

Annual Report 2021/22

Millions of people suffer,
avoidably, as a result of
serious alcohol harm.
But change is possible.

Let's create that change.

We are Alcohol Change UK

We work for a world free from the serious harm caused by alcohol.

We're not anti-alcohol. We are against the suffering that it causes. Serious alcohol harm affects millions of families, damaging and ending lives. It impacts all of us, whether through a loved one's suffering, damaged communities or avoidable costs to frontline services.

But alcohol harm is not inevitable.

We work across the UK to reduce alcohol harm.

We do this with compassion, with ambition, and by seeking and telling the truth about alcohol harm and how to end it.

Change is possible.

Let's create that change.



Annual report and financial statements of the trustees of Alcohol Change UK¹

Year ending 31 March 2022

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Serious alcohol harm
affects millions of families,
damaging and ending lives.

¹Alcohol Change UK is the operating name of Alcohol Research UK, charity registration number 1140287 (England and Wales).



Welcome from the Chair

Reducing alcohol harm is essential if people across Britain are to be happy and healthy. Alcohol harm is one of the most common causes of illness, early death, low productivity, and crime and disorder that we face as a society. We can have a better country if we tackle alcohol harm.

The good news is that the solutions are right in front of us. Alcohol Change UK works holistically, to deliver the five big changes set out in our 2019-24 strategy:

- Increased knowledge and understanding of alcohol harm, through innovative research
- Better policies and regulations, by supporting government to implement measures that will tackle alcohol harm
- A shifted culture, so that alcohol is treated as optional to our lives, not as the default setting of our culture
- Improved drinking behaviours amongst heavy drinkers, through our information and behaviour change challenges such as Dry January
- A stronger, properly-funded and fully inclusive alcohol treatment system, so that those of us who do need extra help to retake control of our drinking have the best support available whenever we need it.

This report covers the period 1 April 2021 to 31 March 2022. Two of my fellow trustees, Will Haydock and Ranjeet Kaile, stood down this year. Both contributed a massive amount to the charity during their time with us so my sincere thanks to them. We were delighted to welcome Adam Uttley as our new Treasurer in June 2021.

2021-22 was just our second full year of fundraising and it saw us taking big strides forwards, giving people across the UK the

chance to express their passion for ending alcohol harm, whether through creative fundraising efforts, quiet giving, or heartfelt gifts in memory of a loved one killed too young by alcohol. We were also excited that over 9,000 campaigners and activists joined us, wanting to use their time and passion to end alcohol harm sooner.

Most importantly, this report is about the difference we make.

Most importantly, of course, this report is about the difference we make. We are committed to improving the lives of millions of people and families across the UK. My huge thanks to our staff team for achieving such progress, to my fellow trustees for their insight and good governance and to all our supporters who share our belief that alcohol harm is completely avoidable. Looking ahead, our 2022-23 plan stays true to our strategy and will see us continuing to develop our impact-centred work programmes. With your continued support, we can and will make alcohol change happen faster.

Fiyaz Mughal, OBE
Chair of the Board of Trustees



Welcome from the Chief Executive

Alcohol harm is huge in scale and affects every single one of us. It damages families. It blights communities. And it holds back society, causing untold (avoidable) disruption to our NHS and our criminal justice system.

But at Alcohol Change UK we passionately believe in the power of people to come together to end alcohol harm and create a better society:

- where people live to see their grandchildren
- where employers are no longer legally allowed to discriminate against people who have been alcohol dependent
- where children can flourish in their family, free from the shadow of alcohol harm
- where people can socialise, have fun and relax without falling for the myth that alcohol is essential to that
- where people are free to choose to consume alcohol or not without any pressure from their friends or from the alcohol or hospitality industries
- where billions of pounds of resources are freed up in the NHS to meet other health priorities, and
- where the criminal justice system is not clogged up with millions of unnecessary cases.

So much of our work is driven by and for people who support our mission to end alcohol harm:

- Parliamentarians across the House of Commons and the House of Lords
- The hundreds of thousands of people who have taken part in Dry January, moving from just 'a month break' to a life-changing experience

- The thousands of campaigners urging the government to create and deliver a proper alcohol strategy that covers prevention not just treatment
- The enlightened employers embracing our Alcohol at Work programme to increase the safeguarding and wellbeing of their teams
- The good friends deciding to #StopSoberShaming each other, to end the life-threatening pressure on others to consume alcohol.

#StopSoberShaming ...
to end the
life-threatening
pressure on others to
consume alcohol.

Drinking levels in the pandemic have led to a level of alcohol deaths not seen since records began. Change is possible ... and urgent. Please join us, so that we can win this fight against alcohol harm and create a better society for us all.


Dr Richard Piper
Chief Executive Officer



Our aim is to
improve the health
and happiness of
people across the UK.

What we do

Alcohol harm is complex and requires a holistic solution. Our work is diverse but coherent, delivered through eight inter-linked work programmes. The following pages summarise the activities and impacts of our eight work programmes during the year 2021-22.

1.	2.	3.	4.	5.	6.	7.	8.
Research and innovation	Engagement	Policy and influencing	Culture change	Information and advice	Behaviour change	Improving alcohol treatment	Alcohol at work
							
<ul style="list-style-type: none"> • Grants for innovative research • Commissioned studies • In-house research • Curating and communicating the latest knowledge 	<ul style="list-style-type: none"> • Guiding activists • Helping people tell their stories • Sourcing and supporting our spokespeople 	<ul style="list-style-type: none"> • Advising national governments • Influencing local policies • Working in coalition through the Alcohol Health Alliance and Alcohol and Families Alliance • All Party Parliamentary Group on Alcohol Harm 	<ul style="list-style-type: none"> • Stories across national media • Powerful messaging across our work, normalising 'not drinking' and challenging the stigma around having a drinking problem 	<ul style="list-style-type: none"> • Sector-leading website and digital resources • Outreach via diverse channels, including social media • Running Alcohol Awareness Week 	<ul style="list-style-type: none"> • Dry January • Sober Spring • Try Dry app • Flexible support offered via the website and long-term email journeys 	<ul style="list-style-type: none"> • Standing up for the alcohol treatment system • Driving innovation in commissioning and treatment, e.g., the Blue Light approach, assertive outreach • Training and consultancy 	<ul style="list-style-type: none"> • Helping workplaces take control of alcohol at work • Improved policies and practices • Safer, healthier work cultures • Enhanced productivity • Quicker, better support for workers harmed by alcohol

1. Research and innovation



Alcohol harm is a topic rife with opinions, many of them ill-informed or based on outdated 'myths' and half-truths. Research and evidence are essential if we are to ensure that action to reduce alcohol harm is effective. At the heart of our work is a commitment to rigorous research and an accurate understanding of alcohol harm and the best ways to reduce it.

Highlights

- In October 2021, we commissioned a major project on the Framing of Alcohol Harm looking at the foundational question: how should we talk about alcohol harm if we want to shift public attitudes? This two-year project is being delivered by the Institute for Social Marketing and Health (ISMH) at the University of Stirling, University College London, University of Sheffield, London Southbank University and the London School of Hygiene & Tropical Medicine, in partnership with FrameWorks UK.
- In March 2022, we published 'Delivering a problem? Online sales and deliveries of alcohol' (see following page).
- In September 2021, we hosted a highly-rated online national conference, 'Rebuild and recover: reducing alcohol harm and remaking connections in the post-pandemic world', where over 130 delegates heard from a range of speakers sharing their knowledge and experience.
- In February 2022, the Alcohol Health Alliance's wine labelling report that we supported was published. It found that wines can contain between 0g and 59g of free sugars per bottle, yet none of the wines analysed included this information on the label.



Example

Investigating online alcohol sales



'Delivering a problem' showed that illegal alcohol sales – to under 18s and to vulnerable/drunken adults – is not being adequately prevented by retailers, is not being enforced by trading standards or the police, and is made harder by out-of-date legislation.

The research helped us to better understand what is needed to tackle this problem and has been read with interest by the Home Office, Police & Crime Commissioners, retailers, and many others.

Research reports we published in the year

- May 2021** A feasibility study of Moving On In My Recovery
- Aug 2021** Alcohol and self-harm: A qualitative study
- Sep 2021** How to use legal powers to safeguard highly vulnerable dependent drinkers
- Mar 2022** Delivering a problem? Online sales and deliveries of alcohol

Research and evidence are essential if we are to ensure that action to reduce alcohol harm is effective.

4

We published four new research reports on our website this financial year.

9,000

There were almost 9,000 visits to the research hub on our website in the financial year.

2. Engagement



Alcohol Change UK is made up of more than its staff team and board. It is also the many thousands of people from all walks of life who come together to end alcohol harm. Engaging with people across the UK is a cornerstone of our strategy. We engage, listen and collaborate with our diverse supporters and help to unleash and coordinate their knowledge, passion and energy.

Highlights

In 2021-22 we:

- Published 26 stories of people who have first-hand experience of alcohol harm, whether as a result of their own or a loved one's drinking.
- Grew our Community Champions programme, welcoming 30 new volunteers to take our total number to 47 and involving them in all kinds of tasks, from writing alcohol-free drinks reviews to telling their stories in Parliament.
- Recruited and welcomed 3,471 new campaigners to the charity, who know that changes to government policy will reduce alcohol harm faster and further.

Engaging with people across the UK is a cornerstone of our strategy.



Example

Samantha Kingston, CEO of Virtual Umbrella and a Tedx speaker, is an Alcohol Change UK Community Champion.



Samantha Kingston

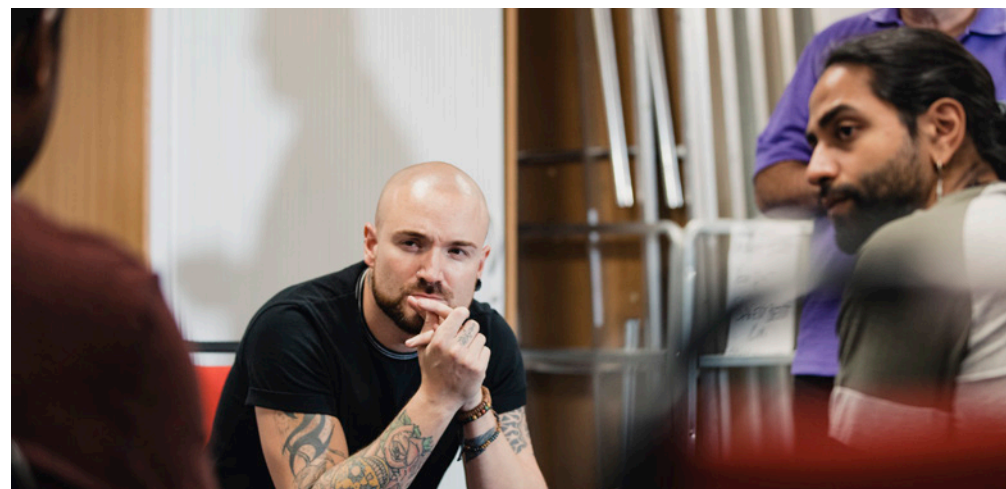
She has supported the Training and Consultancy team, been interviewed on Lorraine, written a blog for our website, and much more.

"Looking back at my life, alcohol was always there, playing a role. Often a silent role, sometimes a violent one and eventually the main character. When my mum died my relationship with alcohol completely changed. A voice in my head said, 'I will never touch it again'. Something that had consumed most of my mum's life, and mine, was the reason she was no longer here. In those first few months

after she died, the thought of alcohol made me very angry – the harsh reality was that it was a poison and it had killed someone.

In the last couple of years my anger has calmed, and I've channelled it into learning more. There is so much information out there and this is how I found Alcohol Change UK. I was looking for a place to feel comfortable about sharing my experience, but also a place that is open to many opinions and ideas around alcohol. Being a community champion for Alcohol Change UK has been an incredible opportunity and it's been an honour to hear other people's stories.

Now my focus is talking about and sharing the dangers of alcohol. Talking openly has allowed me to process a lot of my childhood memories and grief. It's also allowed me to help and guide people to resources that are available, which is something I wish I had had when I was 17. I'm still sober, four years later and very happy with that decision."



11,000

Our supporters took over 11,000 actions such as tweeting the Treasury about duty ahead of the budget, emailing their MP, taking on fundraising challenges and spreading awareness of our campaigns and behaviour change work.

5,425

Our Community Champions and Ambassadors contributed the equivalent of £5,425 in volunteer time between them during the financial year.

3. Policy and influencing



National governments have huge potential to reduce alcohol harm for millions of people, often at little or no cost to the taxpayer. Local government, too, has a big role to play. We work respectfully and constructively with governments and praise them when they show leadership on an issue, but are also unafraid to tell them when we think they are making a mistake or failing to act.

Highlights

- With Adfam, Kaleidoscope and others, we have established a new Welsh forum for the families of people with alcohol and other drug issues, and for the practitioners who support them, to maintain a focus on how alcohol affects the whole family.
- The All Party Parliamentary Group on Alcohol Harm held four online events in May, June, July and November 2021 on the topics of labelling, men and mental health, women's access to treatment, and alcohol and relationships.
- In June, we wrote a speech for Christian Wakeford MP to present at a conference on alcohol policy.
- In March, we ran a roundtable event with The University of Bedfordshire and the Alcohol Health Alliance on the types of improvements that were needed to ensure the Equality Act better meets the needs of dependent drinkers.
- On 10 November, we hosted an online roundtable event for people with personal and/or professional experience of the interface between alcohol and gambling.
- We met with Helen Whately, Exchequer secretary, who is leading on the alcohol duty review.
- In January, we had a very effective meeting with Maggie Throup MP, to discuss how alcohol impacts health.



Example

Our policy work



In February 2022, we met Minister for Public Health, Maggie Throup, alongside MPs from the APPG on Alcohol Harm. We explained the scale and nature of alcohol's health harms in the UK and the Minister expressed the view that more of her colleagues needed to hear this. She asked to meet us again to hear specific policy proposals. We've been working since with officials from the Department of Health and Social Care to further inform the department about the need for change and the possibilities for action.



