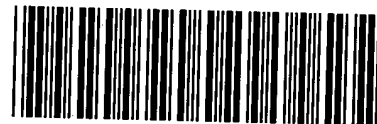


Alcohol Concern

Annual Report and Financial Statements for the year ended 31 March 2016

**Registered Charity No: 291705
Company Registration No: 1908221**

WEDNESDAY



L5A5VYUG
LD6 29/06/2016 #22
COMPANIES HOUSE

Our vision

Our vision is of a world where alcohol does no harm

Our Mission is to:

Help people through information, advice and guidance
Help professionals through training, projects and research
Help all of us through campaigning to challenge the drinking culture in our country

Our Values are:

Bravery - We are brave and honest about a difficult issue that can affect people from all walks of life. We state evidence about alcohol and we are not afraid to challenge the alcohol industry or governments.

Independence - We will work with other organisations who genuinely want to reduce harm caused by alcohol. To maintain our independence, we do not accept donations from alcohol producers. We seek to work with local and central government as a vital way of achieving our vision.

Evidence based - We promote understanding about the problems that alcohol can cause and the policy solutions. We base our lobbying, campaigns and policy on evidence based research. We source our facts from rigorous peer reviewed academic research, national governments and their agencies, and respected international institutions such as the World Health Organisation.

Contents

	Page
Chair's introduction	4
Report of the Board of Trustees	5
Report of the Auditors	16
Statement of Financial Activities	18
Balance Sheet	19
Cash Flow Statement	20
Notes to Financial Statements	21
Trustees, Officers and Advisors	30

Chair's introduction

Despite the growing body of research that recognises the damage that can be caused through alcohol, the state seems to have retreated from acting on it. This has been exacerbated by the reduction in funding for public health and the pressures on local authority services. Yet the costs to individuals, families and society of not tackling alcohol are very substantial and increasing.

In this environment, the role of organisations like Alcohol Concern becomes ever more important and relevant. The work we carry out with a small staff group in England and Wales is varied, ranging for example from the highly creative and holistic communities together programme in Fishguard and Goodwick in West Wales to the blue light programme working with change resistant drinkers and the Dry January campaign that engages more people every year. More detail is given in the body of the report.

Yet, as a campaigning organisation finding the financial resources to carry out our work remains a constant challenge. We are very grateful for the long term support given to us by The Tudor Trust and Esmée Fairbairn without which our impact would have been considerably diminished.

During the year we adopted a new and ambitious five year strategy and it is very important that we achieve as much of it as possible. That will be partly dependent on the resources we can raise but also through ensuring that our voice is heard above and beyond that of the alcohol industry and those organisations it supports.

We recruited a number of new Board members during the course of the year, creating a stronger and more diverse skills base. Among those standing down I would like to thank in particular, Janusz Karczewski-Slowikowski, our treasurer and Board member from the inception of Alcohol Concern over thirty years ago. I would also like to thank Jackie Ballard who has been Chief Executive for nearly two years but is having to retire shortly on health grounds. She has been exceptional, as have all the staff who have been with us during the course of the year.

Richard Sumray

Report of the Board of Trustees

This year we have continued to change the conversation around alcohol, to allow people a choice *not* to drink if they wish, and we have highlighted the health benefits and alternatives through our Dry January campaign and the first ever Zero Alcohol Awards.

Alcohol is no ordinary product; it should therefore be sold and marketed responsibly, and consumed carefully. Given the recent changes in the Government alcohol guidelines, more than ever we want people to be able to make informed choices about their relationship with alcohol, knowing the potential harms and the health benefits of reduction and abstinence. Our goal is that family lives are not blighted by alcohol, that young people do not die from alcohol poisoning and that drinking to excess is not the norm.

Our Dry January campaign, as recorded later in this report saw the biggest year yet in 2016. It's estimated that 1 in 6 people in Britain attempted a Dry January – it was once again a key talking point across the country, and has achieved critical mass and cut through as the leading behaviour change campaign.

Impact and achievements

At the heart of all of our work and campaign objectives is the overarching goal of starting a different conversation about alcohol.

Dry January

Alcohol Concern's flagship campaign Dry January took place again in January 2016. The campaign has continued to go from strength to strength, it was the biggest campaign yet with media mentions, social media engagement and more people attempting to go dry than ever before. A YouGov commissioned survey in early February 2016 indicated that a massive 16% of the adult population attempted to go Dry in January.

The 2016 campaign was the first time we had major corporate sponsor support. Soft drinks company Britvic and restaurant chain Strada were official soft drinks and food partners respectively. The Britvic partnership focused on business to business promotions while Strada was a business to consumer relationship where we offered weekly offers to Dry January participants. The campaign was also supported by Public Health England, NHS Employers and local authorities around the country.

Dry January 2016 also saw the launch of the Dry January App. We partnered with tech company Cyberliver to develop a Dry January app which was featured on IOS and Android. Almost 14,000 people downloaded the app and over 1,800 paid to access premium content. The feedback we've received has been excellent and over 1,000 people are still using the app in March 2016.

Fitness focused organisation Jawbone also supported Dry January. They donated a number of fitness tracker devices to Alcohol Concern which we were able to use as early sign up incentives and giveaways. The devices were great for participants to feedback their fitness levels and sleep patterns throughout the month.

Healthy inside and out...

Research in 2015 from Public Health England supported previous findings that Alcohol Concern's Dry January is an effective behaviour change campaign. The most comprehensive study yet found 67% of participants had sustained reduced levels of drinking six months after completing Dry January 2015, 8% of who had continued to stay dry.

