

The background of the page is a light teal color. A large, semi-transparent image shows two hands, one from the left and one from the right, holding a dark teal heart. The hands are positioned as if they are gently cradling the heart. The overall aesthetic is clean and professional.

IMPACT REPORT 2024

The Drinks Trust is the charity dedicated to drinks hospitality people. We aim to support our colleagues in hardship, nurture their wellbeing and champion the growth of a skilled and engaged workforce.

KEY 2024 ACHIEVEMENTS



7553

people supported in 2024,
an increase from 5000 in 2023



2000

people helped with
financial assistance



1550

contacts into the Support Line,
25% up on last year



680

Over 680 students
supported



In the darkness and uncertain moments when COVID pandemic appeared and hit our lives, The Drinks trust was there, even after that, many times without hesitation, listening, supporting, advising, This organisation is a gem. They genuinely empathise with those who work or have worked on the drinks and hospitality industry in crisis, their assets for finance, mental health, and loneliness, adding importance to our feelings as humans. In my case The Drinks Trust was a light at the end of the tunnel during unemployment and others ups and downs with a lot of stress and anxiety. Thanks for your support!

Henry, Assist beneficiary

I've called The Drinks Trust's support line and they have helped me so much, we are so grateful! The support received has been so incredible, a real life changing support and the kind manners of everyone involved have been so comforting in such a difficult time."

Susannah, Restore beneficiary





At the point in which I applied for the course our business had coped with blow after blow in the covid aftermath and my personal confidence was at an all-time low. I had been to the doctor to discuss treatment for stress, anxiety and heart palpitations which were as a result of the stress i felt that was related to my profession. I was completely overwhelmed. During my hospitality career, I had become a mum to 2 children and felt that career opportunities and a loss of passion and identity were out of my reach. I had spent the last few years raising my girls and trying to build a business, sacrificing social relationships and my development. Every penny we had was needed, and I soon found myself in a position where I had a gap in my skills. I found I was good at a lot of things but didn't excel at much, or at least that is how I felt. In the wake of struggling to pay bills, lack of skills and a considerable lack of love for something, I had always been passionate about I was on the brink of packing it all in. Once I found DELEVOP and The Drinks Trust, this changed significantly. My confidence is much higher. I have a new passion for the industry and have found a group of people to share that with and i feel much more supported and capable to move forward. My mental health is significantly better and I'm generally a much happier and optimistic person with love for what i do a keen desire to keep learning.

Alex, Develop beneficiary



KEY 2024 ACHIEVEMENTS



HALF A MILLION

pounds spent to help people in need



75

Wellbeing Champions Trained



3500

employees supported through the Business Advisory Programme



1000

people supporting
The Drinks Trust raised £145,000 for us in 2024



HOW WE HELP

The Drinks Trust is committed to supporting drinks hospitality colleagues, past and present in their time of need. We provide financial assistance, nurture their well-being and champion the growth of a skilled and engaged workforce.

If you work, or have worked, or you aspire to a career in drinks hospitality, then The Drinks Trust can help you.



ASSIST, FINANCIAL SUPPORT

Since 1886, the mainstay of the work the charity delivers has been in easing financial hardship.

We provide critical emergency support to those who find themselves in financial difficulty. We offer immediate assistance through our grants, vouchers to buy food or essential items and we can help towards energy bills, rent or other household bills.

Through our 24-hour Supportline and our financial tools on our website we also provide practical financial guidance and 1:1 debt advice.

I can't put into words how much this means to me. I'm so incredibly grateful for everything you've done. You've lifted such a heavy weight off my shoulders, and for the first time in a long while, I can sleep peacefully tonight.

I hope you truly understand the incredible impact you have on people's lives—people like me who just need a bit of support to regain control. What an amazing job you're doing and what an extraordinary charity this is.

Thank you from the bottom of my heart—I can't say it enough, and words will never fully express my gratitude.

Dave, Assist beneficiary



RESTORE, WELL-BEING SERVICES

The Trust's work isn't limited to providing the industry with financial support. We have an abundance of tools and resources to support your wellbeing, all completely free to use.

What Restore services offer:



Need to talk? our 24/7 confidential Support Line provides in-the-moment guidance from qualified counsellors, who can also discuss what other Drinks Trust services may benefit you.



For those looking to change their relationship with alcohol, we work with Club Soda to bring mindful drinking courses to our industry colleagues.



We've teamed up with an online therapy service Dr Julian, to offer free one-to-one sessions with highly experienced therapists and psychologists through video chat, telephone, and text message. Members of the drinks hospitality industry can access the Dr Julian services at no cost to themselves and for those struggling with ongoing and significant concerns, The Drinks Trust will consider funding ongoing treatment.



