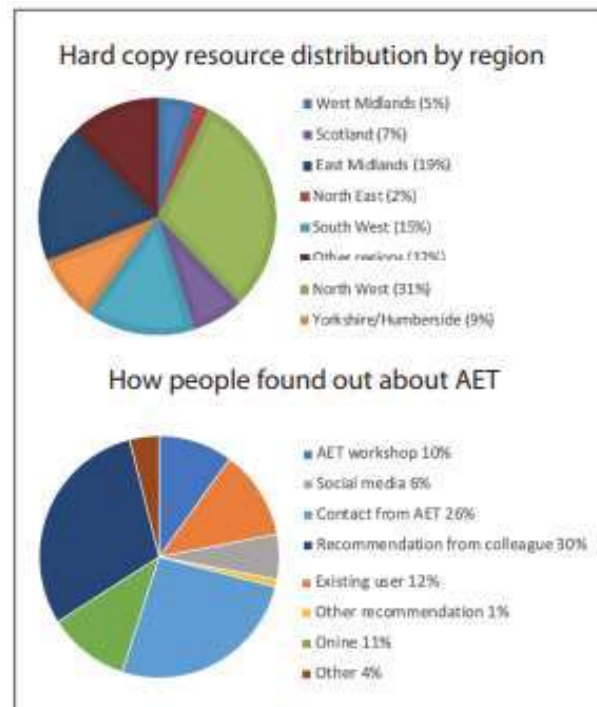
Despite this still not being a 'normal' year in terms of school closures and lockdowns, it has been a very busy year for us with over 1,200 settings accessing our resources this year and a number of new resources being introduced both digitally and in hard copy format. We were delighted that our postponed 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 is 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.



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](http://alcoholeducationtrust.org) with a fun learning zone for teenagers [talkaboutalcohol.com](http://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.

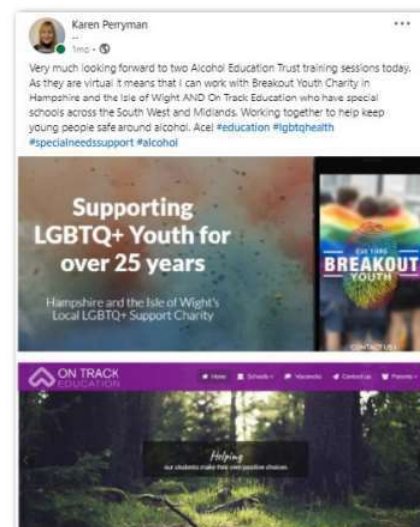
I enjoyed being part of the annual PGCE Health and Wellbeing Conference organised by University of Southampton and NHS Public Health England where student/newly qualified teachers received Talk About Alcohol training.

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!

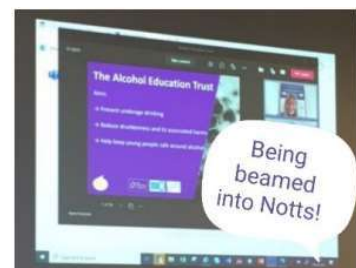
### Next steps

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.*

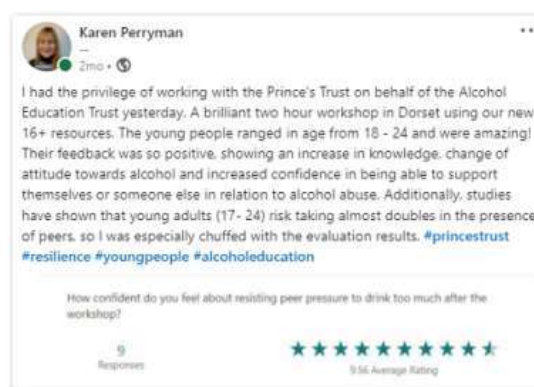
Prince's Trust Team Programme/ Dorset and Wiltshire Fire Service

*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







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.



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 to 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 the 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 Princes 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 Princes 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 53 and 54.

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.

*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



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, Kears 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.

**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

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

### 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.



### SUPPORT SCHOOLS AND ORGANISATIONS

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



### 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.

### ENHANCE OUR SERVICES

- Extend our remit and reach to young adults up the age of 25, specifically those more vulnerable to alcohol related harms and student populations.
- Expand our digital outreach, training games and interactive materials.
- Develop the range of resources offered to cover the effects of using alcohol and drugs (polyuse).
- 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.
- 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 cafe (PiP Cafe) and a welcome community and training space. PiP Cafe 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 coordinators 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 one-off items for the Pavilion which came from the designated build fund), 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.