National governments have huge potential to reduce alcohol harm for millions.

2,000

Over 2,000 policy campaign actions were taken by our supporters, including emails sent to MPs.

22,000

There were over 22,000 visits to the Policy Insights on our website (themed briefings on a range of policy topics).

4. Culture change



Drinking problems are, to a great extent, socially and culturally determined. That means they are primarily caused by ‘the world around us’, which is why different countries all have such different levels of alcohol problem (despite all containing the same species of human!). As people, we like to believe that everything we do is a matter of personal choice, but in reality, of course, the environment in which we find ourselves has a massive impact on the choices open to us and on how we behave.

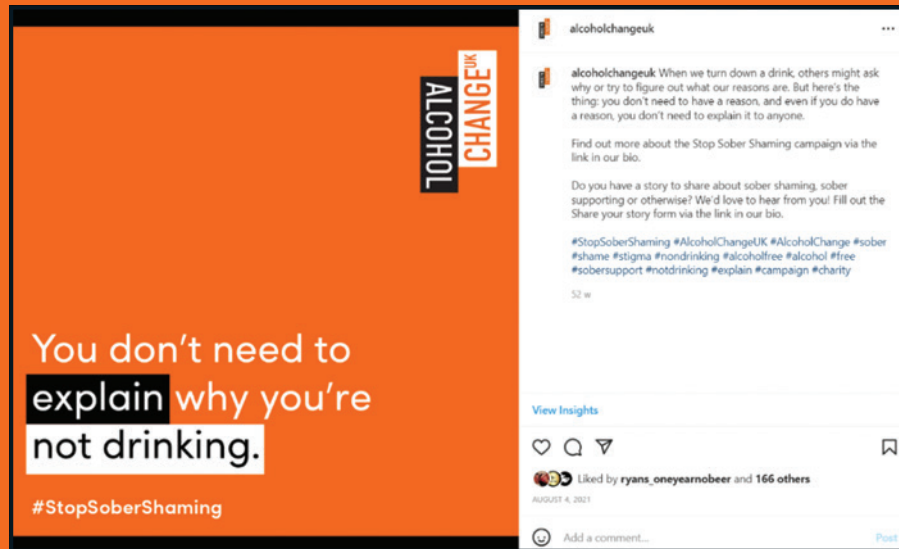
Alcohol Change UK works to shift not just the policy and economic environment (section 3, page 9.) but also the cultural and social environment (this section). In particular we seek to work with the media and social media to communicate two vital messages:

1. Not drinking alcohol (for a night, a week, a month or longer) is totally acceptable; and we should all #StopSoberShaming and should never question (indeed should actively support) someone’s choice to not drink alcohol on any occasion for any reason.
2. Anyone can develop a drinking problem. Having some level of alcohol problem is common and normal, occurs on a spectrum (is not a binary), and is certainly not limited to a small group of severely dependent drinkers (sometimes referred to as ‘alcoholics’). Indeed, the idea that there are ‘alcoholics’ who look a particular way (“and not like me”), can leads to millions of us denying our own mild or moderate drinking problem that may be escalating, causing us to delay seeking support, which can result in preventable deaths. Drinking problems are not a sign of ‘personal weakness’ and are not something to be ashamed of or stigmatised. Stigma kills, as does the false binary of ‘alcoholics’ and ‘non-alcoholics’.



Example

Social media



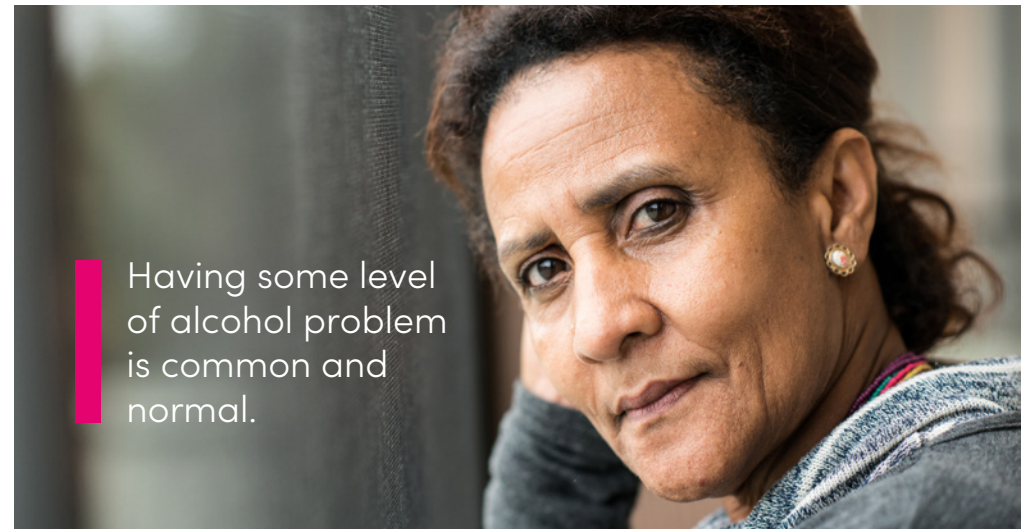
By 31 March 2022, we had 12,600 Instagram followers. This post – about our ongoing culture shift campaign #StopSoberShaming – was one of our most popular posts during the year.

12,600

Our Alcohol Change UK Instagram account had 12,600 followers by 31/3/2022 (31/3/21: 5,600, 31/3/2020: c.3,000, 31/3/19: c.450).

2,200

Alcohol Change UK was mentioned over 2,200 times in the UK media in 2021-22 (2020-21: 1,005; 2019-20: 678), including 'culture change' messaging across many of these.



Having some level of alcohol problem is common and normal.

5. Information and advice



People across the UK want independent, honest information about alcohol: about its effects, what constitutes a problem, how to deal with your own drinking problem or that of a family member, what support is available and how to access it.

Our website seeks to be the UK's most trusted, helpful and informative source of knowledge about alcohol and alcohol harm. We also reach outwards, using social media, conventional media and our

campaigns like Dry January and Alcohol Awareness Week to share information more widely, to reach people where they are, and to signpost people to help if they need it.

Highlights

- We have published scores of blogs, personal stories and new support pages across the year – including powerful stories from those affected by their own or a loved one's drinking – to inspire anyone who might be struggling to seek support.
- Alcohol Awareness Week in November 2021 focused on alcohol and relationships. During the week, we received 72,170 page views across our website (Nov 20: 123,684; Nov 19: 78,078; Nov 18: 50,725). Over 5,000 agencies and community groups engaged with Alcohol Awareness Week 2021 (2020: 4,400; 2019: 3,000), including Relate, OnePlusOne, NACOA, Balance North East, and the Association of Directors of Public Health.
- To mark the start of Alcohol Awareness Week, we published new research we commissioned into the impact of drinking on people's relationships, health and wellbeing. It found that around one in five drinkers (22%) had drunk alcohol to try to cope with relationship problems in the past six months, or because of an argument with a family member (20%). Across the

week, we shared stories, factsheets and tips for healthier drinking and happier relationships, along with a video featuring Dave and Emma talking with frank honesty about the impact of Dave's drinking on their relationship. This was available on YouTube and our website. The film received over 959 YouTube views during Alcohol Awareness Week, in addition to 9,239 views on our website.

- We have continued to see subscriber numbers grow for our new email journey for people completing our AUDIT tool and leaving their email address, allowing us to offer more support to this important group of people.



Example

'What's happening to your body' blog

One week alcohol-free - what's happening in your body?



Lauren Booker | January 2022 | 8 minutes

At one week alcohol-free you might be starting to see changes on the surface – no hangover, more energy, brighter skin – but what's going on inside your body one week into your booze-free journey?

Our 'One week alcohol-free – what's happening in your body?' blog is one of our most popular pieces of web content, with over 150,000 views last year.

1.3m

Total website traffic over 1.3 million (2020-21: 1.5m; 2019-20: 1.0m; 2018-20: 0.6m).

290,000

Over 290,000 visits to our factsheets, (2020-21: 360,000; 2019-20: 220,000; 2018-19: 85,000).

106,000

Over 106,000 people used our unit calculator, (2020-21: 103,000; 2019-20: 61,000; 2018-19: 20,000).

34,000

Over 34,000 visits to the interactive body map (2020-21: 45,000; 2019-20: 25,000).

98,000

Over 98,000 visits to the 'Get help now' section of the website (2020-21: 121,000; 2019-20: 54,000; 2018-19: 19,000).

80,000

Over 80,000 people completed our drinking risk AUDIT tool (2020-21: 115,000; 2019-20: 56,000; 2018-19: 28,000).

6. Behaviour change



Our behaviour change programme enables people to take part in specific ‘challenges’ – Dry January®, Sober Spring and others – and includes ongoing year-round support to help people regain control of their drinking.

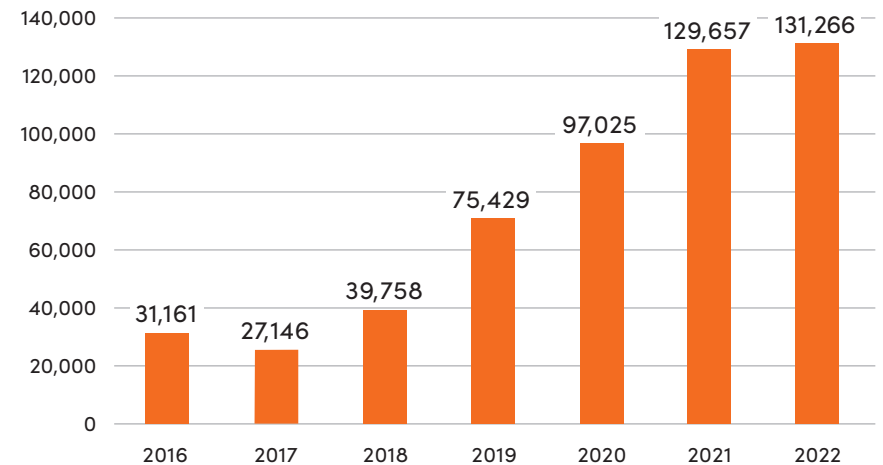
The primary target group for this programme is heavy, habitual drinkers who want to try to take control of their drinking themselves. We help thousands of drinkers a year, intervening before people need more expensive therapeutic support.

While we know that drinking problems are much more complex than simply ‘personal choice’, our behaviour change programme empowers people to take control of their relationship with alcohol.

Highlights

- 131,000 people signed up for Dry January® 2022, our record level of sign-ups (2021: 130,000, 2020: 97,000).
- The Dry January® campaign ran in France, Switzerland, Norway and Iceland, helping people in those countries to benefit from the campaign while also generating income (our charitable remit is the UK only).
- Major improvements to our Try Dry® app included Missions, ‘favourites’ for those people who drink, and translation into Welsh and Norwegian.

Dry January® sign-ups 2016–22



Example

Try Dry app

Typical post from our Facebook private group:

"I cannot tell you how much the calendar in the Try Dry app helps me. Two years ago in a three-month period I had 17 days where I drank 9 units or more. The last 90 days I had just 3 days like that. The calendar keeps me accountable and encourages me to improve. I am able to keep an eye on how much I drink. So far it seems to be working for me. I just think this is the absolute best group. I don't know where I would be if I'd kept drinking as much as I was – it was going up every month. Now it's going down and I'm regaining control."



Our behaviour change programme empowers people to take control of their relationship with alcohol.



4.7 units

Average alcohol consumption dropped from 31.5 units per week in January to just 4.7 units in May, an average reduction of 85%.

81%

81% of official Dry January participants feel more in control of their drinking by the end of January.

8.2 to 6.3

Official Dry January participants see a significant drop in their average drinking risk score, from 8.2 at the start of January to 6.3 by July (-1.7), whereas the change in the general population is from 5.8 to 5.6 (-0.2). (The lower your drinking risk score, the better!).

7. Improving alcohol treatment



The alcohol treatment system is an essential part of our broader health system. It includes emergency departments, alcohol care teams in hospitals, NHS addiction services, local authority commissioned treatment services, private treatment and rehabilitation, and peer support services such as Alcoholics Anonymous and SMART Recovery.

The fire service, police officers, paramedics, housing services, mental health services, welfare advisors and social services also come into frequent contact with people

with drinking problems – and can and do make a real difference with their interventions.

Our flagship Blue Light approach helps professionals right across these services to better support people with the most serious and chronic alcohol problems, who often have multiple needs. The Blue Light approach is holistic, multi-disciplinary,

assertive, and puts people first. It shows how to engage with these people and reduce the harm they experience. We provide learning and development to practitioners and in-depth consultancy support to services and local authorities.

Highlights

- In August 2021, we published 'How to use legal powers to safeguard highly vulnerable dependent drinkers in England and Wales' to support frontline workers who are working with the most vulnerable dependent drinkers to intervene progressively within the law. Feedback has been exceptional:

*"I've waited 20 years in my career as a social worker in this field, knowing what you've published but not knowing how to put it in to words ... that you guys have captured in an easy-to-read, go-to working document. **I've already had great results and prevented deaths because of this document. It is an absolute landscape-changer for our day-to-day practice.** And it gives us a stronger social work voice to professionally challenge and be*

more assertive in advocating that will bring improved outcomes for our most marginalised citizens." (Specialist Substance Use Social Worker, Manchester City Council).

- Our new training course on safeguarding vulnerable dependent drinkers, which complements this guide, has swiftly become our second most popular course.
- We welcomed a new associate, Renato Masetti, a highly regarded drug and alcohol trainer with 20 years training experience in the field. Together with Renato, we've developed four new training courses that cover alcohol and other substances, thus enhancing our provision for clients who wish to have additional input beyond alcohol harm alone.