Research from the Royal Free Hospital in London published in November 2015 has also found benefits from a month off alcohol, which we had not initially anticipated, around the positive physiological effects of doing a Dry January. The study of moderate drinkers who had not had alcohol for 31 days, found improvements in concentration and sleep patterns, as well as positive impact on blood sugar levels, blood pressure and the liver.

Dry Humour

This year we ran two Dry Humour nights – comedy nights with all the laughter and none of the hangover. We were able to attract some of the biggest names in British comedy, including Jo Brand, Arthur Smith, Richard Herring and Milton Jones.

Comedy and alcohol are frequently paired together here in the UK. Whether live comedy, TV sponsorship or even the highest award at the Edinburgh Festival (now sponsored by a beer brand). Dry Humour nights are our way of showing that this doesn't have to be the case. After all, 70% of comedians never touch a drop before getting on stage. So if they can perform sober, then the audience shouldn't need to drink to enjoy it!

These are always fantastic nights of comedy. And they're a great way to raise much-needed funds for the organisation (over £3000 this year). But, just as importantly, they help people realise that alcohol isn't necessary to have a good time.

In 2016/17 we are planning events countrywide so that even more people can enjoy a night of alcohol-free comedy.

AAW

Every November, Alcohol Concern organises Alcohol Awareness Week (AAW). The theme for the 2015 week was 'The Impact of Alcohol on our Society', which had a specific focus on the pressures on our emergency services.

The week is themed by Alcohol Concern every year. The week is used by a whole variety of local alcohol charities, local authorities, schools, universities and NHS organisations to promote healthy drinking messages. This year we provided over 150 information packs and literature for organisations to use locally.

Working with young people

We have continued to develop our work with young people in 2015/16. We have some very exciting projects at the moment and continue to look for opportunities for young people's voices to be heard, by decision-makers and in the media and wider society, on alcohol issues.

The Youth Advertising Council (YAAC) was a shortlisted finalist for the Children and Young People Now awards in November 2015.

The group continue to meet quarterly to scrutinise alcohol adverts and have made a number of complaints – most recently one against Heineken in September 2015 which was successfully upheld by the Advertising Standards Agency and gained media attention.

"I got involved with YAAC because I thought it was an interesting angle for campaigning about the problems of underage drinking and gave me the opportunity to network with new people."

"Through YAAC, my networking skills have improved my public speaking skills as well as the ability to be a better critical thinker." – Oyin, YAAC member

"Being a part of YAAC has helped me to develop analytical skills and made me more aware of problematic advertising and not only in the alcohol industry. Winning so many awards and

seeing adverts that we have complained about being upheld by the ASA is such a fulfilling feeling. Many people do not believe that advertising affects them but that is exactly how you're supposed to feel as it is a psychological process." – Chante, YAAC member

Alcohol in the System

With funding from Trust for London we are currently working with young offenders in greater London to better understand the complex relationship between alcohol and offending behaviours, with the aim of improving outcomes for young people in the youth justice system. The project is being co-driven by the young people themselves who will be making policy and practice recommendations to decision-makers later in 2016.

It's the Drink Talking

The 'It's the Drink Talking' project came to an end in June 2015. Funded by Comic Relief since 2012, the project developed a grassroots network of around 500 youth alcohol activists, across England and Wales, who developed local alcohol-focused campaigns and sought to make positive change happen themselves. They included a group of young women from Wales who developed a campaign, film and App tackling alcohol-related sexual exploitation and who were heard in the Welsh Senedd and by local councillors. The project was particularly successful at engaging disadvantaged children with no previous participative experience.

Communities together

Communities Together is a project (funded by the Big Lottery Fund) which encourages local people to have honest conversations about the good and bad sides of alcohol use in their neighbourhoods, and to develop their own solutions to any problems. It does not aim to discourage drinking altogether; rather to promote a healthy relationship with alcohol, for individuals and for the community as a whole. Communities Together is not based on any idea that Fishguard and Goodwick are places with extra-ordinary alcohol issues. They're typical Welsh communities with typical levels of many problems, and also a lot to give in terms of community spirit and the will to make things better.

The priorities from local citizens included:

1. Raising awareness
2. Bringing people together
3. Parents acting responsibly about alcohol and their children.

During 2015/16 there has been a diverse range of activities and projects in which we have become involved, which include:

- The running of The Sound of the Youth – a series of music events for young people, with mocktails, music and a little bit of mayhem!
- Working with students at the local secondary school, Ysgol Bro Gwaun, to help them organise a conference, follow on activities and presentations of their projects on the theme of 'It's the alcohol talking'.
- Promoting intergenerational work in Fishguard and Goodwick, for example ICT sessions where 12 and 13 year olds taught and mentored people in their 70's and 80's. And our involvement in this work led, in part, to Communities Together acting as the local coordinator for a World Health Organisation pilot study around the Indicators for what makes a community 'age friendly'.
- Working with a local community theatre group to devise, script and perform a show – 'It's the Drink Talking' put on, to a nearly full capacity audience, in February 2016.

Getting our message across in the media

Getting our messages out to different and new audiences is vital, which is why we regularly speak to national newspapers, broadcasters and magazines about alcohol issues. As well as approaching media outlets proactively, our press team are always prepared to respond reactively to new reports or figures around alcohol.

2015/16 was the biggest year for Dry January coverage, with over 1,500 pieces of UK media coverage. We also had our biggest year yet for international press, with 2,085 global media mentions. Media milestones also included the Chief Medical Officer publishing the latest guidance on recommended alcohol limits in January, we ensured we were prepared with a reactive comment as well as briefed spokespeople to be interviewed on the day, which included a live interview and debate on the Channel 4 evening news.