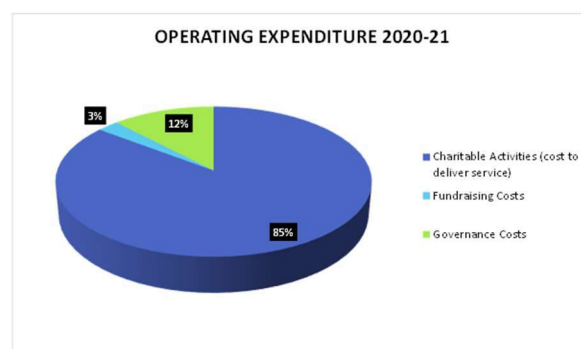
Incoming general funds amounted to £97,951 which included £14,641 from the Job Retention Scheme.

Gross expenditure from general funds during the year amounted to £107,280 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 Cafe to cover the initial cafe fit-out and set-up costs and working capital requirements.

With the opening of the new cafe there was no time for community fundraising activities this year but we did raise over £700 in donations from generous cafe 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 cafe 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

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
<b>OPERATING INCOME</b>	<b>£252,024</b>	<b>£218,766</b>
Funds received for Pavilion Build Fund	£12,161	£210,963
<b>TOTAL INCOME</b>	<b>£264,185</b>	<b>£429,730</b>
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
<b>OPERATING EXPENDITURE</b>	<b>£172,653</b>	<b>£148,369</b>
Capital Expenditure on the Pavilion	£1,938	£0
<b>OPERATING EXPENDITURE</b>	<b>£174,591</b>	<b>£148,369</b>



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.

## PiP Cafe

The charity runs PiP Cafe via a trading subsidiary called Pavilion in the Park (PiPs) Ltd. Cafe 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. PiP Café registered for VAT on the 1<sup>st</sup> October 2021.

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 Cafe will donate all profits to the charity and the donation in 2021-22 will be £14k 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 cafe 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
<b>GROSS PROFIT</b>	<b>£70,168</b>
EXPENDITURE	2020-21
Staff Costs	£30,644
Other Costs	£11,077
Shared Costs from AET	£1,320
<b>TOTAL EXPENDITURE</b>	<b>£43,041</b>
<b>OPERATING PROFIT</b>	<b>£27,127</b>

## 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.



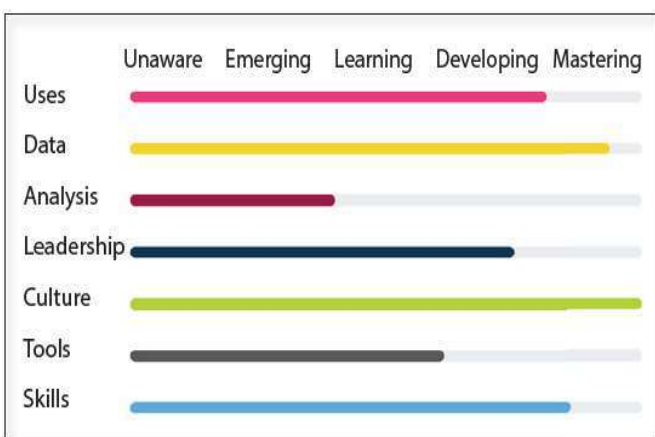
### Evidence review and recommendations, PSHE Association and Child Exploitation and Online Protection Command (CEOPS)

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.](#)