Example

Champs Public Health Collaborative



Vulnerable, chronic, physically dependent drinkers are less likely to engage with treatment. The police service is often the first point of contact for this group. Two thirds of people in police custody are drinking at problematic levels. Merseyside includes some of the most deprived wards in the country, so the amount of alcohol harm is greater than in other areas. The Champs Public Health Collaborative (a partnership of nine Public Health directorates serving 2.6 million people across Merseyside and Cheshire) commissioned a unique project from us: to train police officers in how to engage people in a conversation about their drinking, to deliver brief alcohol interventions and to provide effective referrals into the most helpful services that can provide support. We produced a

highly specialised Blue Light training course that was widely praised by participants. A formal evaluation is now being conducted by academics. Champs wants to expand the training across Merseyside and other areas of Cheshire.



93

We worked with 16 local authorities, five NHS trusts and many other treatment providers to deliver a total of 93 training courses (2020-21: 75 courses).

£117,957

We generated £117,957 (2020-21: £68,246).

We provide learning and development to practitioners and in-depth consultancy support to services and local authorities.

90%

90% of delegates on our Blue Light training courses rated it as "excellent" and 5% rated it as "very good".

8. Alcohol at work



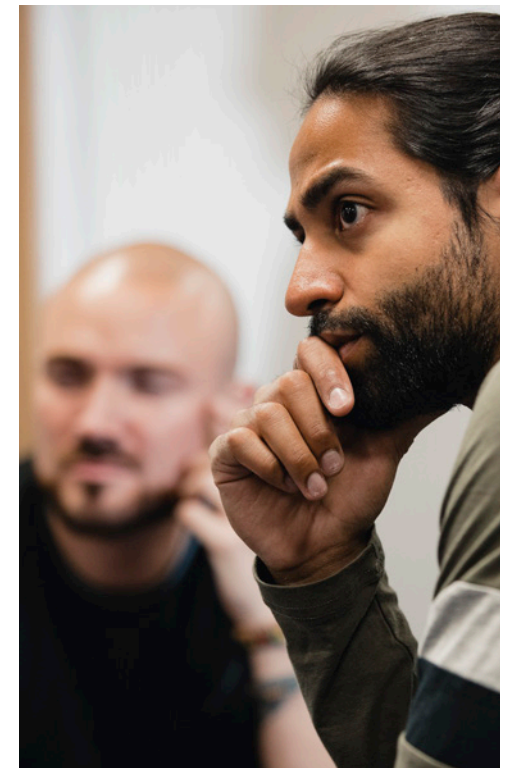
Our work to create healthier drinking cultures happens not just through national and community cultures but also through workplaces. After all, workplaces are mini cultures. Ensuring a healthy approach to alcohol at work can improve wellbeing, safeguarding, inclusivity, productivity and employee engagement. We offer a wide range of services and support.

Highlights

The programme has successfully attracted many clients across multiple sectors and continues to grow in popularity. Clients this year included:



Ensuring a healthy approach to alcohol at work can improve wellbeing.



Example

A major national institution within the financial sector

We were approached by a major national financial institution to support them to encourage their colleagues to think and talk about their relationship with alcohol within the workplace.

"Colleagues were struggling alone, due to the stigma that surrounds alcohol, which is impacting on their mental health and work productivity. With the support of Alcohol Change UK, we have delivered Mindful Drinking talks to many colleagues and specific training for wellbeing champions to provide them with the confidence to raise alcohol in conversations and to support colleagues with advice on reducing alcohol consumption where they are in a higher-risk category."

The feedback we received from colleagues was overwhelming, with many now having open conversations with their team about alcohol. We have since set up a weekly group to meet to talk and share their experiences. Several colleagues are now alcohol-free or moderating. We're also developing better online information to help both colleagues and team leaders which directly links to the Alcohol Change UK website."



Participants' comments included:

- *"It's the first time I've been aware of anything like this – I'm sure there will be lot of people like me, just starting to feel they don't like their drinking."*
- *"I've already had a team member emailing saying they are going to look to reduce their drinking."*
- *"It's so good that you are bringing these conversations out into the open as there's so much stigma around alcohol and the problems it can cause. It is so normalised to drink and so many people struggle in silence."*

26 + 1

26 clients (2020–21: 16).
One new associate

£45,102

£45,102 income (2020–21:
£12,704; 2019–21: £7,440)

900

Over 900 people viewed
our webinars.

4

Four new webinars:
'Alcohol and the menopause', 'It'll never happen to me': the real experience of alcohol dependence', 'Alcohol at work and the role of employers', and 'Working from home, alcohol and you'.

We offer a wide range
of services and support.



We work for a world free
from the serious harm
caused by alcohol.

2019–2024 strategy

Top level impacts

2021–22 was the third financial year of our five-year strategy, which commits us to five top level impacts that must happen if we are to reduce alcohol harm.

The work programmes that deliver this impact

Improved knowledge

- Research and innovation
- Engagement

Better policy and regulation

- Policy and influencing
- Engagement

Shifted cultural norms

- Culture change
- Alcohol at work
- Engagement

Improved drinking behaviours

- Information and advice
- Behaviour change

More and better support and treatment

- Policy and influencing
- Improving alcohol treatment

Internal developments

Our strategy also commits us to four major internal developments that will help us, as a charity, to be as strong as we can be and best able to deliver these impacts. We do, of course, make dozens of smaller-scale improvements every year to the way we are run, but these four developments are our multi-year, strategic priorities.

Fundraising

- Creating sustainable income growth to break even by 2024

Impact assessment

- Being able to know, grow and show the difference we make

Data management

- Having the knowledge we need at our fingertips

Risk management

- Being able to confidently negotiate a higher risk environment

2021-22 objectives: how did we do?

In our 2020-21 Annual Report and Accounts, we outlined 27 primary reportable objectives for 2021-22 and promised to report on our progress. (These primary reportable objectives do not cover the entirety of our work.) One objective was not successful (✗), six objectives were delayed to 22-23 (⌚), and the other 20 objectives were successful (✓), achieving or exceeding their targets.

Programme or area	2021-22 objective	How did we do?
Research and innovation	1. Secure extra funding for work in Wales	✓ Welsh Government awarded additional funding for 21-22 for the roll-out of the Blue Light approach in Wrexham and Flintshire
	2. Commission framing research	✓ Very strong partnership commissioned
	3. Hold national conference in Wales	✓ 97% rated it as great (55%) or good (42%)
Engagement	4. Grow our number of online campaigners	✓ 4k+ joined from Care2 and 280 through our website
	5. Engage with Ambassadors & Patrons	✓ Welcomed Millie Gooch, Dave Wilson, Catherine Gray and Caggie Dunlop as Ambassadors.
	6. Deepen Community Champions project	✓ Welcomed 30 new Community Champions
Policy and influencing	7. Influence UK Govt on alcohol price reform	✓ Met Treasury officials and Minister; positively influenced Duty Review
	8. Influence Welsh & UK Govts on alcohol labelling	✓ Met Public Health Minister; provided evidence & solutions
	9. Influence UK Govt on funding for alcohol treatment	✓ Contributed to Dame Carol Black review which increased funds
Information and advice	10. Full review of web content	⌚ Delayed to 22-23 due to significant staffing disruption
	11. Deliver Alcohol Awareness Week 2021	✓ Over 5,000 groups took part in 'Alcohol and relationships'
Culture change	12. Ready to launch a culture shift campaign	⌚ Delayed to 22-23 due to significant staffing disruption
Behaviour change	13. At least one experiment for growing Dry January sign-ups	✓ New approach to social media marketing gave useful learning
	14. Implement Missions and Journaling in Try Dry app	✓ Missions and 'favourites' added. Donations journey enhanced
	15. Grow Sober Spring sign-ups	✓ 6,433 people chose the SS21 goal in Try Dry (2020: 3,352)
Improving alcohol treatment	16. Launch 'Safeguarding' and 'Assertive Outreach' guides	⌚ Partial success. 'Safeguarding' launched, 'Assertive Outreach' delayed
	17. Increase sales of Blue Light training	✓ Sales of £117,957 (2020-21: £68,246)
Alcohol at work	18. Increase sales of Workplace training	✓ Sales of £45,102 (20-21: £12,704)
	19. Pilot audits/policy reviews	✗ No companies purchased these
Fundraising/Income	20. Grow Dry January Global income	✓ Welcomed three new global partners: USA, Iceland, Norway
	21. Decision on individual giving (IG)	✓ Demonstrated cold direct mail recruitment not cost-effective
	22. Secure corporate partners	✓ Welcomed four Dry January corporate partners on board
Impact assessment	23. Know, grow and show our impact	⌚ Delayed to 22-23 due to significant staffing disruption
Communications	24. Experiment with paid social media year-round	⌚ Delayed to 22-23 due to significant staffing disruption
	25. Website structure refresh and content strategy	⌚ Delayed to 22-23 due to significant staffing disruption
Finance	26. Long-term financial scenario planning	✓ New long-term financial scenarios thoroughly considered
	27. Retender our investment management	✓ New investment principles and new provider in place

2021-22 challenges

Here we report on the most significant challenges faced by the charity from 1 April 2021 to the present.

COVID-19

The pandemic continued to affect our work in this financial year. Most importantly, it led to an increase in the number of people experiencing alcohol harm, so the call on our support was greater than ever. Secondly, it negatively affected our income: our events fundraising, our investments, and particularly our Alcohol at Work training and consultancy all suffered. This was behind us not achieving any sales of 'alcohol at work audits' (objective 19). Thirdly, most of the team spent most of the year working at home, which in general did not negatively affect productivity and efficiency, and may even have improved them, but did negatively affect wellbeing and workplace culture. We worked very hard to ameliorate these effects through a range of measures.

Staffing

We faced significant personnel challenges, with the departures of three Directors (one whose post was made redundant and two of whom took up new roles elsewhere) and the loss of our Behaviour Change Programme Manager in February 2022. While we recruited successfully to the two vacant Director roles, with the new post-holders both joining in January 2022, there were significant gaps in personnel over the critical September to December 2021 period.

Our CEO expertly covered the work of the Director of Research and Policy role and also covered for the Behaviour Change Programme Manager role from January to September 2022, but this forced him to delay our work on impact (objective 23) to the second half of 2022-2023 and delayed one of our Blue Light guides (objective 16). Our Senior Communications Manager temporarily stepped up as Director of Communications and did an excellent job, but we were not successful in bringing in temporary cover of adequate quality or capacity to backfill her role. This affected progress on our communications and behaviour change work programmes, with four planned objectives (10, 12, 24 and 25) pushed back to 2022-2023.

Policy environment

From 1 April 2021 to 31 March 2022, the UK Government appeared to remain unwilling to undertake meaningful policy action to prevent alcohol harm, although there were some positive moves in relation to alcohol duty reform. While national policy action on alcohol harm can be affordable, effective, popular, and make a huge positive difference to people, families, communities and wider society, we continue to struggle to persuade the government of this, not least because the government is heavily lobbied by a very wealthy alcohol industry acting in its private interests. The effectiveness of our

policy work, in this context, is inevitably more limited than if the Westminster Government had a different approach and put the interests of citizens solidly above those of the alcohol industry. In response, we focus a significant amount of our energy on making the case for action and

building long-term support. We also support policy activity in Scotland and Wales where the governments have an approach to policy that is more based on the needs of the population and less susceptible to lobbying from wealthy private interests.



2022-23 plans: what we will be doing

Our 2022-23 Annual Plan contains 30 objectives that we aim to deliver in the year, against our eight work programmes, our four internal developments, and our three critical functions of communications, finance and people. These are our primary reportable objectives but do not cover the entirety of our work. We will transparently report against these in next year's annual report and accounts.

2022-23 objectives			
1.	Keep our Framing Research on track including establishing a high-profile Reference Group	16.	Increase sales of alcohol at work products and services
2.	Develop our campaigning programme by enhancing our use of our campaigners	17.	Recruit and train new associate trainers for Improving Alcohol Treatment
3.	Diversify the profile of our volunteers, in particular in terms of race	18.	Publish new "Blue Light" guide on Assertive Outreach
4.	Recruit a Patron or additional Ambassador	19.	Increase sales of Blue Light and 'safeguarding' training and consultancy
5.	Influence UK government and English Local Authorities to improve funding and policy around alcohol treatment	20.	Place the Impact project back on track
6.	Influence UK government to implement measures to increase the price of alcohol	21.	Begin implementing Equality Diversity Inclusion and Belonging action plan
7.	Influence UK government to act on marketing and labelling	22.	Develop and grow Community and Challenge Events Fundraising
8.	Influence police forces, Home Office, Police and Crime Commissioners, and others to increase compliance with the law on underage online alcohol sales	23.	Develop and grow relationship fundraising
9.	Build stronger ongoing journeys for website visitors	24.	Develop and grow income from corporate partnerships
10.	Plan major culture shift campaign for 2023	25.	Develop a new Trusts and Foundations programme
11.	Develop multi-channel marketing growth strategy for Behaviour Change	26.	Grow income Dry January Global by bringing at least one additional country on board
12.	Explore project to engage hospitality industry in Dry January	27.	Develop a charity-wide marketing strategy
13.	Try Dry app developments including journaling and helpful new static content	28.	Complete website structure refresh and content strategy
14.	Improve Behaviour Change year-round, with anytime email journey and better integration between Try Dry, emails, and Facebook groups	29.	Produce revised financial projections taking into account the total returns approach
15.	Launch online learning platform for our training programme	30.	Complete the transfer to CCLA of our investments

2021-22 overview

2021-22 was year three of our five-year financial strategy. That strategy aims to achieve long-term financial sustainability by diversifying and growing income streams while keeping expenditure under control. Our operating deficit (before gains and losses on investments) for 2021-22 was £1,056k (2020-21: £893k). This jump in our deficit compared to last year was mainly caused by:

- A strong increase in annual income of £218k or 28% (2020-21: drop in income of £80k or 9%).
- Our expenditure on research grants fell £241k because 2020-21 was the year of our tri-annual New Horizons research awards, whereas 2021-22 wasn't.
- Non-research expenditure was well controlled, increasing only £133k or 11% (2020-21: £52k or 4% non-research expenditure growth).
- Our main office was valued £451k less than the year before and this one-off reduction in the asset is counted as 'expenditure' (we did not 'spend' this money).