Our social media channels have also continued to grow, our Twitter page has seen a 30% increase in followers, and since the re-launch of our Facebook page in April 2015 we've seen an 89% increase in page likes.

In 2015 we published a series of factsheets which focused on alcohol and health. The six factsheets looked at the link between alcohol and cancer, breast cancer, depression, diabetes, dementia and hypertension. The release of the alcohol and breast cancer factsheet made it on to the front page of The Mirror in July 2015.

In October 2015 we were also shortlisted for PR Team of the Year at the annual Charity Times Awards.

Building the evidence base to influence policy and policy makers

A report from Alcohol Concern Cymru released in March 2016 highlighted the extent to which cheap booze is available on high streets - emphasising the need for a minimum unit price (MUP) for alcohol. The report described the findings from a snapshot survey of supermarkets and off-licences in six towns and cities across Wales. The survey found alcohol on sale for as little as 15.5p per unit, meaning that more than 14 units – the Chief Medical Officers' maximum weekly recommended limit – could be purchased for little more than £2.

Throughout 2015/16 the factsheets we published on the link between alcohol and health conditions such as diabetes and dementia were also sent as briefings to MPs and have been used in the House of Commons to inform and influence debates.

Alcohol Concern continues to provide the Secretariat to the All-Party Parliamentary Group on Alcohol Harm. During the year we supported the APPG to undertake an Inquiry into the impact of alcohol on the emergency services, including coordinating two expert inquiry sessions and the collation of written submissions. The Inquiry report is due for publication later in 2016.

The Alcohol Health Alliance

Alcohol Concern is a leading a member of the Alcohol Health Alliance (AHA) which has continued to grow, and now has 46 members. The AHA Policy and Advocacy Manager is based at Alcohol Concern.

The AHA commissioned, for the second year running, a national public opinion poll to inform its advocacy and campaigns work. The results show that the British public are firmly in support of some of the most effective policy interventions:

- Over 77% support a lowering of the drink drive legal limit.
- 86% believe it is important to know how alcohol can affect health, with 81% of the public supporting alcohol labels which include health information.

The AHA has supported Peers with their Private Members Bills in the House of Lords, supported MPs in debates around alcohol and older People, Foetal Alcohol Spectrum Disorder and children of problem drinkers as well as tabling a number of parliamentary questions throughout the year. This work translates into our continued efforts to promote evidence-based policies to reduce the damage caused by alcohol-related harm.

Zero Alcohol Awards The Zero Alcohol Awards were created by Alcohol Concern at the beginning of 2015. The inaugural Zero Alcohol Awards were held in the prestigious Barbican conservatory. The awards, designed to celebrate the growing non-alcoholic adult drinks sector and non-drinking experiences, were sponsored by Britvic as part of the wider Dry January campaign.

A total of 38 companies, venues and enterprises were considered for the 8 awards. Final judging was completed by a panel composed of Jackie Ballard, Russell Kirkham representing Britvic, Kate Nicholls from the ALMR, Nikki Culter from Convenience Store magazine, and Hannah Betts, a journalist from the Telegraph.

And the winners were...

Best High Street Bar or Pub Award

All Bar One

Best Multiple Retailer

Sainsbury's

Best Independent Retailer

Dry Drinker

Best New Product

Seedlip

Frobishers

Highly commended

Nix&Kix

Best Zero Alcohol Initiative

Morning Gloryville

Highly Commended

Dry Bars:

The Brink

Redemption Bar

Sobar

People's Choice Award – Overall Winner

The Alcohol Free Shop

People's Choice Award – Favourite Location

The Arkle Manor

Highly Commended

Strada

People's Choice Award – Favourite Drink

Becks Blue

The awards themselves were held on 25 February at the Barbican, and were attended by around 45 people, ranging from Britvic and Alcohol Concern representatives, organisations nominated for awards, other alcohol charities, journalists and food writers. Awards were presented by the judges, and the People's choice awards were presented by actor and Alcohol Concern supporter, Larry Lamb.

The event and by association, the work of Alcohol Concern, gained attention on social media and more widely on the internet, especially on the day of the awards. A number of the winning organisations have also been making use of the awards on their websites and when promoting their products, which shows they are valued as an endorsement. This attention and use of the Zero Alcohol Awards branding will now be built on, and we plan to improve the scope and impact of the awards next year. Additionally, there has been some interest from local authorities in creating a localised version of the awards, which could help boost promotion and respect for alcohol-free alternatives to a wider audience.

Our conferences

We held two conferences in 2015/16. Alcohol Concern's Annual Conference took place during Alcohol Awareness Week in November 2015 in central London. Rt Hon Mike Penning MP was the keynote speaker and we heard from members of the Fire, Police and NHS on the impact of alcohol on their services.

Alcohol Concern Cymru held their annual conference in September 2015 in Cardiff. The day centred on alcohol in pregnancy. The Chief Medical Officer for Wales, Dr Ruth Hussey spoke at the conference and highlighted that there's no safe limit of alcohol to drink for pregnant women, which gained a great deal of media attention on the day.

Training and advice

This year we've worked with many organisations including 27 local authorities, the NHS and the private sector to provide support and training on alcohol-related issues. We've also worked with charities, young people's services and academic institutions.

After two years the original Blue Light training came to an end in 2015. Following the success of this pilot, 12 local authorities have commissioned further Blue Light training for their areas.

We launched a new Blue Light and families initiative with Adfam in November 2015 which looks at supporting family members to respond to change resistant drinkers. 16 local authority partners are taking part in the project with workshops being run around the country and attended by family workers, carers and family members. For the first time in our training history, we held training for our first Blue Light Open access training course, which allowed people to book and attend our training on an individual basis. This London pilot proved popular and further training days are now being organised in other cities.