In need of legal, financial, or other practical advice? Our Support Line can arrange a one-to-one session with an expert to answer your questions. Topics include Legal Advice, Financial & Debt Advice, Parenting, Life Coaching and more.



Our Cognitive Behavioural Therapy (CBT) courses can help you develop strategies for coping with negative thought patterns and difficult situations.

All of our well-being services are entirely free and can be accessed by anyone in the drinks hospitality trade at anytime of the day or night, no matter your financial situation or the length of service in the industry.

We are supporting the drinks hospitality industry people in mind and body.

Call our Support Line 0800 915 4610
Email supportline@drinkstrust.org.uk
WHATSAPP "HI" TO 07418 360 780



We would like to extend our gratitude to the Restore main Sponsor



DEVELOP, EDUCATION AND TRAINING

Launched in 2022 with the objective of connecting financially vulnerable industry individuals and newcomers to funded training opportunities, DEVELOP aims to help begin, and sustain, long-term careers in drinks and hospitality.

The drinks sector offers a wealth of fruitful career pathways, often obscured by the significant financial and emotional hurdles that some experience. DEVELOP tackles the financial burden of learning and development for unemployed individuals and junior staff, whilst reframing the industry as a positive career choice and providing a breadth of subjects, reflective of our diverse industry.

DEVELOP addresses dynamic issues prominent within UK drinks and hospitality such as the high levels of permanent exits-from-industry and widespread negative stigma surrounding service roles. DEVELOP training not only prepares the individual for the hard-skills they use in their career but also provides the opportunity to engage with enrichment opportunities and soft-skills which would otherwise be exclusionary, unavailable, or unaffordable.

Though always centred to the individual, there are huge secondary benefits DEVELOP offers businesses in the UK. Where economic and political turbulence have impacted drinks and hospitality, staff often felt the brunt of tough reactionary business decisions through cut-backs to internal L&D budgets. In 2024, 65% of DEVELOP students who declared they are employed, alleviating the cost of training for those employer businesses and reinforcing staff retention through subject engagement.

We would like to extend our gratitude to the DEVELOP Sponsors

CAMPARI GROUP

Moët Hennessy
UK LIMITED



THE CHAMPAGNE
ACADEMY



LOUIS JADOT
The Very Essence of Burgundy



KINGSLAND
DRINKS GROUP
An independent owned business

WHAT DEVELOP CAN OFFER TO CANDIDATES & BENEFICIARIES

- Breadth of courses: mixology, bartending, and distillation; wine production, wine service, vineyard skills, and sommelier training; brewing and cellar management; and management and compliance training. New courses are being regularly added to the repertoire. Additionally, candidates will benefit from ancillary services.
- DEVELOP employment skills including returning to work, CV writing, interview techniques, and workplace culture.

- DEVELOP recruitment support and monthly student newsletters.

- Partner services and assistance open to individuals facing barriers to their progression – where appropriate DEVELOP will signpost to partner organisations.

- DEVELOP services are open to individuals from across the UK. The programme specifically addresses social mobility by providing support for training to acutely deprived areas through a regional strategy.

- The Drinks Trust covers the cost required to attend all courses and guarantees that those most in need are given the best possible opportunity to join our industry or grow within it.

Bursaries are subject to financial criteria and checks.

42%

of students from an ethnic minority

53%

of students from regional strategic areas of socio-economic deprivation

46%

new or returning to industry

141

fully funded WSET qualifications

£250

The average develop student needs £250 to achieve their professional development goals



BUSINESS WELLBEING ADVISORY PROGRAMME

THE VISION

The Business Advisory Programme empowers managers and HR professionals to place wellbeing at the heart of their people strategy, ensuring that every individual in their organisation can thrive. Through a collaborative approach, we envision a future where this flagship programme sets the gold standard for workplace wellbeing practices across the UK drinks and hospitality industry.

THE PROGRAMME

The Business Advisory Programme was created in response to industry companies' challenges in conceiving and executing effective wellbeing strategies. Guided by a steering committee of organisations from across drinks & hospitality, the programme is run by industry, for industry, so it remains relevant and helps members address issues specific the drinks and hospitality universe.

Unlike Employment Assistance Programmes that are designed to respond to existing needs, the BAP programme is proactive and preventative. It supports members in working out what is needed to improve the wellbeing of their employees to create a wellbeing strategy. Then, the implementation phase is driven by a team of trained champions equipped with exclusive resources and access to reduced-cost training essential to execute the plan effectively.