If one sets aside the one-off drop in our office property valuation, our underlying deficit was £605k, which is £288k lower than the 2020-21 deficit of £893k, a 32% drop in the underlying deficit (2019-20 to 2020-21 saw a 71% increase in the deficit). Our total investment gain (made up of both a £559k gain in our invested funds and a £191k drop in the valuation of our investment property) in the year was £368k (2020-21: £1,508k gain), so our overall net

position was an underlying deficit of £237k (2020-21: £615k surplus).

Income

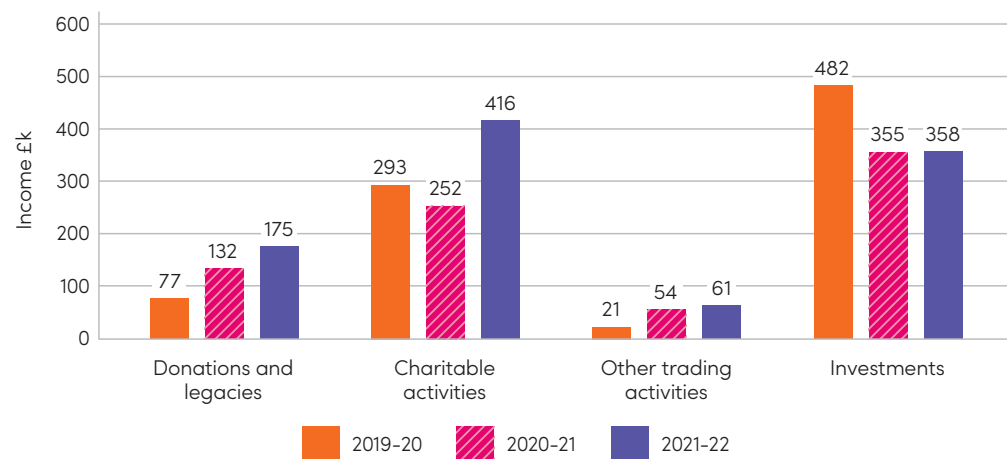
Total annual income before the investment gain was £1,011,647 (2020-21: £793,224; 2019-21: £872,831). After the investment gain, our income was £1,379,949 (2020-21: £2,301,393; 2019-21: -£196,888).

The chart shows how our income has changed over the three years of our financial strategy to date. The drop in investment income has largely been driven by circumstances outside of our control – the pandemic and then the Russian invasion of Ukraine – which strongly justifies our strategy of diversifying income streams. From year one (2019-20) to year three (2021-22), investment income dropped £124k (26%) but income from other sources grew £259k. From year one to year three, income grew 127% from donations and legacies, 41% from charitable activities, and 190% from other trading activities.

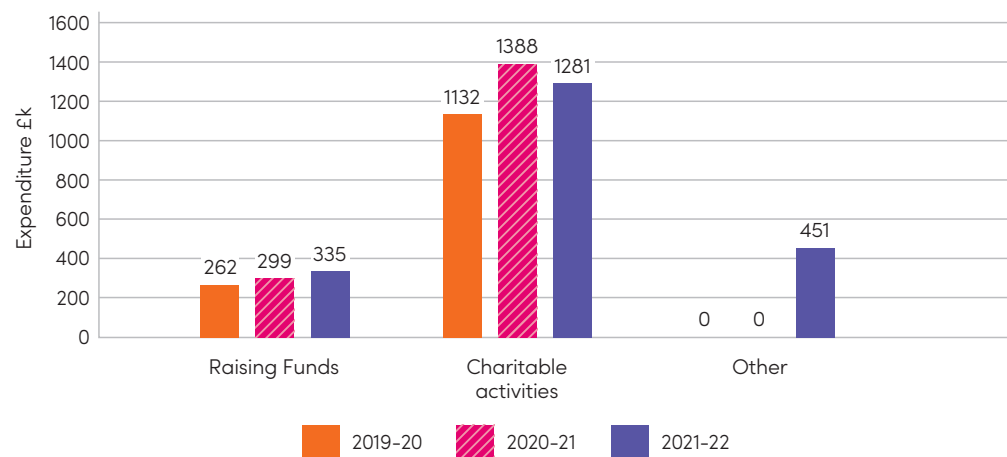
Spending

Total expenditure was £2,068k (2020-21: £1,686k; 2019-20: £1,394k), an increase of £382k. This increase was largely driven by the £451k loss in the value of our office property. We have not sold our office. The expenditure chart shows how the two main categories of expenditure changed between 2019-20 and 2021-22, plus the additional effect of the office revaluation in 21-22.

Income 2019-22



Expenditure 2019-22



Property

The charity owns both the office that we occupy (ground floor) and an investment property (basement and terrace) that we rent out. The investment property was revalued in March 2022 at £191k lower than the previous valuation. The sub-lease ended in August 2022. We have now (25 November 2022) welcomed a new tenant at an index-linked rental income starting at £38k per year (plus service charges). The charity's office was also revalued in March 2022 at £451k lower than last year. The surveyors indicated that the impairment of £451k on the office (leasehold property) was primarily due to the profound impact of the pandemic and Government lockdown restrictions on the economy and commercial property market and the particular uncertainty as at March 2022.

Investment income and value

Income from our investment portfolio was £304,901 (2020-21: £305,407; 2019-20: £430,507) which constituted 30% of our income (2020-21: 39%; 2019-20: 49%). Income from our rental (investment) property was £53k. The value of listed investments at 31 March 2022 was £10,522,409 (31 March 2021: £10,517,112; 31 March 20: £10,109,280) excluding cash. The capital gain was £559,303 and during the year £400,000 worth of capital was withdrawn as cash to cover our deficit. Capital investment total return was 8.22% (2020-21: 18.6%).

Investment management

Our investment policy and investment management arrangements were completely overhauled in 2021. The board reviewed our investment policy, strategy, and ethics; and retendered the management of our investments. In June 2021, we agreed our new investment objective: to generate a minimum total return of inflation (CPI) plus 4% per annum after fees over five-year rolling periods using a total return model. This should allow us to at least maintain the real value of our assets while funding annual expenditure from the fund of 2.5% to 4.0% per annum.

Having discussed the charity's reliance on public support, the Board decided to move beyond the previous approach (avoiding investing in alcoholic drinks and tobacco) and to avoid investments in any company with over 5% of its income from:

- Tobacco: production, wholesale or retail
- Weapons production
- Gambling operations
- Pornography and violent material
- Fossil fuel exploration, extraction, and processing
- Animal testing and intensive farming.

Finally, the board agreed to retender its investment management, in line with good practice, as this had not been done for at least ten years. As a result of that exercise, the board agreed in September 2021 to

appoint CCLA to manage its investment funds. The transfer process from Investec to CCLA was completed by August 2022.

Reserves policy

Context

Our reserves at 31 March 2022 were £10,846,172 (31 March 2021: £10,848,306; 31 March 2020: £10,212,984). We use a risk-based approach to set our reserves policy. Our current high level of reserves relative to our expenditure is a function of our unusual financial situation and unusual financial risks. Following the merger in 2017 between Alcohol Research UK and Alcohol Concern, we became a larger, more resource intensive and more impactful charity with impact-related expenditure that significantly exceeded income. We are following a sustainable strategy to grow income and reduce this deficit. We are currently running planned deficits, funded from our reserves, which allow us to:

- invest in fundraising growth in order to diversify and grow income with a view to breaking even in the medium-term,
- continue to deliver a significant reduction in alcohol harm, maintaining a full range of vital programmes to achieve our charitable purposes and strategy.

This major investment in fundraising growth sees Alcohol Change UK transitioning from its previous 'endowment-type' model (in which investment capital was retained,

investment income was spent on research grants, and our impact could never increase) to an income generation model in which investment income forms just one of a more diverse range of income streams, enabling us to grow our total income in time and so have much greater impact.

Policy

During this transition period it is our policy to hold a high level of reserves in order to deliver impact, invest in income growth, service our deficits and generate a good level of investment income. Once our other income streams have grown to the point that our deficits are significantly smaller, the board intends to substantially reduce the level of reserves and to use this capital to drive further growth in both income and impact. By supporting us financially, stakeholders and supporters both reduce alcohol harm faster and enable us to reduce our reserves more rapidly.

Future financial plans

In May 2021, the executive team and board of trustees conducted a thorough review of our longer-term financial plans and possible scenarios. We confirmed that, while we are unlikely to break-even by the end of 2023-24, we are on track to break even by 2027-28, if not sooner. And we are looking to break even at a higher level of income, expenditure and impact. The board reaffirmed its commitment to transitioning from our historic endowment-type model

where no significant growth in impact is possible, to an income-generating model in which growth in impact can happen. Although 2021-22 was the third year of our financial strategy, it was only our second full financial year of fundraising. We have already developed a highly diversified income portfolio with income from financial investments, our rental property, trading, consultancy and training and multiple types of fundraising. We are starting to build our brand and supporter base and have needed to expand our fundraising team to take advantage of the opportunities open to us. For the next final two years of this financial strategy (2022-23 and 2023-24) we have planned for significant income growth, alongside continued controlled growth in spending, with a view to making meaningful reductions in the deficit while continuing to deliver impact. Early indications (at 25 Nov 2022) for 2022-23 are positive, with income in line with our ambitious growth budget across fundraising, trading, consultancy and training.

Going concern

The board has assessed the charity's ability to continue as a going concern for the foreseeable future. We have considered a wide spectrum of internal and external risks, including external shocks, operational plans, budgets, and financial forecasts including cash-flow and the reserves. The board is fully satisfied that the charity is a going concern for the next 12 months.



How we are run

About the charity

Alcohol Change UK is a registered charity that exists to reduce alcohol harm in the UK. We are governed by a board of 12 trustees and employ a professional staff team of 21 people (25 November 2022) to deliver our work. We also engage with thousands of other people who support the cause of reducing alcohol harm.

Our purpose and public benefit

The charity's objects (its official charitable purpose as set out in its governing document) are "The reduction of alcohol-related harm to individuals, families and communities." We work for a society that is free from the serious harm caused by alcohol. Our mission is to reduce alcohol harm in the UK.

We actively refer to the Charity Commission's guidance on public benefit when reviewing the charity's strategy and aims, in planning activities and in making grants. Alcohol Change UK exists to benefit the public by undertaking charitable activities which help to reduce alcohol harm for people across the UK. This covers many millions of children and adults in the UK. We also benefit broader society, for example by campaigning to implement policies which reduce the societal costs of alcohol harm, which are estimated to exceed £27bn in the UK each year. Our charitable activity is

diverse, reaching a broad public audience, not least the Dry January® campaign and our engaging and accessible public-facing website.

One of our charitable activities is making research grants to other institutions and individuals. Our grant programmes are carefully designed to deliver public benefit. We make the research findings publicly accessible through our website and require that research published in academic journals is made, as far as possible, publicly available through the open access scheme. Any benefit, whether financial or to their career or reputation, received by researchers or research institutions through our grants, is strictly co-incidental to the objects of our work. We do not make grants with the aim of delivering any such private benefit.

Our values

We seek to live by and hold ourselves accountable against these three values, every day:

Truthful.

We seek and tell the truth.

Compassionate.

We care deeply about everyone seriously harmed by alcohol, whoever they are.

Ambitious for change.

We are optimistic and determined.

Governance and leadership

Board

We are governed by a board of trustees who are all volunteers and who, collectively, have expertise in health communications, charity finance, senior management, income generation, commissioning services, marketing, and academic research. Many of them have professional expertise in alcohol issues and/or personal experiences of alcohol harm and all of them are deeply committed to reducing alcohol harm. The trustees set the overall direction and strategy of Alcohol Change UK and appoint the chief executive officer. They support and challenge the chief executive officer and monitor the charity's performance against its agreed strategies, plans and goals. Board members work collectively, such that decisions of the board, once made, are supported by all board members. The board regularly assesses itself against the Code of Good Governance and works to constantly improve its performance.

Membership of the board

Our memorandum and articles of association (our legal governing document) allow a maximum of 15 trustees at any one time. On 1 April 2021, we had ten trustees. During the year, two stood down and one new trustee was recruited, so on 31 March 2022 we had nine trustees. Three further trustees have been appointed since the financial year end, so we currently (at 25 November 2022)

have 12 trustees. In 2022, we implemented a previously agreed change to the terms of office for trustees. Trustees may now serve a maximum of three, rather than two, three-year terms. The charity has 'members', who are the trustees, and we are also a charitable company, with our trustees being the Directors of the company.

Recruitment, induction and development

Trustees are recruited using open recruitment process. Vacancies are widely advertised and we work hard to broaden the diversity of our board. Applicants submit a CV and cover letter and are interviewed. Appointments are made following necessary eligibility checks. New trustees receive a thorough induction process, consisting of opportunities to meet the staff team, discuss the charity in-depth with the CEO, a full induction pack of key documents, and a training session on the roles and duties of trustees. Trustees are also offered opportunities for ongoing learning and development, both through collective sessions provided to the board as a whole and through a budget enabling individual trustees to access training and attend conferences.

Meetings

Full board meetings occur four times a year. During the early part of 2021-22, these were held via video conference due to COVID-19 containment measures but we moved to hybrid meetings from 4 October 2021.

Sub-committees

During the year we operated four sub-committees which support and challenge the executive team in more depth than is possible at full board meetings. Sub-committees do not generally have delegated decision-making powers but may recommend a course of action or a decision to the full board. However in March 2022 the board resolved that sub-committees may take decisions to approve certain operational policies, to prevent such policies leading to excessively heavy board meeting agendas, while retaining control of certain key policies, e.g. investment policy.

- The *research and policy* sub-committee oversees our research programme, grant awards, policy positions and priorities, and influencing activity.
- The *impact and income development* sub-committee oversees fundraising, communications, behaviour change and consultancy and training.
- The *finance, audit, investment and risk* sub-committee oversees finance, audit, risk, facilities and investment.
- The *governance and people* sub-committee oversees governance and HR matters, including leading on trustee and CEO recruitment.