This year also saw the start of a Police and Crime Commissioner funded project, looking at reducing the incidence of, and burden from, street drinking and to improve the interventions provided to street drinkers themselves. We're working with eight Police and Crime Commissioners (PCCs) to support the development of national guidance on tackling street drinking.

We have also increased our engagement with the private sector by providing workplace training and workshops. We have attended staff Wellbeing fairs for Lloyds of London and the Natural History Museum.

Training testimonial from Baxi Group

"Following the creation of a company-wide Corporate Social Responsibility (CSR) programme and the subsequent introduction of Health weeks, we decided to ask Alcohol Concern to send someone in to run a workshop for anyone based at our Warwick head office who was interested in finding out more about alcohol and its impact on our lives. The workshop, given by Lauren, was well attended, but there were a lot of people in the sales function who would have benefitted from attending but who couldn't because they are based on the road

So, the commercial management team decided to invite Lauren back to give a similar workshop to our sales managers, which she did last year. The questionnaire on the day provoked a lot of interesting discussion, the answers were debated at length, and realisation dawned amongst the audience about how important an issue alcohol and its potential abuse is, and what impact it can have on our work and social lives

The workshop provoked follow up discussions, and one important short-term action which was the purchasing of breathalyser kits for our sales team to keep in their cars. Subsequently we have also now instigated a project to look at our whole approach to substance misuse, and we hope a company-wide policy will be introduced later in the year.

I cannot recommend Lauren and Alcohol Concern highly enough for their professional, engaging, and thought-provoking workshops"

2016-17 11

Our four key aims are to help people through information, advice and guidance, to help professionals through training, projects and research, to help all of us through campaigning to challenge the drinking culture in our country and to grow Alcohol Concern into a bigger, more effective and far reaching charity.

Specifically we will try to

To help with our aim to offer help and advice to the public, during 2016/17 we will launch a new website to improve the scope and resources for individuals looking for help and advice on cutting down and to ensure that fundraising and donations are encouraged, while allowing easy interaction online.

Priorities for the coming year and beyond include tackling advertising regulation and promotion, especially around 2016 sporting events. We will continue to increase focus on young people and children. We will also continue to promote opportunities which don't involve drinking and work closely with manufacturers of non alcoholic drinks, to provide more interesting adult choices through our campaigns and the Zero Alcohol Awards 2017.

During 2016/7 we will seek funding to expand our local community resilience work across England and Wales, enabling communities to identify the challenges which alcohol presents in their area and to agree local actions to overcome those challenges.

During 2015/16 we have had celebrity engagement through our Dry January campaign, Dry Humour nights, Zero Alcohol Awards and our work on alcohol sponsorship. In the coming year we will look for new ways to utilise our existing ambassadors and celebrity supporters to get our messages heard by new and wider audiences.

Governance

The Board of Trustees met four times during the year and focused, in particular, on developing our new strategy, updating key policies on safeguarding, ethical sponsorship and volunteering, monitoring our risk register and monitoring our financial performance and stability. The Board has one subcommittee – the Finance committee – which met four times during the year and which monitored the monthly management accounts and cash flow as well as recommending the annual budget to the Board. The committee also reviewed our reserves policy during the year.

After carrying out a board skills analysis, we advertised for new trustees and following interview we appointed 6 new trustees and a new Treasurer, following the retirement of our previous treasurer after 30 years in post.

Financial Review

Alcohol Concern continues to work hard to adjust to the challenge presented in 2012 by the withdrawal of the Department of Health annual grant. We are grateful to the Tudor Trust and the Esmee Fairbairn Foundation for their ongoing financial support to help the charity manage its change agenda.

This year we faced continuing pressure on our income as Local Authority budgets were reduced, affecting what they could spend on public health promotion and training. We were unsuccessful in a large bid for an innovative youth project. Despite this, the board of trustees considers the financial out-turn at the end of the year to be satisfactory. The year ended with a balance sheet showing £204,276 of net assets with £148,125 of this being represented by its unrestricted general fund, which will be sufficient to underpin the charity's activities in 2016/17.

Reserves policy

The Board believes that a prudent level of reserves is necessary to enable the charity to meet its statutory obligations at all times and, especially, in the event of short term cash flow problems or closure of the charity. However, we exist in order to fulfil our charitable objectives and we raise income for this purpose. Our policy, which was reviewed in Sept 2016, is that we aim to maintain unrestricted reserves at no less than the equivalent of 3 months' unrestricted expenditure and no more than 6 months.

Structure, Governance & Management

Alcohol Concern is a charitable company limited by guarantee, incorporated on 24 April 1985 and registered as a charity on 14 May 1985. The guarantee of each member is limited to £1. The governing document is the Articles of Association which establishes the objects and powers of the charitable company. The members of the Board of Trustees are the Directors of the company. The Articles of Association were amended by resolution at an Extraordinary General Meeting held on the 6th February 2013.

On appointment new trustees have an induction day where they are informed of their legal obligations under charity and company law, introduced to the Memorandum and Articles of Association, the strategic plan and the organisational structure. They also receive a briefing on financial matters. They meet with the senior staff and are given the opportunity to get to know the rest of the staff team.

Alcohol Concern Trustees have delegated the management of the charity to the Chief Executive who reports on performance against the Strategic and Operational Plans approved by the Trustees. Management Accounts are received quarterly by the Board and monthly by the Treasurer and Chairman.

All Trustees give their time voluntarily and receive no benefits from the charity. Any expenses reclaimed from the charity are set out in note 8 to the accounts.