### 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



## Awards and recognition



Private Education & Development Awards 2019



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



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



Inspiring Wellbeing Awards 2018 - Outstanding contribution to Wellbeing



Charity Times Finalist for best small charity of the year 2017

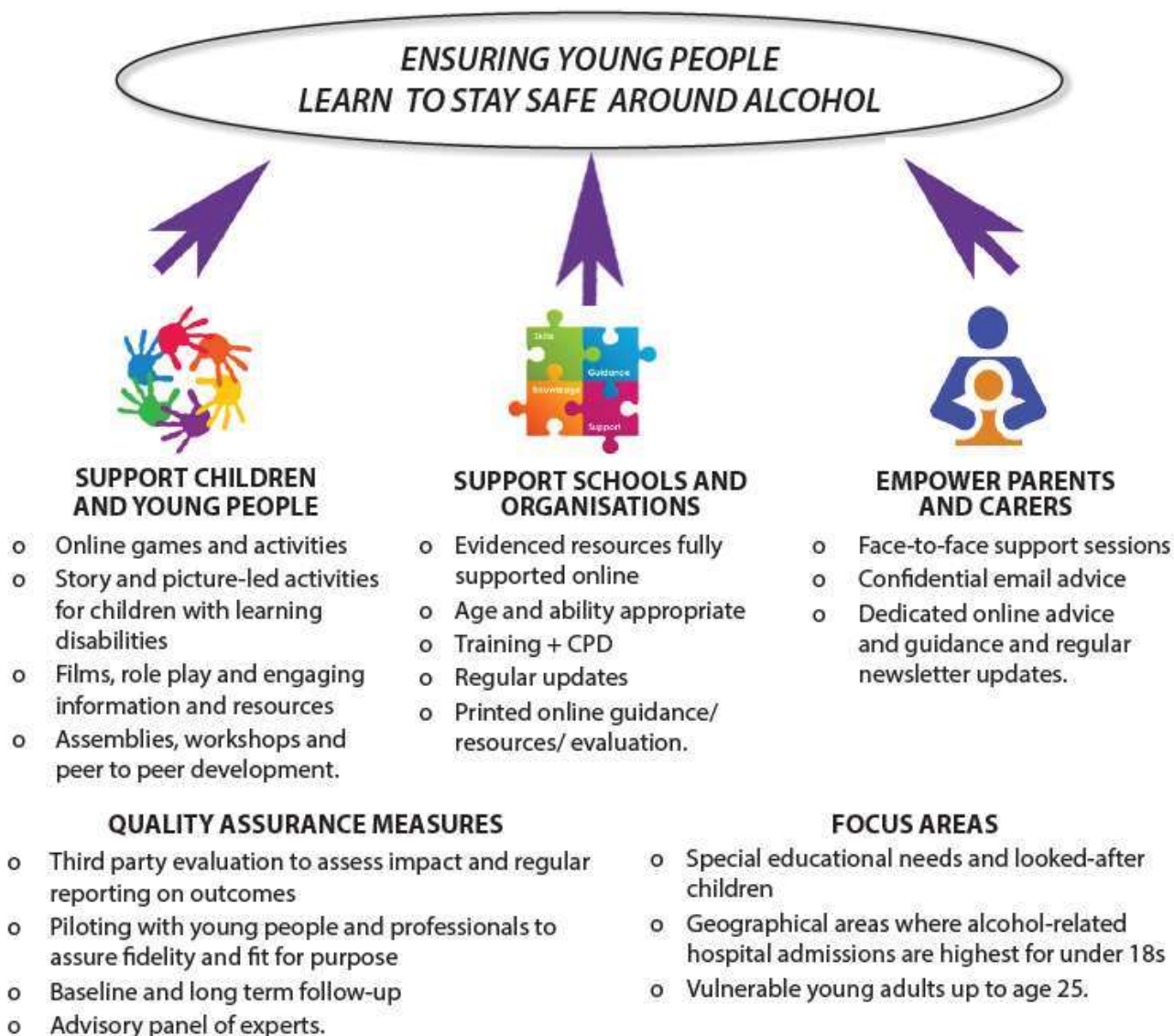


Children and Young People Now! 2017 Finalist for best early intervention awards



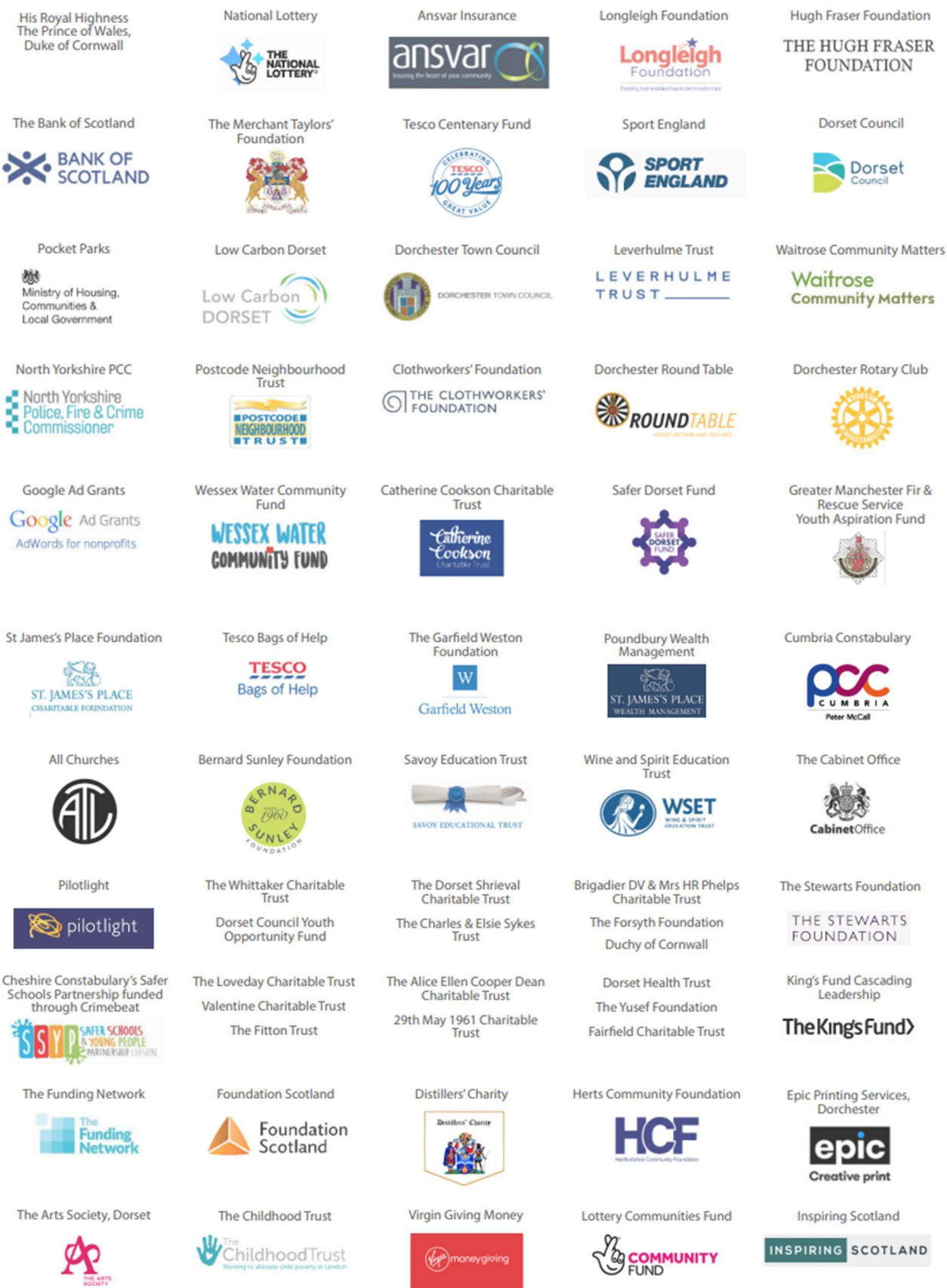
GSK King's Fund Health Impact runner-up award 2016