Responsibilities and delegation

The strategic management of Alcohol Change UK is entrusted to the board of trustees and the responsibility for

implementing strategy and for day-to-day management is delegated to the chief executive. The chief executive in turn delegates authority to their team and through them to individual budget-holders and team members. This is all set out in a detailed delegation of authority policy which is regularly reviewed.

Executive team

An executive team is formed by the chief executive officer, if they wish, in order to advise them and to ensure different teams across the charity are working as a coordinated single team. At 25 November 2022, the executive team consisted of the CEO, Director of Wales, Director of Research and Public Affairs, Director of Fundraising and Engagement, Director of Marketing and Communications, Head of Finance, and Head of Office, People and Governance.

Staffing

At 31 March 2022, the charity employed 17 staff and at 25 November 2022 we employed 21 staff. All staff are supported to develop personally and professionally, and we work hard to develop and maintain a positive, flexible, warm and dynamic working culture. We undertake an annual staff survey to assess any areas where further improvement may be needed and we support our line managers to ensure they have the skills and confidence to line manage their teams well.

Pay policy

Alcohol Change UK implemented a new, fairer and more transparent pay and grading policy in 2019 which introduced defined pay grades and pay points for all staff, excluding the CEO (see Chief Executive Officer's pay below). Pay levels are benchmarked against similar roles for similar-sized charities, in London and Cardiff respectively. The charity seeks to pay in the middle of the benchmarked range. The most recent benchmarking exercise was undertaken in May to June 2019. Staff are paid according to the grade of their post, and posts are graded according to a published job evaluation system. There are five pay points within each grade and staff are paid based on their pay point, which is reviewed annually by the CEO in liaison with their line manager, based on market demand for the post and the post-holder's level of and improvement in knowledge and skills. Annually, the Board determines whether salaries should be adjusted to reflect changes in the cost of living with reference to the published February rate of the consumer prices index including housing (CPI-H). Employees receive pension contributions equivalent to 6% of gross salary in addition to salaries.

Chief Executive Officer's pay

The CEO, like all staff, generally receives a cost of living increase annually, based on the rate of CPIH that applies in February each year, and applied from the 1 April

following, but the trustee board reserves the right not to award this (i) in circumstances of financial concern where awarding the inflationary uplift would not be in the charity's interests, (ii) to postholders whose performance is being managed with a view to improvement or who are subject to a disciplinary process, or (iii) for any other reason, at the board's discretion.

It is the board's policy to pay its Chief Executive in line with (i) the profile and complexity of Alcohol Change UK, (ii) the range of skills and capability expected of our CEO, (iii) the scale of financial and human resources and risks being managed, (iv) the job market for similar posts, and (v) practical issues such as the hours worked and the location of our head office. The Governance & People sub-committee annually benchmarks the CEO's pay against the ACEVO pay salary. Given the national profile of the charity, not least the Dry January campaign and our role in national policymaking, the considerable assets, complexity and relationships managed, and our London Head Office, we currently benchmark against the upper quartile of charities with an income of £5m-£9.99m and we generally seek to ensure that CEO pay is within a range no less than 3% below and no more than 3% above that. In undertaking this exercise, the sub-committee takes into account the CEO's performance, the charity's performance, the charity's financial context, and other relevant matters. It makes a recommendation to the full board.

The board retains absolute discretion to set CEO pay outside these limits and to accept, amend or reject the sub-committee's recommendations.

The CEO's pay was last reviewed in April 2022. During 2021-22, the ratio of the chief executive's salary to the median salary within the charity was 2.3:1 (2020-21: 2.2:1) and the ratio to the lowest salary within the charity was 4.1:1 (2020-21: 3.6:1).

Conflicts of interest

We have in place a clear conflicts of interest policy and follow it closely. At each full board meeting, trustees and the executive team update the written declaration of all their interests outside the charity and are asked to declare any potential conflicts on the meeting agenda. We have no conflicts of interest to report for 2021-22.

Expertise and advice

Alcohol Change UK is fortunate to have thousands of supporters who care passionately about reducing alcohol harm. We consistently listen to them on a wide range of matters, through large-scale surveys, listening exercises, and in-depth pieces of advice on specific issues.

We also established, in 2019, a new Expert Advisory Panel. This is a standing panel of experts in a range of areas and is used by both our board of trustees and staff team

to ensure we are well-informed on key issues. It currently contains people with academic expertise and people with personal experience of alcohol harm and we will be expanding the panel over time to include expertise in other areas including the commissioning and provision of alcohol treatment.

Thirdly, as a charity we access professional advice as needed, for example from lawyers, HR advisors, digital experts, experts in race equalities, and so on.

Diversity equality and inclusion

One of our three core values is compassion: caring about everyone who might suffer from alcohol harm, whoever they are.

Equality and inclusivity are therefore central to who we are. We believe that diversity, in its fullest sense, is a fundamental part of achieving real equality and inclusion. And we want everyone who works for the charity to feel as though they belong.

We have made positive efforts to diversify both our board and staff team over the past year. A confidential staff survey showed our workforce to be more diverse than the general population in terms of religion, ethnicity, and sexual orientation but less diverse on age and (dis)ability. We also employ many more women than men. A similar survey of our board showed that in most areas monitored, Alcohol Change



UK's board is less diverse than the general population with an over representation of trustees in the age brackets 35-44 and 65+.

All staff and trustees have been offered training in unconscious bias and anti-racism. We have in place both a dynamic and well-considered anti-racism action plan and a broader equality, diversity, inclusion and belonging action plan and

are actively implementing these plans and holding ourselves accountable for progress against them. These include accepting the historic role of organisations like ours in perpetuating inequalities and discrimination, and the need for fundamental change if we are to live up to our values and be genuinely anti-racist.

Managing risk

Risk management processes

As a charity, we do not seek to avoid risk. We focus on impact and seek opportunities for change, while understanding what risks we might face and how best to manage them.

In 2019-20 we adopted a new, robust approach to risk management, accompanied by a comprehensive and dynamic risk register. Risks are classified by level: (A) full board level, (B) sub-committee level, (C) executive level and (D) operational risks. At 25 November 2022, the register contained 3 A-level risks, 29 B-level risks and 22 C-level risks, a total of 54 risks at level C or above.

Our executive team considers whether any new risks have emerged at least once a month and reviews all risks in full at least every six months. Each sub-committee undertakes a full review of the risks within its remit annually, and the full board reviews the full register annually. The overall process of risk management is overseen by the finance, audit, investment and risk sub-committee.

Our key risks

The table shows the three highest scoring risks on our risk register at 25 November 2022.

Top three risks	Impact/5	Probability/5	Score (change from last year)	Mitigation actions in place or planned
Our policy work does not lead to changes due to lack of interest from the Government.	4 (Serious)	4 (Moderately likely)	16 (+4)	Identify policy asks that can be funded or are low cost; piggy back on other legislation; build support for our asks while waiting; deliver effective policy work in Wales.
Reduction in value of investment income due to downturn in investment markets.	3 (Moderate)	4 (Moderately likely)	12 (+3)	Clear and up-to-date investment policy with adequate diversification, strong investment management firm, cash requirements clearly communicated annually.
The Dry January® trademark is contested and not associated with Alcohol Change UK.	4 (Serious)	3 (Fairly likely)	12 (0)	Use specialist trademark lawyer; emphasise Alcohol Change UK ownership of Dry January in all external communications; in our marketing draw a super-sharp distinction between doing Dry January and just going dry alone in January.



Compliance

Safeguarding

We take our responsibility to provide a safe workplace extremely seriously. We work very hard to offer a positive, warm, and friendly working environment, with a clear policy supporting any staff to raise concerns if they feel they are not being treated properly. We have a named Safeguarding Officer. We had no reportable health and safety or safeguarding incidents in the year.

We also take very seriously our responsibility to those we support, whether through information on our website, through coming into contact with staff or trustees, or through the Try Dry® app and Dry January®. All staff and board members are DBS checked. Relevant website content is accuracy-checked prior to publication. Our Try Dry® app and broader Dry January® messaging contain repeated messages that anyone who experiences symptoms of withdrawal should not stop drinking suddenly and should seek immediate medical attention. We have had no reports of any medical emergencies resulting from Dry January®, but we work to continually enhance our messaging to reduce such risks further.

Data protection

We had 0 reportable data incidents during the 2021-22 financial year. We have a named Data Protection Officer and high data protection standards. Staff receive training on data protection at least annually. Clear processes are in place and frequently communicated.

Fundraising

In 2021-22, we had 0 fundraising complaints. We pride ourselves on very high fundraising ethics. We know that many people actively want to reduce alcohol harm, faster, for more people. We make it as easy as possible for people to do so, in the ways that work best for them. We run our own fundraising processes, enabling us to keep control and maintain standards, and do not outsource to fundraising agencies. We are members of Remember A Charity, joining forces with over 200 other charities to encourage people to consider leaving a gift to a charity in their will. We do not currently undertake telephone, door-to-door or face-to-face fundraising, but should we do so in future, would ensure we have robust policies in place to protect any vulnerable person we encounter. Any postal and email fundraising appeals are limited; and are only sent to contacts who are existing supporters and/or where we have full permission to contact. We are members of the Fundraising Regulator and work within the Code of Fundraising Practice.

Grantmaking

As members of the Association of Medical Research Charities we seek to adopt the highest standards of research grant-making. Grants over a certain value are only awarded after a thorough assessment process, generally including advice from members of our Expert Advisory Panel, with a process overseen by our research and policy sub-committee and with ultimate decisions made by our full board of trustees. Smaller grants can be made by executive team members within agreed limits in line with our delegation of authority policy. The payment of grants is linked to project milestones and we carefully assess the progress of research projects before releasing funds. Projects that are not progressing to plan can and do have their payments delayed or withdrawn. We also support our grant holders wherever possible to anticipate and resolve problems as early as possible.

Memberships

During the financial year, we were members of the Association of Medical Research Charities, Charity Comms, the National Council for Voluntary Organisations, Euro-care (the European Alcohol Policy Alliance), the Alcohol and Families Alliance, and the Alcohol Health Alliance.

Statement of responsibilities of the trustees

The trustees, who are trustees of Alcohol Research UK for the purposes of charity law, are responsible for preparing the trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company and charity law requires the directors and trustees (who are one and the same) to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charities SORP
- Make judgements and estimates that are reasonable and prudent
- State whether applicable accounting standards have been followed, subject to any material departures being disclosed and explained in the financial statements
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

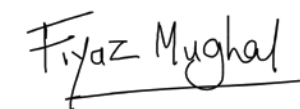
The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charity's transactions and disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with regulations made under the Companies Act 2006 and the Charities Act 2011. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Insofar as the trustees are aware:

- There is no relevant audit information of which the charitable company's auditor is unaware; and
- They have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Approved by the Board of Trustees on 25 November 2022 and signed on their behalf by



Fiyaz Mughal, OBE
Chair of the Board of Trustees

Independent auditor's report to the members of Alcohol Research UK

Opinion

We have audited the financial statements of Alcohol Research UK (the 'charity') for the year ended 31 March 2022 which comprise the statement of financial activities, balance sheet, statement of cash flows and the related notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31 March 2022 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively,

may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent

material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report (incorporating the directors' report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the trustees' report (incorporating the directors' report) have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charity and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' report. We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us;
- the financial statements are not in agreement with the accounting records and returns;
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not obtained all the information and explanations necessary for the purposes of our audit.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out in the trustees' report, the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as they determine is necessary to enable the preparation of

financial statements that are free from material misstatement, whether due to fraud or error.

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

Our responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and

regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The procedures we carried out and the extent to which they are capable of detecting irregularities, including fraud, are detailed below:

1. We obtained an understanding of the legal and regulatory framework that the charity operates in, and assessed the risk of non-compliance with applicable laws and regulations. Throughout the audit, we remained alert to possible indications of non-compliance.
2. We reviewed the charity's policies and procedures in relation to:
 - Identifying, evaluating and complying with laws and regulations, and whether they were aware of any instances of non-compliance;
 - Detecting and responding to the risk of fraud, and whether they were aware of any actual, suspected or alleged fraud; and
 - Designing and implementing internal controls to mitigate the risk of non-compliance with laws and regulations, including fraud.
3. We inspected the minutes of trustee meetings.
4. We enquired about any non-routine communication with regulators and reviewed any reports made to them.
5. We reviewed the financial statement disclosures and assessed their compliance with applicable laws and regulations.

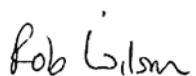
6. We performed analytical procedures to identify any unusual or unexpected transactions or balances that may indicate a risk of material fraud or error.
7. We assessed the risk of fraud through management override of controls and carried out procedures to address this risk. Our procedures included:
 - Testing the appropriateness of journal entries;
 - Assessing judgements and accounting estimates for potential bias;
 - Reviewing related party transactions; and
 - Testing transactions that are unusual or outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. Irregularities that arise due to fraud can be even harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charity's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charity's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity's members as a body, for our audit work, for this report, or for the opinions we have formed.