Risk Assessment

As part of the framework for the development of our strategy the Trustees maintain a review of risks. A risk register is compiled using guidance provided by the Charity Commission.

The risks and mitigating actions are reviewed at each Board meeting by Trustees, with a particular emphasis on those risks (with a risk score of 12 or more) that are judged to be both highly likely and liable to have a significant impact on the organisation's ability to function. At present the highest scoring risks are: Insufficient funding to sustain core activities, insufficient future funding to sustain growth and development, and increased competition from other organisations.

We mitigate these risks by diversifying our income sources, actively pursuing partnerships and new funding sources, setting realistic budgets and monitoring performance monthly. We set stretching fundraising and income generation targets and actively market our Consultancy and Training products.

Our mitigating actions in ensuring we do not lose ground to competitors (particularly those funded by the drinks industry) are to strengthen our organisation and its reputation, to ensure we have clarity of message and purpose, and that we always refer to the evidence base for our policies and campaigning positions.

Management & Staffing

The Chief Executive is responsible for the leadership, management and administration of the organisation and for the implementation of the Board's decisions. Together with the Chair, she works to enable the Board to fulfil its functions, and to ensure that it receives all the information and advice it needs for this purpose. She is responsible for putting in place management systems to ensure that all staff have clarity about their roles and objectives and have the appropriate management, appraisals and training in place to enable them to fulfil their roles and to further the impact and reputation of the organisation.

Pay setting policy

We use sector benchmarking to set the pay levels of key management personnel (the Chief Executive), taking into account the size and complexity of similar charities. As a matter of policy every employee, including interns, is paid a minimum of the London Living Wage.

Public Benefit Statement

We have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing our aims and objectives and in planning our future activities. In particular, the trustees consider how planned activities will contribute to the aims they have set.

The aims of our strategy are set out in the Introduction to this report. This year we undertook a fundamental strategic review and have agreed our key aims and objectives for the next five years. We set an annual workplan and regularly review our aims, objectives and activities, looking at what we have achieved and the impact of our work. This report looks at the achievements of each key activity and benefits they have brought to those groups of people we are set up to help.

Alcohol Concern is committed to benefiting the public by providing information, raising awareness of key issues and providing support for the alcohol treatment sector. Our work enables us to:

- Provide information, education and guidance to professionals working in the field
- Provide factual information to the public on alcohol issues
- Gather and disseminate knowledge to reduce alcohol harm
- Raise awareness of alcohol issues via media and communications

Our remit is to change drinking culture and the way alcohol is sold and marketed by influencing Government policy. Likewise, we aim to support those working with the effects of problem drinking through information, advice and training and consultancy activities.

Alcohol Concern –Report of the Trustees

For the year ended 31 March 2016

Statement of the Trustees' Responsibilities

The Trustees are responsible for preparing their Trustees' Report and the financial statements in accordance with applicable law and regulations.

Company law requires the Trustees to prepare financial statements for each financial year. Under that law the Trustees have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). The financial statements are required by law to give a true and fair view of the state of affairs of the charitable company at the end of the financial year and of the surplus or deficit of the charitable company for the period. In preparing those financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Observe 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 disclosed and explained in the financial statements; and
- Prepare the financial statements on the going concern basis unless it is inappropriate to assume that the charitable company will continue in operation.

The Trustees are also responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Appointment of Auditors

Haysmacintyre have expressed their willingness to continue in office and offer themselves for re-appointment in accordance with Section 485 of the Companies Act 2006.

Tricia Nicholson, Trustee and Treasurer

Tricia Nicholson

Approved by the Board:

21 June 2016

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF ALCOHOL CONCERN

We have audited the financial statements of Alcohol Concern for the year ended 31 March 2016 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company'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 charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of trustees and auditor

As explained more fully in the Trustees' Responsibilities Statement set out on page 15, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

We have been appointed auditor under the Companies Act 2006. Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

Scope of the audit of the financial statements

A description of the scope of an audit of financial statements is provided on the Financial Reporting Council's website at www.frc.org.uk/auditscopeukprivate.

Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2016 and of the charitable company's net movement in funds, 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.

Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Trustees' Annual Report for the financial year for which the financial statements are prepared is consistent with the financial statements.


INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF ALCOHOL CONCERN

(continued)

Matters on which we are required to report by exception

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

- the charitable company has not kept adequate and sufficient accounting records, or returns adequate for our audit have not been received from branches not visited by us; or
- the charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to take advantage of the small companies exemption from the requirement to prepare a Strategic Report.



Bernie Watson (Senior statutory auditor)

for and on behalf of haysmacintyre, Statutory Auditor

Date: 21 June 2016

26 Red Lion Square

London

WC1R 4AG

ALCOHOL CONCERN

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 MARCH 2016

	Notes	Unrestricted Funds £	Restricted Funds £	Total Funds	
				2016 £	2015 £
INCOME FROM:					
Donations and Grants	3	356,018	359,835	715,853	660,512
Other trading activities					
Consultancy & Training	4	233,322	-	233,322	648,991
Management & Administration Fees		3,606	-	3,606	46,370
Investments					
Bank Deposit Interest		326	-	326	39
TOTAL		593,272	359,835	953,107	1,355,912
EXPENDITURE ON:					
Raising funds	5	250,536	-	250,536	175,174
Charitable activities					
Profile & Campaigning		194,602	44,402	239,004	271,534
Policy Development & Project Delivery	-	5,696	332,897	327,201	377,950
Consultancy & Training		208,696	-	208,696	466,656
TOTAL	7	648,138	377,299	1,025,437	1,291,314
NET (EXPENDITURE)/INCOME		(54,866)	(17,464)	(72,330)	64,598
TRANSFERS BETWEEN FUNDS		(8,632)	8,632	-	-
NET MOVEMENT IN FUNDS		(63,498)	(8,832)	(72,330)	64,598
RECONCILIATIONS OF FUNDS					
TOTAL FUNDS BROUGHT FORWARD		211,623	64,983	276,606	212,008
TOTAL FUNDS CARRIED FORWARD	13	148,125	56,151	204,276	276,606

All of the activities of the charity are continuing. There are no other gains or losses other than those above.