## A joined-up approach to reduce alcohol-related harm



## 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:



The annual report was approved by the trustees of the charity on the 28th February 2022 and signed on its behalf by:

\_\_\_\_\_  
Vicky McDonough, Chair of Trustees

29th March 2022

Date

# **SECTION 2**

## **ACCOUNTS**

**THE ALCOHOL EDUCATION TRUST**  
**ANNUAL REPORT AND FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 SEPTEMBER 2021**

E d w a r d s & K e e p i n g

Chartered Accountants

# THE ALCOHOL EDUCATION TRUST

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Reference and Administrative Details	1
Independent Examiner's Report	2
Statement of Financial Activities	3
Balance Sheet	4
Notes to the Financial Statements	5 to 17

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# THE ALCOHOL EDUCATION TRUST

## REFERENCE AND ADMINISTRATIVE DETAILS

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<b>Trustees</b>	Victoria McDonaugh PGCE, Chair Christina Benjamin BSc (Hons) PGCE David Cox Stephen Foster Kate Larard MSc HV RM SRN Andrew Morse BSc Hons Keith Newton ACA Dr Lara Jayne Wear MB BS BSc DCH (SA) MRCGP Alison Winsborough BMus PGCE
<b>Senior Management / Leadership Team</b>	Helena Conibear, Chief Executive
<b>Charity Registration Number</b>	1186202
<b>Principal Office</b>	Pavilion in the Park St Johns Way Poundbury Dorchester Dorset DT1 2FG
<b>Independent Examiner</b>	S J Hough FCA Edwards & Keeping Chartered Accountants Unity Chambers 34 High East Street Dorchester Dorset DT1 1HA
<b>Bankers</b>	The Co-operative Bank P O Box 250 Skelmerdale WN8 6WT

# THE ALCOHOL EDUCATION TRUST

## INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF THE ALCOHOL EDUCATION TRUST

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I report to the trustees on my examination of the accounts of The Alcohol Education Trust for the year ended 30 September 2021.

### Responsibilities and basis of report

As the charity trustees of The Alcohol Education Trust you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the The Alcohol Education Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

### Independent examiner's statement

Since The Alcohol Education Trust's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of The Alcohol Education Trust as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

S J Hough FCA  
Edwards & Keeping  
Chartered Accountants

Unity Chambers  
34 High East Street  
Dorchester  
Dorset  
DT1 1HA

4 April 2022

# THE ALCOHOL EDUCATION TRUST

## STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 30 SEPTEMBER 2021

				Total 2021 £	(As restated) Total 2020 £
	Note	Unrestricted £	Restricted £		
<b>Income and Endowments from:</b>					
Donations and legacies	2	106,623	153,797	260,420	421,443
Charitable activities	3	3,489	276	3,765	4,071
Fundraising income		-	-	-	4,216
Total income		110,112	154,073	264,185	429,730
<b>Expenditure on:</b>					
Charitable activities	4	(73,428)	(101,163)	(174,591)	(148,369)
Total expenditure		(73,428)	(101,163)	(174,591)	(148,369)
Gains/losses on investment assets	10	7,490	-	7,490	(3,174)
Net income		44,174	52,910	97,084	278,187
Gross transfers between funds		(2,070)	2,070	-	-
Net movement in funds		42,104	54,980	97,084	278,187
<b>Reconciliation of funds</b>					
Total funds brought forward		455,028	76,739	531,767	253,580
Total funds carried forward	15	497,132	131,719	628,851	531,767

All of the charity's activities derive from continuing operations during the above two periods.

The funds breakdown for 2020 is shown in note 15.