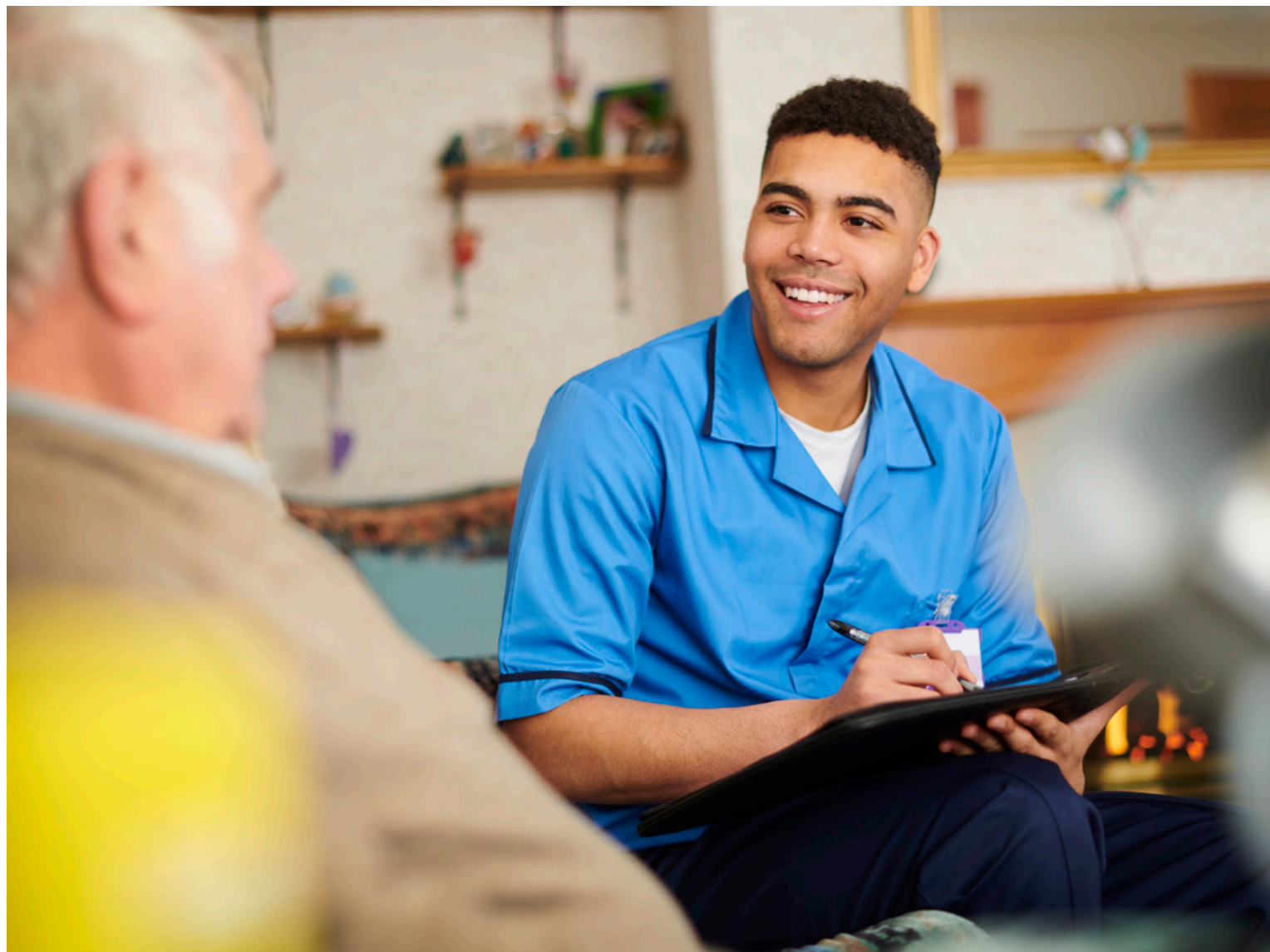


Rob Wilson FCA
(Senior Statutory Auditor)

25 November 2022

For and on behalf of:

Godfrey Wilson Limited
Chartered accountants and statutory
auditors
5th Floor Mariner House
62 Prince Street
Bristol
BS1 4QD



Statement of financial activities (incorporating an income and expenditure account)

For the year ended 31 March 2022

	Note	Unrestricted £	Restricted £	2022 Total £	Unrestricted £	Restricted £	2021 Total £
Income from:							
Donations and legacies	2	174,550	–	174,550	116,637	15,000	131,637
Charitable activities:	3						
Research and innovation		100	67,138	67,238	–	63,286	63,286
Policy and influencing		19,074	57,067	76,141	13,289	53,793	67,083
Culture change		–	43,639	43,639	–	41,136	41,136
Information and advice		100	–	100	–	–	–
Behaviour change		65,805	–	65,805	–	–	–
Improving alcohol treatment		117,957	–	117,957	68,246	–	68,246
Alcohol at work		45,102	–	45,102	12,704	–	12,704
Other trading activities	4	61,488	–	61,488	54,162	–	54,162
Investments	5	358,345	–	358,345	354,660	–	354,660
Other		1,281	–	1,281	310	–	310
Total income		843,803	167,844	1,011,647	620,008	173,216	793,224
Expenditure on:							
Raising funds:							
Donations and legacies		283,959	–	283,959	231,365	–	231,365
Investment management costs		51,195	–	51,195	67,190	–	67,190
Charitable activities:							
Research and innovation		168,925	69,541	238,466	380,154	61,048	441,201
Engagement		85,165	–	85,165	47,316	–	47,316
Policy and influencing		153,073	57,986	211,059	129,574	57,924	187,497
Culture change		19,480	39,117	58,597	45,427	39,245	84,672
Information and advice		79,216	–	79,216	38,674	–	38,674
Behaviour change		379,596	–	379,596	408,572	15,000	423,572
Improving alcohol treatment		115,523	–	115,523	89,707	–	89,707
Alcohol at work		113,859	–	113,859	75,221	–	75,221
Other expenditure:							
Impairment cost	14	451,002	–	451,002	–	–	–
Total expenditure	6a	1,900,993	166,644	2,067,637	1,513,199	173,216	1,686,415
Net income/(expenditure) before gains/(losses) on investments		(1,057,191)	1,200	(1,055,991)	(893,191)	–	(893,191)
Net gains/(losses) on investments	15	559,303	–	559,303	1,508,169	–	1,508,169
Loss on revaluation of investment property	16	(191,000)	–	(191,000)	–	–	–
Net income/(expenditure) for the year	9	(688,888)	1,200	(687,688)	614,978	–	614,978
Transfers between funds	19a	–	–	–	–	–	–
Net movements in funds		(688,888)	1,200	(687,688)	614,978	–	614,978
Reconciliation of funds:							
Total funds brought forward		13,172,004	–	13,172,004	12,557,026	–	12,557,026
Total funds carried forward	19a	12,483,116	1,200	12,484,316	13,172,004	–	13,172,004

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 19 to the financial statements.

Balance sheet

As at 31 March 2022 | Company no. 07462605

	Note	2022 £	2021 £
Fixed assets:			
Tangible assets	14	1,128,144	1,622,699
Investments	15	10,522,409	10,517,112
Investment property	16	510,000	701,000
		12,160,553	12,840,811
Current assets:			
Stock		7,836	8,277
Debtors	17	177,857	114,814
Cash at bank and in hand		633,872	679,147
		819,565	802,238
Liabilities:			
Creditors: amounts falling due within one year	18	(495,802)	(340,014)
Net current asset		323,763	462,224
Total assets less current liabilities		12,484,316	13,303,035
Creditors: grants payable due after one year	8a	–	(131,030)
Total net assets		12,484,316	13,172,004
The funds of the charity:	19a		
Restricted income funds:		–	–
		1,200	–
Unrestricted income funds:			
General funds		12,483,116	13,172,004
Total unrestricted funds		12,483,116	13,172,004
Total charity funds		12,484,316	13,172,004

Approved by the board of directors on 25/11/2022 and signed on their behalf by:

Fiyaz Mughal

Fiyaz Mughal OBE. Chair of the Board of Trustees

The 2021 comparatives have been restated to include the cash held within the investment portfolio as a current asset.

Statement of cash flows

For the year ended 31 March 2022

	Note	2022 £	2021 £
Cash flows from operating activities			
Net income/(expenditure) for the reporting period (as per the statement of financial activities)		(687,688)	614,978
Depreciation and impairment on fixed assets		495,154	40,538
(Gains)/losses on revaluation of investments		(559,303)	(1,508,169)
Losses on revaluation of investment property		191,000	–
Dividends, interest and rent from investments		(358,345)	(354,660)
Decrease/(increase) in stocks		441	(964)
(Increase)/decrease in debtors		(63,043)	134,922
Increase/(decrease) in creditors		24,757	148,807
Net cash used in operating activities		(957,027)	(924,548)
Cash flows from investing activities:			
Dividends, interest and rent from investments		358,345	354,660
Purchase of fixed assets		(600)	(20,194)
Proceeds from sale of investments		1,753,664	2,093,796
Purchase of investments		(1,199,657)	(1,364,799)
Net cash provided by investing activities		911,752	1,063,462
Change in cash and cash equivalents in the year		(45,275)	138,914
Cash and cash equivalents at the beginning of the year		679,147	540,233
Cash and cash equivalents at the end of the year		633,872	679,147

Alcohol Change UK has not provided an analysis of changes in net debt as it does not have any long term financing arrangements.

Notes to the financial statements

For the year ended 31 March 2022

1. Accounting policies**a) Basis of preparation**

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the (Charities SORP FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The charitable company meets the definition of a public benefit entity under FRS 102.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

In applying the financial reporting framework, the trustees have made a number of subjective judgements, for example in respect of significant accounting estimates. Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. The nature of the estimation means the actual outcomes could differ from those estimates. Any significant estimates and judgements affecting these financial statements are detailed within the relevant accounting policy below.

Key judgements that the charitable company has made which have a significant effect on the accounts include estimating the liability from multi-year grant commitments.

Key assumptions and estimations were made from external professional parties for the significant transactions relating to the building impairment and the investment property loss.

The board of directors do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

b) Going concern

The board of directors consider that there are no material uncertainties about the charitable company's ability to continue as a going concern. The charity has cash reserves of £633,872 and net assets of £12,484,316. More information on this is provided in the Trustees' Annual Report.

c) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably.

Income received in advance of the provision of a specified service is deferred until the criteria for income recognition are met.

d) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

e) Fund accounting

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

f) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds relate to the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose and investment manager fees.
- Expenditure on charitable activities includes the costs of our programmes: research and innovation, engagement, policy and influencing, culture change, information and advice, behaviour change, improving alcohol treatment and alcohol at work, undertaken to further the purposes of the charity and their associated support costs.
- Other expenditure represents those items not falling into any other heading.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

g) Allocation of support costs

Wherever possible resources expended are attributed to the particular activity where the cost relates directly to that activity. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Support costs include all expenditure not directly related to charitable activities: general office and administrative costs, information technology, finance, HR, premises and governance. Governance costs are those incurred in the governance of the charity and are primarily associated with the constitutional and statutory requirements and strategic management of the charity's activities.

Support costs, including governance, are apportioned to expenditure on raising funds and expenditure on charitable activities on the following basis, which is an estimate based on staff time attributable to each activity.

	2022	2021
• Raising funds	17%	15%
• Research and innovation	15%	11%
• Engagement	8%	6%
• Policy and influencing	16%	11%
• Culture change	4%	4%
• Information and advice	8%	4%
• Behaviour change	20%	37%
• Improving alcohol treatment	7%	6%
• Alcohol at work	5%	6%

Notes to the financial statements

For the year ended 31 March 2022

1. Accounting policies (continued)**h) Grants payable**

Grants which have been authorised and paid are included as expenditure in the Statement of Financial Activities. Grants which have been authorised but not yet paid are accrued in the balance sheet and are included within creditors falling due within one year or after one year (as appropriate).

i) Tangible fixed assets

Items of equipment are capitalised where the purchase price exceeds £1,000 on initial acquisition and included in the balance sheet at cost or valuation including costs attributable to bringing the assets into working condition for their intended use. Expenditure which enhances the tangible fixed assets is capitalised at cost. Fixed assets donated for the charity's own use are capitalised at their current value.

Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use. The building is defined as a mixed use property as it is partly used for charitable activity, and partly leased out as an investment. The proportion held for charity use is recognised at historic cost less impairment, and the proportion held for investment is recognised at market value as described in note 1 (m) below.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

Land	Not depreciated
• Leasehold property	50 years
• Office equipment	3 years
• Furniture & fixtures	3 years
• Software	3 years

j) Operating leases

Rental charges are charged on a straight line basis over the term of the lease.

k) Investment income

Investment income comprises interest and dividends receivable in the year and rental income from the investment property and is shown inclusive of recoverable tax.

l) Listed investments

Investments are a form of basic financial instrument and are initially recognised at their transaction value and subsequently measured at their fair value as at the balance sheet date using the closing quoted market price. Investment gains and losses, whether realised or unrealised, are combined and shown in the heading "Net gains/(losses) on investments" in the statement of financial activities. The charity does not acquire put options, derivatives or other complex financial instruments.

m) Investment properties

Investment properties are measured initially at cost and subsequently included in the balance sheet at fair value. Investment properties are not depreciated. Any change in fair value is recognised in the statement of financial activities. The valuation method used to determine fair value will be stated in the notes to the accounts.

n) Stock

Stock consists of purchased goods for resale and is valued at a lower of cost and net realisable value.

o) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

p) Cash and cash equivalents

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

q) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

r) Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

Grants payable due after one year are payable within one to three years of the balance sheet date.

s) Foreign exchange transactions

Transactions in foreign currencies are translated at rates prevailing at the date of the transaction. Balances denominated in foreign currencies are translated at the rate of exchange prevailing at the year end.

t) Pensions

The pension cost charge represent contributions payable under the scheme by the charity to the fund. The charity has no liability under the scheme other than for the payment of those contributions.

Notes to the financial statements

For the year ended 31 March 2022

2. Income from donations and legacies

	Unrestricted £	Restricted £	2022 Total £	Unrestricted £	Restricted £	2021 Total £
Donations from individuals and trusts	174,550	–	174,550	116,637	15,000	131,637
	174,550	–	174,550	116,637	15,000	131,637

3. Income from charitable activities

	Unrestricted £	Restricted £	2022 Total £	Unrestricted £	Restricted £	2021 Total £
Research and innovation						
• Welsh Government	–	62,510	62,510	–	60,374	60,374
• Other income	100	4,627	4,727	–	2,912	2,912
	100	67,138	67,238	–	63,286	63,286
Policy and influencing						
• Conference income	6,615	3,000	9,615	13,289	–	13,289
• Welsh Government	–	54,067	54,067	–	51,318	51,318
• Other income	12,459	–	12,459	–	2,475	2,475
	19,074	57,067	76,141	13,289	53,793	67,083
Culture change						
• Welsh Government	–	43,639	43,639	–	39,243	39,243
• Other income	–	–	–	–	1,893	1,893
	–	43,639	43,639	–	41,136	41,136
Information and advice						
• Other income	100	–	100	–	–	–
	100	–	100	–	–	–
Behaviour change						
• Other income	65,805	–	65,805	–	–	–
	65,805	–	65,805	–	–	–
Improving alcohol treatment						
	117,957	–	117,957	68,246	–	68,246
Alcohol at work						
	45,102	–	45,102	12,704	–	12,704
Total income from charitable activities	248,139	167,844	415,983	94,239	158,216	252,455

The charitable company receives government grants, defined as funding from the Welsh Government to fund charitable activities. The total value of such grants in the period ending 31 March 2022 was £162,504 (2021: £150,936). There are no unfulfilled conditions or contingencies attaching to these grants.