The comparative figures for 2015 have been represented under FRS102 (SORP 2015) on the Statement of Financial Activities in Note 15.

ALCOHOL CONCERN
(Company Registration 1908221)
BALANCE SHEET AS AT 31 MARCH 2016

	Notes	2016		2015	
		£	£	£	£
FIXED ASSETS					
Tangible Fixed Assets	10		1,501		880
CURRENT ASSETS					
Debtors & Prepayments	11	250,804		475,007	
Cash at Bank and In Hand		165,006		173,905	
		<u>415,810</u>		<u>648,912</u>	
CREDITORS: amounts falling due within one year	12	<u>213,035</u>		<u>373,186</u>	
NET CURRENT (LIABILITIES)/ASSETS			202,775		275,726
TOTAL NET ASSETS			<u>204,276</u>		<u>276,606</u>
ACCUMULATED FUNDS					
Unrestricted Funds	13		148,125		211,623
Restricted Funds	13		56,151		64,983
TOTAL FUNDS			<u>204,276</u>		<u>276,606</u>

Signed on behalf of the Board of Trustees

Tricia Nicholson

Tricia Nicholson, Trustee and Treasurer

Approved by the Board and authorised for issue: 21 June 2016

ALCOHOL CONCERN

CASH FLOW STATEMENT FOR THE YEAR ENDED 31 MARCH 2016

	2016 £	2015 £
Cash flows from operating activities	(7,485)	(204,416)
Cash flows from investing activities		
Dividends and interest	326	39
Purchase of property, plant and equipment	(1,740)	-
Net cash provided by/(used in) investing activities	(1,414)	39
Change in cash and cash equivalents in the reporting period		
Cash and cash equivalents at the beginning of the reporting period	173,905	378,282
Cash and cash equivalents at the end of the reporting period	165,006	173,905

NOTES TO THE CASH FLOW STATEMENT

	2016 £	2015 £
Reconciliation of Net Movement in Funds to Net Cash Flow from Operating Activities		
Net movement in funds	(72,330)	64,598
Depreciation charges	1,119	1,440
Decrease/(increase) in debtors	224,203	(374,216)
(Decrease)/increase in creditors	(160,151)	103,801
Interest and Dividends	(326)	(39)
Net cash provided by/ (used in) operating activities	(7,485)	(204,416)
Analysis of Cash and Cash Equivalents		
	2016 £	2015 £
Cash at bank and in hand	165,006	173,905
	<u>165,006</u>	<u>173,905</u>

ALCOHOL CONCERN

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2016

1 ACCOUNTING POLICIES

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 Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) – (Charities SORP (FRS102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Alcohol Concern meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes.

Going Concern

The trustees have reviewed the circumstances of the Charity and consider that adequate resources continue to be available to fund their activities for the foreseeable future. Accordingly the financial statements have been prepared on a going concern basis.

Reconciliation with previous Generally Accepted Accounting Practice

In preparing the accounts, the trustees have considered whether in applying the accounting policies required by FRS 102 and the Charities SORP FRS 102 the restatement of comparative items was required. No restatement of items has been required in making the transition to FRS 102. The transition date was 1 April 2014.

Statement of cash flows

The charitable company's cash flow statement reflects the presentation requirements of FRS 102, which is different to that prepared under FRS 1. In addition, the cash flow statement reconciles cash and cash equivalents whereas under previous UK GAAP the statement reconciled to cash.

Income

All income is recognised once the charity has entitlement to income, it is probable that income will be received and the amount of income receivable can be measured reliably.

Grant Income

All grants due for the current year are taken into account as income received for that year. Future years' grants receivable are not recorded in the accounts until the amount of the grant is confirmed by the funder.

Legacies

Legacy income is recorded in the accounts when received.

Expenditure

Direct costs are allocated on an actual basis to the relevant expenditure headings.

Support costs are allocated between expenditure headings on the basis of time spent and the number of staff working on projects and activities. Governance costs is allocated in line with the support costs.

ALCOHOL CONCERN

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2016

1 ACCOUNTING POLICIES (continued)

Tangible fixed assets

Tangible fixed assets are stated at cost. Depreciation has been provided on the straight-line method to write off the cost of tangible fixed assets over their considered useful lives as follows:-

Computers	33.33% of cost per annum
-----------	--------------------------

Depreciation on computers for use on projects is written off in full in the year of purchase.

Fund accounting

Restricted Funds

Restricted Funds comprise funds subject to specific restrictions imposed by the donors. Expenditure that meets these criteria is charged to the fund, together with an allocation of management and support costs. The purposes and uses of the Restricted Funds are set out in Note 13 to the financial statements.

Unrestricted Funds

Unrestricted funds comprise general funds which represent accumulated balances on the income and expenditure account and designated funds which the trustees have identified for specific purposes. The funds are available for use at the discretion of the Trustees to further expand the aims of the Charity.

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.

Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments.

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.

Employee benefits

- **Short term benefits**
Short term benefits including holiday pay are recognised as an expense in the period in which the service is received.
- **Employee termination benefits**
Termination benefits are accounted for on an accrual basis and in line with FRS 102.