# THE ALCOHOL EDUCATION TRUST

(CHARITY COMMISSION REGISTRATION NUMBER: 1186202)

(OSCR REGISTRATION NUMBER SC050360)

BALANCE SHEET AS AT 30 SEPTEMBER 2021

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	Note	2021 £	2020 £ (As restated)
<b>Fixed assets</b>			
Tangible assets	9	292,103	53,797
Investments	10	<u>85,595</u>	<u>53,106</u>
		<u>377,698</u>	<u>106,903</u>
<b>Current assets</b>			
Stocks	11	7,237	12,201
Debtors	12	401	40,539
Cash at bank and in hand	13	<u>314,567</u>	<u>428,585</u>
		322,205	481,325
<b>Creditors: Amounts falling due within one year</b>	14	<u>(71,052)</u>	<u>(56,461)</u>
<b>Net current assets</b>		<u>251,153</u>	<u>424,864</u>
<b>Net assets</b>		<u>628,851</u>	<u>531,767</u>
<b>Funds of the charity:</b>			
<b>Restricted income funds</b>			
Restricted funds	15	131,719	76,739
<b>Unrestricted income funds</b>			
Unrestricted funds		<u>497,132</u>	<u>455,028</u>
<b>Total funds</b>	15	<u>628,851</u>	<u>531,767</u>

The financial statements on pages 3 to 17 were approved by the trustees, and authorised for issue on 28 February 2022 and signed on their behalf by:

Victoria McDonagh PGCE  
Trustee

# THE ALCOHOL EDUCATION TRUST

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 SEPTEMBER 2021

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### 1 Accounting policies

#### Statement of compliance

The financial statements have been prepared in accordance with the second edition of the Charities Statement of Recommended Practice issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011.

#### Basis of preparation

The Alcohol Education Trust meets the definition of a public benefit entity under FRS 102. The accounts (financial statements) have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to these accounts.

#### Exemption from preparing a cash flow statement

The charity opted to early adopt Bulletin 1 published on 2 February 2016 and have therefore not included a cash flow statement in these financial statements.

#### Going concern

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern.

#### Prior period errors

The comparatives have been restated to reflect the market value of the investments as at 30th September 2019 and 2020 with the unrealised loss in 2019/20 shown in the Statement of Financial Activities comparatives.

#### Income and endowments

Voluntary income including donations, gifts, legacies and grants that provide core funding or are of a general nature is recognised when the charity has entitlement to the income, it is probable that the income will be received and the amount can be measured with sufficient reliability.

#### Donations and legacies

Donations and legacies are recognised on a receivable basis when receipt is probable and the amount can be reliably measured.

#### Grants receivable

Grants are recognised when the charity has an entitlement to the funds and any conditions linked to the grants have been met. Where performance conditions are attached to the grant and are yet to be met, the income is recognised as a liability and included on the balance sheet as deferred income to be released.

#### Deferred income

Deferred income represents amounts received for future periods and is released to incoming resources in the period for which, it has been received. Such income is only deferred when:

- The donor specifies that the grant or donation must only be used in future accounting periods; or
- The donor has imposed conditions which must be met before the charity has unconditional entitlement.

# THE ALCOHOL EDUCATION TRUST

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 SEPTEMBER 2021

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### Expenditure

All expenditure is recognised once there is a legal or constructive obligation to that expenditure, it is probable settlement is required and the amount can be measured reliably. All costs are allocated to the applicable expenditure heading that aggregate similar costs to that category. Where costs cannot be directly attributed to particular headings they have been allocated on a basis consistent with the use of resources, with central staff costs allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use. Other support costs are allocated based on the spread of staff costs.

### Charitable activities

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

### Support costs

Support costs include central functions and have been allocated to activity cost categories on a basis consistent with the use of resources, for example, allocating property costs by floor areas, or per capita, staff costs by the time spent and other costs by their usage.

### Government grants

Government grants are recognised based on the accrual model and are measured at the fair value of the asset received or receivable. Grants are classified as relating either to revenue or to assets. Grants relating to revenue are recognised in income over the period in which the related costs are recognised. Grants relating to assets are recognised over the expected useful life of the asset. Where part of a grant relating to an asset is deferred, it is recognised as deferred income.

### Taxation

The charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

### Tangible fixed assets

Individual fixed assets costing £1,000 or more are initially recorded at cost, less any subsequent accumulated depreciation and subsequent accumulated impairment losses. However, the Trustees may consider capitalising lower cost items where appropriate,

### Depreciation and amortisation

Depreciation is provided on tangible fixed assets so as to write off the cost or valuation, less any estimated residual value, over their expected useful economic life as follows:

#### Asset class

Leasehold Buildings

Fixtures and Fittings

#### Depreciation method and rate

Over the minimum period of the lease  
straight line

20% reducing balance

# THE ALCOHOL EDUCATION TRUST

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 SEPTEMBER 2021

---

### **Fixed asset investments**

Fixed asset investments, other than programme related investments, are included at market value at the balance sheet date. Realised gains and losses on investments are calculated as the difference between sales proceeds and their market value at the start of the year, or their subsequent cost, and are charged or credited to the Statement of Financial Activities in the period of disposal.