Notes to the financial statements

For the year ended 31 March 2022

4. Income from other trading activities

	Unrestricted £	Restricted £	2022 Total £	Unrestricted £	Restricted £	2021 Total £
Dry January licencing	50,064	–	50,064	46,269	–	46,269
Merchandise sales	11,424	–	11,424	7,893	–	7,893
	61,488	–	61,488	54,162	–	54,162

5. Income from investments

	2022 Total £	2021 Total £
Fixed interest		
Corporate bonds and British Government stocks	61,960	71,680
Overseas bonds	2,136	854
Equities – UK and overseas	240,805	232,873
	304,901	305,407
Investment property rental income	53,415	49,185
Bank deposit interest	29	68
	358,345	354,660

All income from investments is unrestricted.

Notes to the financial statements

For the year ended 31 March 2022

Cost of raising funds

Charitable activities

Other expenditures

6a. Analysis of expenditure (current year)

	Donations and legacies £	Investment management costs £	Research and innovation £	Engagement £	Policy and influencing £	Culture change £	Information and advice £	Behaviour change £	Improving alcohol treatment £	Alcohol at work £	Support and governance costs £	Leasehold Property impairment £	2022 Total £	2021 Total £
Staff costs (note 10)	115,906	983	112,392	41,354	126,086	38,416	39,513	109,551	35,272	26,383	149,599	–	795,456	740,104
Other staff costs	710	(201)	735	(80)	838	(643)	1,367	23,913	115	(26)	15,366	–	42,095	53,187
Board and committees	–	–	–	–	–	–	–	–	–	–	3,301	–	3,301	90
Buildings and office running costs	8,409	–	6,898	3,796	6,246	30	238	8,435	1,377	1,390	62,832	–	99,651	84,195
Conference and events	–	–	1,451	–	1,088	816	–	–	–	3,749	358	–	7,463	3,030
Depreciation	–	–	–	–	–	–	–	–	–	–	44,152	–	44,152	40,537
Leasehold Property impairment	–	–	–	–	–	–	–	–	–	–	–	451,002	451,002	–
External associates and advice	–	–	3,088	–	2,316	1,737	–	–	50,368	61,241	–	–	118,748	55,043
Fundraising expenses	85,865	–	–	10,341	–	–	–	–	–	–	2,752	–	98,958	88,565
Grants management and advisory panel costs	–	–	–	–	–	–	–	–	–	–	–	–	–	–
Grants payable (note 8a)	–	–	(11,984)	–	–	–	–	–	–	–	–	–	(11,984)	218,375
Insurance	–	–	–	–	–	–	–	–	–	–	4,191	–	4,191	5,868
Investment costs	–	50,413	–	–	–	–	–	–	–	–	(8,000)	–	42,413	54,380
Legal and professional fees	1,109	–	–	–	–	–	–	–	–	–	23,243	–	24,352	39,048
Meeting costs	–	–	214	–	181	120	–	–	–	–	846	–	1,361	597
Other costs	287	–	906	12	2,213	3	(25)	31	11	97	2,764	–	6,301	2,903
Publications, communications and marketing	20,079	–	11,136	5,879	10,455	4,382	13,938	159,385	6,453	5,224	2,504	–	239,434	214,536
Research, policy and campaigns costs	40	–	66,899	18	13,458	2,574	19	17,707	17	12	–	–	100,743	85,956
	232,405	51,195	191,736	61,321	162,881	47,435	55,050	319,020	93,613	98,070	303,908	451,002	2,067,637	1,686,415
Support and governance costs (note 7a)	51,554	–	46,730	23,844	48,178	11,162	24,166	60,576	21,910	15,788	(303,908)	–	–	–
Total expenditure 2022	283,959	51,195	238,466	85,165	211,059	58,597	79,216	379,596	115,523	113,859	–	451,002	2,067,637	
Total expenditure 2021	231,365	67,190	441,201	47,316	187,497	84,672	38,674	423,572	89,707	75,221	–	–		1,686,415

Notes to the financial statements

For the year ended 31 March 2022

Cost of raising funds

Charitable activities


Other expenditures

6b. Analysis of expenditure (prior year)

	Donations and legacies £	Investment management costs £	Research and innovation £	Engagement £	Policy and influencing £	Culture change £	Information and advice £	Behaviour change £	Improving alcohol treatment £	Alcohol at work £	Support and governance costs £	2021 Total £
Staff costs (note 10)	86,952	4,815	106,971	29,202	112,729	54,199	20,483	104,611	25,336	25,336	169,470	740,104
Other staff costs	377	88	653	523	752	679	215	16,404	595	19,347	13,555	53,187
Board and committees	–	–	–	–	–	–	–	–	–	–	90	90
Buildings and office running costs	13,636	11	1,114	16	3,797	48	264	5,717	266	266	59,059	84,195
Conference and events	–	–	1,205	–	1,033	774	–	–	–	–	18	3,030
Depreciation	–	–	–	–	–	–	–	–	–	–	40,537	40,537
External associates and advice	–	–	–	–	–	–	–	–	45,538	9,505	–	55,043
Fundraising expenses	73,132	–	214	–	183	137	–	14,899	–	–	–	88,565
Grants management and advisory panel costs	–	–	–	–	–	–	–	–	–	–	–	–
Grants payable (note 8a)	–	–	218,375	–	–	–	–	–	–	–	–	218,375
Insurance	–	–	–	–	–	–	–	–	–	–	5,868	5,868
Investment costs	–	62,380	–	–	–	–	–	–	–	–	(8,000)	54,380
Legal and professional fees	–	–	–	–	–	–	–	8,767	–	–	30,281	39,048
Meeting costs	–	–	110	–	95	71	–	–	–	–	321	597
Other costs	326	(459)	493	1	1,597	2	43	7	(2,763)	135	3,522	2,903
Publications, communications and marketing	13,508	316	8,504	474	7,721	3,591	7,202	163,547	2,174	2,071	5,428	214,536
Research, policy and campaigns costs	831	40	60,279	60	16,607	4,649	527	2,262	100	100	500	85,956
	188,763	67,190	397,918	30,276	144,514	64,150	28,733	316,215	71,246	56,760	320,650	1,686,415
Support and governance costs (note 7b)	42,602	–	43,283	17,041	42,983	20,522	9,940	107,357	18,461	18,461	(320,650)	–
Total expenditure 2021	231,365	67,190	441,201	47,316	187,497	84,672	38,674	423,572	89,707	75,221	–	1,686,415

Notes to the financial statements


For the year ended 31 March 2022

Cost of raising funds Charitable activities **7a. Analysis of support and governance costs (current year)**

	Donations and legacies £	Investment management costs £	Leasehold Property impairment £	Research and innovation £	Engagement £	Policy and influencing £	Culture change £	Information and advice £	Behaviour change £	Improving alcohol treatment £	Alcohol at work £	2022 Total £	2021 Total £
Finance	13,667	–	–	11,670	6,321	12,234	2,555	6,406	16,059	5,808	4,185	78,906	78,945
Office and general management	4,276	–	–	4,902	1,978	4,765	1,503	2,005	5,025	1,817	1,310	27,580	26,681
IT, internet and telephones	7,897	–	–	7,389	3,653	7,553	1,839	3,702	9,279	3,356	2,419	47,088	49,228
HR and other professional fees	4,622	–	–	4,943	2,138	4,885	1,425	2,167	5,431	1,964	1,416	28,991	30,630
Buildings and premises	11,298	–	–	9,281	5,225	9,839	1,906	5,296	13,275	4,802	3,460	64,383	67,164
Support costs	41,761	–	–	38,186	19,314	39,275	9,229	19,575	49,069	17,748	12,789	246,948	252,648
Audit fees	1,920	–	–	1,428	888	1,560	240	900	2,256	816	588	10,597	9,563
Insurance	494	–	–	367	228	401	62	231	580	210	151	2,725	2,309
Legal advice	1,449	–	–	1,078	670	1,177	181	679	1,703	616	444	7,997	15,591
Board and committee meetings	620	–	–	461	287	504	77	291	728	263	190	3,421	134
Constitutional and statutory needs	318	–	–	236	147	258	40	149	373	135	97	1,753	5,039
Strategic management	4,992	–	–	4,974	2,309	5,002	1,333	2,340	5,866	2,122	1,529	30,467	35,367
Governance costs	9,793	–	–	8,544	4,529	8,902	1,933	4,590	11,507	4,162	2,999	56,961	68,002
Total expenditure 2022	51,554	–	–	46,730	23,844	48,178	11,162	24,166	60,576	21,910	15,788	303,908	
Total expenditure 2021	42,602	–	–	43,283	17,041	42,983	20,522	9,940	107,357	18,461	18,461		320,650

Notes to the financial statements

For the year ended 31 March 2022

Cost of raising funds Charitable activities **7b. Analysis of support and governance costs (prior year)**

	Donations and legacies £	Investment management costs £	Research and innovation £	Engagement £	Policy and influencing £	Culture change £	Information and advice £	Behaviour change £	Improving alcohol treatment £	Alcohol at work £	2021 Total £
Finance	10,953	–	9,730	4,381	9,853	4,377	2,556	27,602	4,746	4,746	78,945
Office and general management	3,057	–	4,574	1,223	4,343	2,416	713	7,705	1,325	1,325	26,681
IT, internet and telephones	6,310	–	7,104	2,524	6,961	3,485	1,472	15,902	2,734	2,734	49,228
HR and other professional fees	3,869	–	4,535	1,548	4,421	2,252	903	9,750	1,677	1,677	30,630
Buildings and premises	8,852	–	9,210	3,541	9,116	4,403	2,065	22,306	3,836	3,836	67,164
Support costs	33,041	–	35,153	13,217	34,694	16,934	7,710	83,264	14,318	14,318	252,648
Audit fees	1,402	–	1,028	561	1,075	421	327	3,533	608	608	9,563
Insurance	339	–	248	135	260	102	79	853	147	147	2,309
Legal advice	2,286	–	1,676	914	1,753	686	533	5,761	991	991	15,591
Board and committee meetings	20	–	14	8	15	6	5	50	9	9	134
Strategic management	4,775	–	4,621	1,910	4,621	2,152	1,114	12,034	2,069	2,069	35,367
Governance costs	9,561	–	8,131	3,824	8,289	3,588	2,231	24,093	4,143	4,143	68,002
Total expenditure 2021	42,602	–	43,283	17,041	42,983	20,522	9,940	107,357	18,461	18,461	320,650

Notes to the financial statements

For the year ended 31 March 2022

8a. Grant making (current year)

	Small grants £	Research and development grants £	Studentship grants £	2022 £	2021 £
At the start of the year	1,452	268,257	–	269,709	95,415
Awarded in year	–	–	–	–	241,114
Paid in the year	(1,028)	(64,419)	–	(65,446)	(50,016)
Grants cancelled	(424)	(11,172)	–	(11,596)	(16,804)
At the end of the year	–	192,666	–	192,666	269,709
Falling due within one year	–	192,666	–	192,666	138,679
Falling due after more than one year	–	–	–	–	131,030
Reconciliation of expenditure:					
Awarded in year	–	–	–	–	
Grants cancelled	(424)	(11,172)	–	(11,596)	
Grants refunded	–	(388)	–	(388)	
At the end of the year	(424)	(11,560)	–	(11,984)	

8b. Grant making (prior year)

	Small grants £	Research and development grants £	Studentship grants £	2021 £
At the start of the year	2,586	81,229	11,600	95,415
Awarded in year	–	241,114	–	241,114
Paid in the year	(1,134)	(37,282)	(11,600)	(50,016)
Grants cancelled	–	(16,804)	–	(16,804)
At the end of the year	1,452	268,257	–	269,709
Falling due within one year	1,452	137,227	–	138,679
Falling due after more than one year	–	131,030	–	131,030
Reconciliation of expenditure:				
Awarded in year	–	241,114	–	241,114
Grants cancelled	–	(16,804)	–	(16,804)
Grants refunded	–	(5,435)	(500)	(5,935)
At the end of the year	–	218,875	(500)	218,375

Full details of grants paid during the year and outstanding at the year end are listed in Appendix 1 to the Financial Statements.

Grants to individuals (studentship grants)

The grants covered course fees and, in some instances, included maintenance and other allowances on an agreed scale.

Notes to the financial statements

For the year ended 31 March 2022

9. Net income/(expenditure) for the year

This is stated after changing/(crediting):

	2022 £	2021 £
Depreciation	44,152	40,537
Operating lease rentals payable	–	–
Operating lease rentals receivable	(53,415)	(49,185)
Auditor's remuneration (excluding VAT)		
Audit	6,950	9,150
Other services	–	–

10. Analysis of staff costs, board of trustees' remuneration and expenses, and the cost of key management personnel

Staff costs were as follows:

	2022 £	2021 £
Salaries and wages	653,248	625,987
Redundancy and termination costs	22,747	–
Social security costs	68,488	62,924
Employer's contribution to defined contribution pension schemes	50,973	51,193
	795,456	740,104

The following number of employees received employee benefits (excluding employer's pension and NI costs) during the year between:

	2022 No.	2021 No.
£90,000 – £99,999	1	–
£80,000 – £89,999	–	1

During the year, the charity's key management personnel comprised of the chief executive officer and directors. The total employee benefits (including employer pension contributions and employer national insurance) of the key management personnel from 1 April 2021 to 31 March 2022 were £343,830 (2021: £378,246).