ALCOHOL CONCERN

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2016

2 TAXATION

As a registered charity, Alcohol Concern is exempt from United Kingdom Corporation Tax on its charitable activities. The charity is registered for VAT but in common with other charities is unable to fully recover all VAT incurred - the total amount of irrecoverable VAT charged in the accounts is £21,598 (2015 - £21,370).

3 DONATIONS AND GRANTS

	Unrestricted £	Restricted £	2016 £	2015 £
Welsh Assembly Government		185,108	185,108	201,186
Comic Relief		27,000	27,000	90,000
Big Lottery - Pembrokeshire		62,459	62,459	60,779
Garfield Weston		5,899	5,899	-
Esmee Fairbairn	50,000		50,000	50,000
Tudor Trust	25,000		25,000	30,000
Trust for London		45,000	45,000	-
Alcohol Research UK			-	20,600
Various AHA		34,369	34,369	18,580
Cancer Research UK	34,369		34,369	-
Brownless Trust			-	200
Valentine Charitable Trust			-	3,000
Coutts			-	2,000
Michael Cornigh Charitable Trust			-	1,000
John Swire Charitable Trust			-	2,500
Oakdale Trust			-	1,000
Awards for All			-	9,475
Age UK			-	1,400
Cirencester Temperance Fund			-	100
Pink Ribbon Foundation			-	3,500
Skipton Temperance Fund			-	500
Others	2,031		2,031	-
Donations	244,618	-	244,618	164,692
	356,018	359,835	715,853	660,512

4 CONSULTANCY & TRAINING

Consultancy fees are generated from one-off contracts secured from organisations.

5 COSTS OF GENERATING FUNDS

These are the costs in relation to generating project funding, voluntary income and new sources of funding for the organisation. Costs are detailed in Note 7.

6 GOVERNANCE COSTS

As per Note 7, governance costs relate to the Auditor's audit and non-audit fees in relation to the charity's financial statements. Governance costs are now apportioned on the same basis as support costs.

ALCOHOL CONCERN

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2016

7 EXPENDITURE

	Raising funds	Profile & Campaigning	Consultancy & Training	Policy Development & Project Delivery	2016 Total	2015 Total
	£	£	£	£	£	£
DIRECT COSTS						
Printing & Publications	-	4,254	2,128	4,254	10,636	19,845
Meetings & Travel	19,177	19,177	3,196	22,373	63,923	64,268
IT Costs	7,075	7,073	1,180	8,254	23,582	20,852
Other Direct Costs	14,931	14,931	2,489	17,420	49,771	33,665
Advertising & Publicity	2,384	2,385	397	2,782	7,948	4,130
Direct Staff Costs	150,047	150,047	25,008	175,055	500,157	567,250
Consultants Fees & expenses	15,785	-	167,441	49,070	232,296	433,328
TOTAL DIRECT COSTS	209,399	197,867	201,839	279,208	888,313	1,143,338
SUPPORT COSTS						
Support Staff Costs	9,773	9,773	1,629	11,402	32,577	16,144
Premises	6,897	6,897	1,150	8,046	22,990	37,800
Other Office Costs	21,709	21,709	3,618	25,328	72,364	86,719
Depreciation	336	336	56	391	1,119	1,440
Governance Costs	2,422	2,422	404	2,826	8,074	5,873
TOTAL SUPPORT COSTS	41,137	41,137	6,857	47,993	137,124	147,976
TOTAL ALL COSTS	250,536	239,004	208,696	327,201	1,025,437	1,291,314

ALCOHOL CONCERN

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2016

8 STAFF COSTS	2016	2015
	£	£
Salaries	426,064	484,824
Pension Contributions	30,401	32,240
Social Security Costs	43,692	50,186
Total Staff Costs	<u>500,157</u>	<u>567,250</u>

The number of higher paid staff whose taxable emoluments fell into higher salary bands was:

	2016	2015
£60,000 - £70,000	-	1
£70,000 - £80,000	<u>1</u>	<u>1</u>

The key management personnel of the charity comprises of the chief executive. The key management personnel were paid total benefits of £76,006 (2015: £85,946).

Trustees were not entitled to any remuneration for their services, nor did they receive any.
2 (2015: 4) trustees were paid a total of £995 (2015 £1,665) in respect of travelling and subsistence expenses incurred by them in carrying out their duties.

The full-time equivalent number of employees analysed by function was:

Direct Staff	<u>11</u>	<u>13</u>
	<u>11</u>	<u>15</u>

9 PENSION CONTRIBUTIONS

The company operates a defined contributions scheme. The assets of the scheme are held separately from those of the company in an independently administered fund.

The pension contributions paid by the company to the fund amounted to £30,401 (2015 - £32,240).

ALCOHOL CONCERN

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2016

10 TANGIBLE FIXED ASSETS

	Computers £	Total £
Cost		
At 1 April 2015	47,543	47,543
Additions during year	1,740	1,740
At 31 March 2016	<u>49,283</u>	<u>49,283</u>
Depreciation		
At 1 April 2015	46,663	46,663
Charge for year	1,119	1,119
At 31 March 2016	<u>47,782</u>	<u>47,782</u>
Net Book Value		
At 31 March 2016	<u>1,501</u>	<u>1,501</u>
At 31 March 2015	<u>880</u>	<u>880</u>

11 DEBTORS

	2016 £	2015 £
Revenue Debtors	204,894	465,120
Prepayments	3,410	4,796
Other Debtors & accrued income	42,500	5,091
	<u>250,804</u>	<u>475,007</u>

12 CREDITORS: Amounts falling due within one year

	2016 £	2015 £
Creditors & Accruals	81,862	177,571
Social Security Costs and other taxes	26,268	46,260
Receipts in Advance	98,170	149,355
Other creditors	6,735	-
	<u>213,035</u>	<u>373,186</u>

Receipts in advance include £98,170 (2015: £149,355) for advance billings on consultancy contracts.