“Becoming a BAP member gives us access to industry specific support for our managers and Wellbeing Champions. It provides training materials which we can use throughout our business and allows us to add optional modules to suit our specific needs. We are proud to be part of an industry-wide initiative led by The Drinks Trust which is harnessing the combined buying power of our industry to deliver a unique platform. A platform which would be out of reach for most companies trying to source these services independently.”

*Matt Tipping,
CEO of Jeroboams*

THE PROGRAMME'S ELEMENTS

- Upon joining the programme, members have access to an employee survey to assess their staff wellbeing. Members retake the wellbeing survey after 12 months in order to measure the programme's impact and benchmark themselves against fellow BAP members. During the year, members get together to discuss new ideas and challenges and this peer-to-peer interaction is one of the most valuable aspects of the BAP.
- A tailor-made platform created just for the drinks and hospitality industry, housing a huge library of resources, webinars and a well-being calendar.

- Consortium buying benefits, giving members a choice of industry leading training options at reduced rates

- The BAP will run live events throughout the year which will include training and debates on key well-being topics

By working together, the members aim to collectively drive up standards across the industry, with the Business Advisory Programme becoming the flagship in gold standard execution for employee wellbeing. In the first year since its launch, the BAP recruited 14 company members and supporting 3500 employees supported through the Business Advisory Programme.

Staff absenteeism and “presenteeism” is at an all-time high, costing every business on average £5000 per employee per year and stress is one of the top 3 reasons for recorded absence. We also know that wellbeing provision is now one of the top three reasons for someone to leave, or even decide to join an organisation. Businesses interested in joining the BAP are encouraged to do so. Together, this forum of like-minded businesses is dedicated to sharing learning and making the industry healthier, more content and more productive for our employees.



BUSINESS PARTNERSHIP WITH THE DRINKS TRUST

Partnering with The Drinks Trust is about aligning your brand with the UK's dedicated drinks industry charity. It's about investing, promoting and enhancing your company's brand and ethics, whilst representing all that's great about the industry we love.

Now more than ever, drinks brands and hospitality industry companies are prioritising corporate responsibility, recognising the essential role they play in supporting the well-being of our vibrant trade community.

Aligning your business or brand with The Drinks Trust as a business partner is a compelling means to lead positive change within your organisation and the industry at large.



We rely on annual donations from our partners to deliver our services – but our partners find immense value in working with our charity. We can help you to...

SUPPORT YOUR STAFF

By becoming our Business Partner, you ensure that the people who make your business or brand a success will always have somewhere to turn for financial and well-being support, and training opportunities.

Support staff wellbeing for increased productivity, retention and talent attraction through:

- Free Wellbeing Champion Training for your team
- Direct advice on wellbeing services
- Access to our Business Wellbeing Programme
- 24-Hour Managers Advice Line
- Immediate critical support should you have a major incident in your business

CONNECT YOUR BUSINESS WITH KEY INDUSTRY PROFESSIONALS

- Increase brand exposure and representation to more than 20,000 industry influencers through our communication channels, events and brand partnership opportunities
- Evidence your impact through our bespoke Impact Reports
- Highlight your company to more than 10,000 industry peers through our social media channels and newsletters
- Reach key industry decision makers with early access to event tickets
- Expose your brands to the next generation of Drink Hospitality Professionals through brand partnerships
- First access to new educational courses for staff - Improve productivity with free L&D

BE A BEACON FOR THE INDUSTRY

- Demonstrate your charitable commitment to the industry, and your commitment to improving the lives of your colleagues and your customers
- Contribute to the future direction and services of your industry charity
- Rally your staff to the cause of colleagues to improve morale and industry networking
- Access to industry specific resources through BP platform – license BAP platform for discussion??

WHAT YOUR PARTNERSHIP PROVIDES

£500

covers 10 Mindful Drinking licenses

£1000

provides 14 counselling sessions

£5000

helps 10 people in immediate crisis to buy food or clothing for their children

£20,000

supports 40 people in severe financial hardship to pay pressing rental or energy bills

£30,000

covers the cost of our Supportline for a year



”

The Drinks Trust is a vital support to our industry and a charity that Hatch Mansfield is hugely proud to support. It is there for anyone to turn to in a time of difficulty and no more so than now. The various initiatives and services on offer are superb and truly empower people in the drinks and hospitality industry. The whole team are wonderful to work with and we view supporting them as being of paramount importance to us as a business. We will continue to support them as much as we can, now and in the future.