Termination payments were made in the year amounting to £22,747 (2021: £nil), of which £3,722 was outstanding at the year end. The termination costs are recognised in full as an expense on the statement of financial activities.

No trustees received reimbursed expenses in 2022 or 2021.

Grant funding received for projects in which trustees or directors are involved is disclosed in Note 12.

Notes to the financial statements

For the year ended 31 March 2022

11. Staff numbers

The average number of employees (head count based on number of staff employed) during the year was 17 (2021: 16).

The average monthly number of full-time equivalent employees (including part-time staff) during the year was:

	2022 FTE	2021 FTE
Raising funds	2.5	2.2
Research and innovation	2.1	1.9
Engagement	2.4	0.2
Policy and influencing	0.5	2.2
Culture change	0.7	0.9
Information and advice	0.9	1.2
Behaviour change	2.1	2.4
Improving alcohol treatment	0.7	0.6
Alcohol at work	0.8	0.6
Support functions, management and governance	2.7	3.2
	15.4	15.4

12a. Related party transactions (current year)

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties.

Of the grants paid during the year, the following trustees, directors and/or associates have been involved in projects and, during the course of the project, they or their unit have received funding from the institution to which the grant was made. The details are as follows:

	Paid in year £	Outstanding at year-end £
AdFam – Support and development work of the AFA		
Vivienne Evans, is a Trustee at ACUK and CEO at AdFam	10,000	–
	10,000	–

Notes to the financial statements

For the year ended 31 March 2022

12b. Related party transactions (prior year)

There were no related party transactions in the prior year.

13. Taxation

The charitable company is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

14. Tangible fixed assets

	Freehold property £	Leasehold property £	Furniture & fixtures £	Office equipment £	Software £	Total £
Cost						
At the start of the year	39,500	1,695,558	27,546	33,883	11,954	1,808,441
Impairment	–	(451,002)	–	–	–	(451,002)
Additions in year	–	–	–	600	–	600
At the end of the year	39,500	1,244,556	27,546	34,483	11,954	1,358,039
Depreciation						
At the start of the year	–	135,644	27,546	18,113	4,439	185,743
Charge for the year	–	33,911	–	6,256	3,985	44,152
At the end of the year	–	169,556	27,546	24,370	8,424	229,895
Net book value						
At the end of the year	39,500	1,075,000	–	10,114	3,530	1,128,144
At the start of the year	39,500	1,559,914	–	15,770	7,515	1,622,699

The impairment of £451,002 on the leasehold property was due to the profound impact Covid-19 pandemic and Government lockdown restrictions since March 2020 had on the economy and property market.

All of the above assets are used for charitable purposes.

Notes to the financial statements

For the year ended 31 March 2022

15. Listed investments

Investments are included at their market value.

Fair value at the start of the year

Additions at cost

Disposal proceeds

Net gain/(loss) on change in fair value

Historic cost

Investments comprise:

Fixed interest:

Corporate bonds and British Government stocks

Equities

Property

Alternative assets

2022 £	2021 £
10,517,112	9,737,940
1,199,657	1,364,799
(1,753,664)	(2,093,796)
559,303	1,508,169
10,522,409	10,517,112
7,892,280	7,775,380

2022 £	2021 £
1,433,936	1,511,187
6,689,725	6,796,023
1,193,671	1,040,716
1,205,077	1,169,186
10,522,409	10,517,112

16. Investment property

Fair value at the start of the year

Additions

Revaluation during the year

Fair value at the end of the year

2022 £	2021 £
701,000	701,000
–	–
(191,000)	–
510,000	701,000

The investment property is in the basement of the charity's head office at Swinton Street. The purchase price was attributed between tangible fixed assets and investment property in proportion with the fair value at the year end. The property was last valued on 30 March 2022 by Strettons, Chartered Surveyors and Property Consultants. The valuation of the investment property at 30 March 2022 is based on the lease in place at the time.

Notes to the financial statements

For the year ended 31 March 2022

17. Debtors

	2022 £	2021 £
Equity interest and dividends declared but not yet received	55,730	57,017
Trade debtors	90,840	30,373
Prepayments and accrued income	31,287	27,424
	177,857	114,814

Trade debtors has increased compared to previous year due to a large number of invoices issued at the end of the year that were related to NCI on dependent drinkers training project which was agreed with local authorities near the year end.

18. Creditors: amounts falling due within one year

	2022 £	2021 £
Trade creditors	148,245	38,725
Taxation and social security	19,452	17,408
Other creditors	3,478	9,798
Deferred income	85,905	63,731
Accruals	46,055	71,674
Grants payable (see Note 8)	192,666	138,679
	495,802	340,014

Movements in deferred income:

	2022 £	2021 £
At the start of the year	63,731	–
Deferred during the year	85,905	63,731
Released during the year	(63,731)	–
At the end of the year	85,905	63,731

Deferred income relates to training and consultancy fees received in advance of delivery of the services.

Notes to the financial statements

For the year ended 31 March 2022

19a. Movements in funds (current year)

	At 1 April 2021 £	Income £	Expenditure £	Transfers £	Gain/(Losses) £	At 31 March 2022 £
Restricted funds:						
Welsh Government	–	150,936	(150,936)	–	–	–
Welsh Government (BL Work in Wrexham and Flintshire)	–	11,568	(10,368)	–	–	1,200
Kyowa Kirin Ltd (Annual Conference)	–	3,000	(3,000)	–	–	–
Kyowa Kirin Ltd (Improving Alcohol Treatment)	–	2,340	(2,340)	–	–	–
Total restricted funds	–	167,844	(166,644)	–	–	1,200
General funds	13,172,004	843,803	(1,900,993)	–	368,303	12,483,116
Total funds	13,172,004	1,011,647	(2,067,637)	–	368,303	12,484,316

19b. Movements in funds (prior year)

	At 31 March 2020 £	Income £	Expenditure £	Transfers £	Gain/(Losses) £	At 31 March 2021 £
Restricted funds:						
Alliance House Foundation	–	15,000	(15,000)	–	–	–
Welsh Government	–	150,936	(150,936)	–	–	–
Kyowa Kirin Ltd	–	3,000	(3,000)	–	–	–
Heb Ffin	–	2,280	(2,280)	–	–	–
Sodexo	–	2,000	(2,000)	–	–	–
Total restricted funds	–	173,216	(173,216)	–	–	–
General funds	12,557,026	620,008	(1,513,199)	–	1,508,169	13,172,004
Total funds	12,557,026	793,224	(1,686,415)	–	1,508,169	13,172,004

Notes to the financial statements

For the year ended 31 March 2022

19c. Purposes of restricted funds

Restricted funds comprise income which the charity can only use in accordance with terms set out in a written agreement with the original donor or funder. Projects which received funding in this way in 2021/22 are shown below:

The Welsh Government grant was to support the training and consultancy project to help services in two Welsh local authority areas to work more effectively with vulnerable alcohol-dependent drinkers.

The Welsh Government grant is supporting delivery of the 'Working Together to Reduce Harm, Substance Misuse Delivery Plan', including raising awareness of alcohol misuse issues across Wales and campaigning for an effective alcohol policy and improved services for people whose lives are affected by alcohol-related problems.

Kyowa Kirin awarded grant was to support 2021 Wales Conference.

Kyowa Kirin awarded grant to support the design and production of guide on improving alcohol treatment.

20. Operating lease commitments

At 31 March 2022, the charity had nil annual commitments under a non-cancellable operating lease expiring in August 2022 (2021: nil). Total lease payments recognised as expenditure for the year were nil.

21. Operating lease commitments receivable as a lessor

Amounts receivable under non-cancellable operating leases are as follows for each of the following periods (exclusive of VAT):

Property

	2022	2021
	£	£
Less than one year	15,993	49,185
One to five years	–	17,701
	15,993	66,886

The tenancy agreement for the basement at 27 Swinton Street is for a five year period, starting from 11 August 2017. The charity is entitled to a fixed annual rental of £44,000 and reimbursement of service charges incurred for the year, which are variable. Tenants vacated the property on 6 April 2022 therefore there will not be any service charges for period 7 Apr 2022 – 10 Aug 2022.

22. Legal status of the charity

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £1.

23a. Analysis of net assets between funds (current year)

	Restricted £	General unrestricted £	Total funds £
Tangible fixed assets	–	1,128,144	1,128,144
Investment properties	–	510,000	510,000
Investments	–	10,522,409	10,522,409
Net current assets	1,200	322,563	323,763
Long term liabilities	–	–	–
Net assets at 31 March 2022	1,200	12,483,116	12,484,316

23b. Analysis of net assets between funds (prior year)

	Restricted £	General unrestricted £	Total funds £
Tangible fixed assets	–	1,622,699	1,622,699
Investment properties	–	701,000	701,000
Investments	–	10,770,676	10,770,676
Net current assets	–	208,660	208,660
Long term liabilities	–	(131,030)	(131,030)
Net assets at 31 March 2021	–	13,172,004	13,172,004

Notes to the financial statements

For the year ended 31 March 2022

Appendix 1: Grant commitments**Research and Development Grants**

Grant Recipient	Grant Ref	At 1 April 2021 £	Awarded in year £	De-committed in the year £	Payment made £	At 31 March 2022 £
Findings	R 2015/04	6,771	–	(5,172)	(1,599)	–
University of Sheffield	R 2016/02	6,000	–	(6,000)	–	–
University of Edinburgh	R 2017/03	2,001	–	–	(2,001)	–
University of Glasgow	RI/100040	12,371	–	–	–	12,371
Manchester Metropolitan University	2020 NH/16	64,812	–	–	(16,203)	48,609
Sheffield University	2020 NH/20	48,461	–	–	(12,115)	36,346
Swansea University	2020 NH/26	65,000	–	–	(32,500)	32,500
University of Liverpool	2020 NH/31	62,841	–	–	–	62,841
		268,257	–	(11,172)	(64,419)	192,666

Small Grants

Grant Recipient	Grant Ref	At 1 April 2021 £	Awarded in year £	De-committed in the year £	Payment made £	At 31 March 2022 £
King's College London	2017 SG/1074	1,452	–	(424)	(1,028)	–
Total Grants		269,709	–	(11,596)	(65,446)	192,666

57 | Officers and contacts

Alcohol Change UK is the operating name of Alcohol Research UK. Its principal governing document is its Memorandum and Articles of Association. It incorporates the assets of Alcohol Concern which had the Charity Commission number 291705, with which it merged on 31 March 2017, and which was removed from the Charity Commission register on 23 January 2018.

Registered office and operational address: 27 Swinton Street, London, WC1X 9NW

Company no. 07462605 (England and Wales)

Charity no. 1140287

Trustees and officers from 1 April 2021 to 25 November 2022. Trustees in *italics* stood down, in **bold** joined, during the year. Short biographies of our trustees are available online.

Fiyaz Mughal, OBE	Chair
Mike Bellamy	
Vivienne Evans	Vice-Chair and Chair of Governance and People sub-committee
Dr Emily Finch	
Gareth Harkin	Chair of Income and Impact Development sub-committee
<i>Dr Will Haydock</i>	to 23 May 2022
	Interim Chair of Finance and General Purposes sub-committee from 1 April 2021 to 14 June 2021
<i>Ranjeet Kaile</i>	to 28 February 2022
Prof Antony Moss	
Dr Emmert Roberts	
Prof Isabelle Szmigin	Chair of Research and Policy sub-committee from 22 Mar 2021
Adam Uttley	from 14 Jun 2021
	Treasurer, Chair of Finance, Audit, Investment and Risk sub-committee from 14 Jun 21

Executive team from 1 April 2021 to 25 November 2022. Team members in *italics* left Executive Team, in **bold** joined it, during the year.

Dr Richard Piper	Chief Executive Officer and Company Secretary
Jenni G Bradshaw	Head of Office, People and Governance, from 1 Apr 2022
Envere Glogjani	Head of Finance, from 20 Apr 2021
Emily Hamilton	Director of Marketing and Communications, from 4 Jan 2022
Ailar Hashemzadeh	Director of Research and Public Affairs, from 31 Jan 2022
<i>Lucy Holmes</i>	Director of Research and Policy, to 7 Jan 2022
Danielle Houlston	Director of Fundraising and Engagement
<i>Azra Karaselimovic</i>	Director of Finance and Operations, to 20 Apr 2021
<i>Maddy Lawson</i>	Director of Communications, to 3 Sep 2021
Andrew Misell	Director, Wales Office
Julie Symes	Interim Director of Communications, 3 Sep 2021 to 4 Jan 2022

1 April 2021 to 25 November 2022

Members of the Expert Advisory

Nile Amos	Expert by Experience
Tim Barclay	Expert by Experience
Sally Beaven	Expert by Experience
Ms Claire Brown	Editor, Drink and Drug News
Professor Simon Coulton	Professor for Health Service Research, Centre for Health Service Studies, University of Kent
Dr Matt Egan	Associate Professor, London School of Hygiene and Tropical Medicine
Dr Qulsom Fazil	Lecturer, University of Birmingham
Professor Matt Field	Professor of Psychology, University of Sheffield
Professor Elizabeth Gilchrist	Institute of Health and Society, University of Worcester
Professor Elizabeth Hughes	University of Huddersfield and South West Yorkshire Partnership
Dr S Vittal Katikireddi	Senior Clinical Research Fellow, University of Glasgow
Dr Hilda Laughran	Associate Professor in the School of Social Policy, Social Work and Social Justice, University College, Dublin
Professor Dorothy Newbury-Birch	Professor of Alcohol and Public Health Research, Teesside University
Janet Ruane	Expert by Experience
Dr Jeremy Segrott	Research Fellow in Public Health, DECIPHER Centre, Cardiff University
Zoe Swithenbank	Expert by Experience

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A group of diverse people, including a Black man in a blue patterned shirt and a white woman in a green sweater, are smiling and clapping in a meeting. The background is bright and out of focus.

Serious alcohol harm
is destroying
millions of lives.
But change is possible.
Let's create that change.



Alcohol Change UK, 27 Swinton Street, London WC1X 9NW
020 3907 8480, contact@alcoholchange.org.uk, www.alcoholchange.org.uk

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