ALCOHOL CONCERN

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2016

13 FUNDS	Balance at 1 April 2015 £	Income £	Expenditure £	Fund Transfers £	Balance at 31 March 2016 £
Restricted Funds					
Wales - WAG	6,385	185,108	186,658	-	4,835
Trust for London	4,033	45,000	17,532	-	31,501
Youth Policy - Comic Relief	38,693	27,000	63,465	-	2,228
Waterloo	3,116	-	3,116	-	-
Various AHA	1,401	34,369	44,402	8,632	-
Big Lottery - Pembrokeshire	11,355	62,459	60,226	-	13,588
Garfield Weston		5,899	1,900		3,999
Total Restricted Funds	64,983	359,835	377,299	8,632	56,151
Unrestricted Funds					
General Fund	211,623	593,272	648,138	(8,632)	148,125
Total Unrestricted Funds	211,623	593,272	648,138	(8,632)	148,125

PURPOSES OF RESTRICTED FUNDS

The Welsh Assembly Government

Funding Alcohol Concern to establish a Welsh office to help promote healthy attitudes to alcohol in Wales and develop evidence-based policy. Work included engaging with a range of stakeholders from across the health and criminal justice and the launch a public campaign promoting responsible drinking.

Youth Policy [Comic Relief]

The Youth Policy project aims to prevent and reduce harm amongst young people by raising awareness of the key issues affecting young people's relationship with alcohol, influencing government policy nationally and improving models of service delivery locally.

Trust for London

Alcohol Concern and the Mentor Foundation worked in partnership, funded by Trust for London, to improve understanding of the relationships between the alcohol use and offending of young people growing up in social deprivation in London

Waterloo Foundation

The Waterloo Foundation funded Alcohol Concern Cymru to work with local Carers' organisations to raise awareness of alcohol misuse issues among cares and to enable them to provide appropriate support

ALCOHOL CONCERN

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2016

PURPOSES OF RESTRICTED FUNDS (continued)

AHA

Alcohol concern, as a leading member of the Alcohol Health Alliance, employs a Policy Manager on Alliance work. The role is funded by AHA contributions, Cancer Research UK grants and Alcohol Concern.

Big Lottery - Pembrokeshire (Safe Haven)

This project is piloting a Community Mobilisation approach to raising awareness of and promoting sensible drinking. The project works in a small nominated community (Fishguard & Goodwick), engaging with local residents, workforce, service providers and voluntary organisations, encouraging and empowering local community groups to identify specific alcohol issues and develop their own bespoke initiatives to address them.

14 ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted Funds £	Restricted Funds £	Total Funds £
Fixed Assets	1,501	-	1,501
Net Current Assets	146,624	56,151	202,775
Net Assets at 31 March 2016	148,125	56,151	204,276

ALCOHOL CONCERN

15 COMPARATIVE SOFA PER FRS102 (SORP 2015)

	Notes	Unrestricted Funds £	Restricted Funds £	2015 £
INCOME FROM:				
Donations and Grants		269,308	391,204	660,512
Other trading activities				
Consultancy & Training		643,969	5,022	648,991
Management & Administration Fees		35,563	10,807	46,370
Investments				
Bank Deposit Interest		39	-	39
TOTAL		948,879	407,033	1,355,912
EXPENDITURE ON:				
Raising funds		175,174	-	175,174
Charitable activities				
Profile & Campaigning		249,644	21,890	271,534
Policy Development & Project Delivery		881	377,069	377,950
Consultancy & Training		466,656	-	466,656
TOTAL		892,355	398,959	1,291,314
NET INCOME		56,524	8,074	64,598
TRANSFERS BETWEEN FUNDS		(1,484)	1,484	-
NET MOVEMENT IN FUNDS		55,040	9,558	64,598
RECONCILIATIONS OF FUNDS				
TOTAL FUNDS BROUGHT FORWARD		156,583	55,425	212,008
TOTAL FUNDS CARRIED FORWARD		211,623	64,983	276,606

All of the activities of the charity are continuing. There are no other gains or losses other than those above.

The above figures have been represented in FRS102 (SORP 2015) format for the comparative period as required.

ALCOHOL CONCERN

Trustees, Officers & Advisors

BOARD OF TRUSTEES

Josie Cluer	(until June 2015)
Peter Deans	
Emily Finch	
Lucie Hartley	
Peter Holland	
Janusz Karczewski-Slowikowski (Treasurer)	(until December 2015)
Bill Paterson	
Sally Scriminger	(until December 2015)
Richard Sumray (Chair)	
Asutosh Yagnik	
Jackie Daniel	(from September 2015)
Sarah Wilson	(from September 2015)
Claire Rees	(from September 2015)
Alex Kohnert	(from September 2015)
Paul McKenzie	(from September 2015)
Sandeep Katwala	(from September 2015)
Tricia Nicholson (Treasurer)	(from September 2015)

CHIEF EXECUTIVE & COMPANY SECRETARY

Jackie Ballard

AUDITORS

haysmacintyre, 26 Red Lion Square, London, WC1R 4AG

BANKERS

- 1) Barclays Bank plc, 2 Victoria Street, London SW1H 0ND
- 2) CAF Bank Ltd, 25 Kings Hill Avenue, Kings Hill, West Malling, Kent ME19 4JQ