Unrealised gains and losses represent the movement in market values during the year and are credited or charged to the Statement of Financial Activities based on the market value at the year end.

Unlisted investments, including the investment in the subsidiary are measured at cost less provision for impairment as the fair value cannot be measured reliably.

### **Stock**

Stock is valued at the lower of cost and estimated selling price.

### **Trade debtors**

Trade debtors are amounts due from customers for merchandise sold or services performed in the ordinary course of business.

Trade debtors are recognised initially at the transaction price. They are subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for the impairment of trade debtors is established when there is objective evidence that the charity will not be able to collect all amounts due according to the original terms of the receivables.

### **Cash and cash equivalents**

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

### **Trade creditors**

are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

### **Fund structure**

Unrestricted income funds are general funds that are available for use at the trustees's discretion in furtherance of the objectives of the charity.

Designated funds are unrestricted funds set aside for specific purposes at the discretion of the trustees.

Restricted income funds are those donated for use in a particular area or for specific purposes, the use of which is restricted to that area or purpose.

## THE ALCOHOL EDUCATION TRUST

### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 SEPTEMBER 2021

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#### 2 Income from donations and legacies

	Unrestricted			Total 2021 £	Total 2020 £
	General £	Designated £	Restricted £		
Donations and grants;					
Grants and charitable donations	57,245	12,161	139,797	209,203	357,302
Other donations	19,576	-	14,000	33,576	45,075
Government grants	17,641	-	-	17,641	19,066
	<u>94,462</u>	<u>12,161</u>	<u>153,797</u>	<u>260,420</u>	<u>421,443</u>

Included in Restricted Fund grants is £15,000 from the Bank of Scotland Foundation.

Government grant income includes income from the Coronavirus Job Retention Scheme.

#### 3 Income from charitable activities

	Unrestricted			Total 2021 £	Total 2020 £
	General £	Designated £	Restricted £		
Miscellaneous sales and hire income	<u>3,489</u>	<u>-</u>	<u>276</u>	<u>3,765</u>	<u>4,071</u>

# THE ALCOHOL EDUCATION TRUST

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 SEPTEMBER 2021

### 4 Expenditure on charitable activities

		Unrestricted			Total	Total
	Note	General	Designated	Restricted	2021	2020
		£	£	£	£	£
Staff costs	6	80,743	-	48,942	129,685	120,504
Office expenses		5,214	1,741	1,734	8,689	4,296
Computer software and maintenance		4,530	197	1,554	6,281	1,337
Printing, postage and stationery		5,659	-	7,900	13,559	10,957
Travel and subsistence		1,731	-	2,419	4,150	10,289
Advertising		329	-	546	875	450
Legal and professional fees		696	-	2,278	2,974	48
Fundraising costs		-	-	-	-	266
Sundry expenses		1,368	-	-	1,368	222
Resource allocation		(35,790)	-	35,790	-	-
Independent Examiner's remuneration	7	1,980	-	-	1,980	-
Depreciation		5,030	-	-	5,030	-
		<u>71,490</u>	<u>1,938</u>	<u>101,163</u>	<u>174,591</u>	<u>148,369</u>

### 5 Trustees remuneration and expenses

During the year the charity made the following transactions with trustees:

#### David Cox

£104 (2020: £247) of expenses were reimbursed to David Cox during the year.

The expenses were reimbursement of travel expenses incurred.

No trustees, nor any persons connected with them, have received any remuneration from the charity during the year.

No trustees have received any other benefits from the charity during the year.

## THE ALCOHOL EDUCATION TRUST

### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 SEPTEMBER 2021

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#### 6 Staff costs

The aggregate payroll costs were as follows:

	2021 £	2020 £
<b>Staff costs during the year were:</b>		
Wages and salaries	125,362	115,179
Social security costs	2,534	3,483
Pension costs	1,789	1,842
	<u>129,685</u>	<u>120,504</u>

The monthly average number of persons (including senior management / leadership team) employed by the charity during the year (head count) was as follows:

	2021 No
All persons employed	<u>5</u>

No employee received emoluments of more than £60,000 during the year

#### 7 Independent examiner's remuneration

	2021 £	2020 £
<b>Other fees to examiners</b>		
Examination-related assurance services	1,080	-
All other services	900	-
	<u>1,980</u>	<u>-</u>

#### 8 Taxation

The charity is a registered charity and is therefore exempt from taxation.

# THE ALCOHOL EDUCATION TRUST

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 SEPTEMBER 2021

### 9 Tangible fixed assets

	Land and buildings £	Furniture and equipment £	Total £
<b>Cost</b>			
At 1 October 2020	53,797	-	53,797
Additions	239,234	4,102	243,336
At 30 September 2021	293,031	4,102	297,133
<b>Depreciation</b>			
Charge for the year	3,663	1,367	5,030
At 30 September 2021	3,663	1,367	5,030
<b>Net book value</b>			
At 30 September 2021	289,368	2,735	292,103
At 30 September 2020	53,797	-	53,797

Included within the net book value of land and buildings above is £Nil (2020 - £Nil) in respect of freehold land and buildings and £289,368 (2020 - £53,797) in respect of leaseholds.

### 10 Fixed asset investments

	2021 £	2020 £ (As restated)
Shares in group undertakings and participating interests	25,000	1
Other investments	60,595	53,105
	85,595	53,106

#### Shares in group undertakings and participating interests

	Subsidiary undertakings £	Total £
<b>Cost</b>		
At 1 October 2020	1	1
Additions	24,999	24,999
At 30 September 2021	25,000	25,000
<b>Net book value</b>		
At 30 September 2021	25,000	25,000
At 30 September 2020	1	1



# THE ALCOHOL EDUCATION TRUST

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 SEPTEMBER 2021

### Other investments

	Unit Trust investment £	Total £
<b>Cost or Valuation</b>		
At 1 October 2020	53,105	53,105
Revaluation	7,490	7,490
At 30 September 2021	60,595	60,595
<b>Net book value</b>		
At 30 September 2021	60,595	60,595
At 30 September 2020	53,105	53,105

### Details of undertakings

Details of the investments in which the charity holds 20% or more of the nominal value of any class of share capital are as follows:

Undertaking	Country of incorporation	Holding	Proportion of voting rights and shares held		Principal activity
			2021	2020	
Subsidiary undertakings					
The Pavilion in the Park (PIPS) Ltd St John Way, Poundbury, Dorchester. DT1 2FG	England & Wales	Ordinary	100%	100%	Running the cafe at Pavilion in the Park

# THE ALCOHOL EDUCATION TRUST

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 SEPTEMBER 2021

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### Subsidiaries

The profit for the financial period of The Pavilion in the Park (PIPS) Ltd was £27,127 (2020 - £Nil) and the aggregate amount of capital and reserves at the end of the period was £52,127 (2020 - £1).

### 11 Stock

	2021 £	2020 £
Stocks	<u>7,237</u>	<u>12,201</u>

### 12 Debtors

	2021 £	2020 £
Due from group undertakings	301	-
Other debtors	<u>100</u>	<u>40,539</u>
	<u>401</u>	<u>40,539</u>

# THE ALCOHOL EDUCATION TRUST

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 SEPTEMBER 2021

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### 13 Cash and cash equivalents

	2021 £	2020 £
Cash on hand	60	-
Cash at bank	314,507	428,585
	<u>314,567</u>	<u>428,585</u>

### 14 Creditors: amounts falling due within one year

	2021 £	2020 £
Trade creditors	11,069	5,718
Other creditors	10,149	1
Accruals	1,834	42
Deferred income	48,000	50,700
	<u>71,052</u>	<u>56,461</u>

	2021 £
Deferred income at 1 October 2020	50,700
Resources deferred in the period	48,000
Amounts released from previous periods	<u>(50,700)</u>
Deferred income at 30 September 2021	<u>48,000</u>

# THE ALCOHOL EDUCATION TRUST

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 SEPTEMBER 2021

### 15 Funds

	Balance at 1 October 2020 (as restated) £	Incoming resources £	Resources expended £	Transfers £	Other recognised gains/(losses) £	Balance at 30 September 2021 £
<b>Unrestricted</b>						
<i><b>General</b></i>						
General funds	74,268	97,951	(71,490)	285,063	7,490	393,282
<i><b>Designated</b></i>						
Building Fund	355,760	12,161	(1,938)	(312,133)	-	53,850
CEO Succession Reserve	25,000	-	-	25,000	-	50,000
	<u>380,760</u>	<u>12,161</u>	<u>(1,938)</u>	<u>(287,133)</u>	<u>-</u>	<u>103,850</u>
<b>Total unrestricted</b>	<u>455,028</u>	<u>110,112</u>	<u>(73,428)</u>	<u>(2,070)</u>	<u>7,490</u>	<u>497,132</u>
<b>Restricted</b>						
Cumbria & Lancs	4,058	5,250	(9,883)	575	-	-
Dorset	12,643	-	(2,871)	-	-	9,772
East Midlands	3,793	5,000	(8,806)	13	-	-
16+ (formerly Foyer)	7,954	61,200	(20,603)	-	-	48,551
Greater London	375	-	(926)	551	-	-
Gr.Manchester F&R	741	-	(1,588)	847	-	-
LAAAs	1,890	-	(1,748)	-	-	142
Leeds & Kirklees	1,503	-	(186)	-	-	1,317
Midland & South West	16,368	17,000	(13,813)	-	-	19,555
North Yorkshire	5,959	-	(2,785)	-	-	3,174
Scotland	4,218	39,000	(19,809)	-	-	23,409
SEN/LAC	17,237	-	(6,741)	-	-	10,496
Digital	-	9,690	(2,479)	-	-	7,211
Mersey	-	2,500	(2,584)	84	-	-
PiPs space	-	14,433	(6,341)	-	-	8,092
	<u>76,739</u>	<u>154,073</u>	<u>(101,163)</u>	<u>2,070</u>	<u>-</u>	<u>131,719</u>
<b>Total restricted</b>	<u>76,739</u>	<u>154,073</u>	<u>(101,163)</u>	<u>2,070</u>	<u>-</u>	<u>131,719</u>
<b>Total funds</b>	<u>531,767</u>	<u>264,185</u>	<u>(174,591)</u>	<u>-</u>	<u>7,490</u>	<u>628,851</u>



# THE ALCOHOL EDUCATION TRUST

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 SEPTEMBER 2021

	Balance at 1 October 2019 (as restated) £	Incoming resources £	Resources expended £	Transfers £	Other recognised gains/(losses) (as restated) £	Balance at 30 September 2020 (as restated) £
<b>Unrestricted funds</b>						
<b>General</b>						
General funds	72,436	119,517	(89,511)	(25,000)	(3,174)	74,268
<b>Designated</b>						
Building Fund	119,797	210,963	-	25,000	-	355,760
CEO Succession Reserve	25,000	-	-	-	-	25,000
	<u>144,797</u>	<u>210,963</u>	<u>-</u>	<u>25,000</u>	<u>-</u>	<u>380,760</u>
<b>Total unrestricted funds</b>	<u>217,233</u>	<u>330,480</u>	<u>(89,511)</u>	<u>-</u>	<u>(3,174)</u>	<u>455,028</u>
<b>Restricted</b>						
Cumbria & Lancs	-	11,200	(7,142)	-	-	4,058
Dorset	7,142	7,000	(1,499)	-	-	12,643
East Midlands	-	6,000	(2,207)	-	-	3,793
16+ (formerly Foyer)	-	15,300	(7,346)	-	-	7,954
Greater London	646	-	(271)	-	-	375
Gr.Manchester F&R	741	-	-	-	-	741
LAAAs	1,890	-	-	-	-	1,890
Leeds & Kirklees	1,503	-	-	-	-	1,503
Midland & South West	7,590	20,000	(11,222)	-	-	16,368
North Yorkshire	7,480	-	(1,521)	-	-	5,959
Scotland	596	24,750	(21,128)	-	-	4,218
SEN/LAC	8,759	15,000	(6,522)	-	-	17,237
<b>Total restricted funds</b>	<u>36,347</u>	<u>99,250</u>	<u>(58,858)</u>	<u>-</u>	<u>-</u>	<u>76,739</u>
<b>Total funds</b>	<u>253,580</u>	<u>429,730</u>	<u>(148,369)</u>	<u>-</u>	<u>(3,174)</u>	<u>531,767</u>

The specific purposes for which the funds are to be applied are as follows:

Designated funds:

Building Fund - the new office, community space and income generating cafe (operated by Pavilion in the Park (PiPs) Ltd was completed during 2020/21. The remaining fund balance will be spent on completing the external landscaping and installing a kiosk.

CEO Succession Fund - £50,000 is held in a designated fund to recognise that the true cost of replacing the current CEO would be significantly higher than the existing CEO remuneration.

# THE ALCOHOL EDUCATION TRUST

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 SEPTEMBER 2021

### 16 Analysis of net assets between funds

	Unrestricted funds		Restricted funds	Total funds at 30 September 2021
	General	Designated		
	£	£	£	£
Tangible fixed assets	292,103	-	-	292,103
Fixed asset investments	85,595	-	-	85,595
Current assets	57,575	113,939	150,691	322,205
Current liabilities	(41,991)	(10,089)	(18,972)	(71,052)
Total net assets	<u>393,282</u>	<u>103,850</u>	<u>131,719</u>	<u>628,851</u>

	Unrestricted funds		Restricted funds	Total funds at 30 September 2020
	General	Designated		
	£	£	£	£
Tangible fixed assets	-	53,797	-	53,797
Fixed asset investments	53,106	-	-	53,106
Current assets	35,498	326,963	118,864	481,325
Current liabilities	(14,336)	-	(42,125)	(56,461)
Total net assets	<u>74,268</u>	<u>380,760</u>	<u>76,739</u>	<u>531,767</u>

### 17 Related party transactions

During the year the charity made the following related party transactions:

#### Pavilion in the Park (PIPS) Ltd

(Pavilion in the Park (PIPS) Ltd is a wholly owned trading subsidiary of The Alcohol Education Trust)

During the year, expenses relating to the Pavilion in the Park are shared between The Alcohol Education Trust and Pavilion in the Park (PIPS) Ltd.. At the balance sheet date the amount due from Pavilion in the Park (PIPS) Ltd was £300 (2020 - £Nil).