Sophie Wren, Marketing Director at Hatch Mansfield

The important thing is when you're in an industry is to support that industry, and I think this is why the drinks industry is amazing and the work that The Drinks Trust do in that respect is unbelievable too. We can go back to COVID times and the impact that the COVID had on so many people, but The Drinks Trust were there to support that so many people in need. The work that they have done and the work that they continue to do is an inspiration I think for all of us within the drinks hospitality industry

Fiacre O'Donnell, Sustainability Director at Encirc

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We would love to extend our gratitude to our 2024 Business Partners. Our work couldn't be possible without your generous support.



HOW CAN YOU SUPPORT US IN 2025

EVENTS

Whether it's a Drinks Trust event or an event generously organised by supportive companies, every year, there's a diverse range of exciting social gatherings to cater to all tastes and budgets.

What sets our events apart is the promise of a premium selection of drinks, great company, and valuable networking opportunities—all while supporting colleagues in need.



KEY FEATURES OF OUR EVENTS CALENDAR

GOLDEN PINEAPPLES AWARDS

The Golden Pineapples have become a standout highlight of the drinks industry's event calendar—a must-attend celebration of the businesses, brands, and individuals driving meaningful change by investing in the workforce. This exclusive event offers unparalleled opportunities to network and connect with industry leaders in a vibrant, social setting. More than just a celebration, The Golden Pineapples is a chance to align your brand with excellence, showcase your commitment to the industry, and contribute to raising essential funds for the transformative work of The Drinks Trust. Secure your place today and be part of a night that shapes the future of our industry!

HARVEST TOUR

The Harvest Tour is an exhilarating three-day cycling challenge organized in partnership with the Wine Trade Sports Club Foundation. This unique event brings together passionate cyclists from across the drinks industry to embark on an unforgettable journey. Participants tackle a rewarding challenge while visiting key drinks and hospitality businesses, offering a glimpse into the heart of the industry they support. Beyond the physical accomplishment, the event plays a vital role in raising significant funds for The Drinks Trust, helping to provide essential support to colleagues in need. The Harvest Tour combines fitness, camaraderie, and purpose, making it a truly impactful experience.



VINTNERS' COMPANY WINE TRADE LUNCH IN AID OF THE DRINKS TRUST

The Vintners' Company Annual Lunch in aid of The Drinks Trust is held at Vintners' Hall each January and attracts over 150 senior members of the drinks trade. The yearly event is a further demonstration of the continuing support of The Drinks Trust by its Founder Patron, The Vintners' Company.

POL ROGER TOUCH RUGBY

Each August, the Pol Roger team bring some amazing companies together, for an afternoon of Touch Rugby to raise money and awareness for The Drinks Trust. Join the Pol Roger team and many others this year for an afternoon of glory, touch rugby and socialising, with food and raffle after the tournament.



JAMESON FIVE-A-SIDE FOOTBALL

Every Summer, Jameson and Pernod Ricard UK launched the inaugural drinks industry 5-a-side football tournament in aid of The Drinks Trust. Twelve teams took part at Powerleague Shoreditch Station, and the competition was a fun packed coming together of teams from brands and hospitality businesses in the UK.

INDIVIDUAL GIVING

Individual donations are the lifeblood of our work, enabling us to deliver vital services and make a real difference in the lives of our industry people. Individual donations empower us to sustain our services, maintain essential programs, develop innovative solutions, and expand their reach to help more needy people. Every contribution, no matter the size, plays a crucial role in sustaining the charity's mission and creating meaningful, lasting impact.

When you donate, you're not just giving money—you're joining a community of compassionate individuals committed to driving positive change. Your support helps ensure that vulnerable individuals and communities receive the care, resources, and opportunities they deserve. By giving today, you're not only helping those in need but also investing in a better, stronger future for all.

BRANDED ACTIVATIONS

Partnering with The Drinks Trust for branded activations offers a unique opportunity to align your brand with a meaningful cause while reaching a dedicated and engaged audience. One powerful way to support The Drinks Trust is by releasing exclusive vintages or limited-edition products, with a portion of the sales donated to the charity. This creates an exciting and tangible way for consumers to contribute, while also enjoying a high-quality, unique product.

Another impactful activation could involve adding The Drinks Trust logo to your existing products, creating a co-branded experience that raises awareness of the charity and its work. Donating a percentage of sales from specific products or limited-time promotions can drive both sales and donations, with the added benefit of showcasing your brand's dedication to making a difference. Whether through in-store displays, online campaigns, or special events, these branded activations not only benefit The Drinks Trust but also elevate your brand's reputation as a responsible and community-focused business.

OTHER WAYS TO GET INVOLVED!

£1000

provides 14 counselling sessions

£5000

helps 10 people in immediate crisis to buy food or clothing for their children

£20,000

supports 40 people in severe financial hardship to pay pressing rental or energy bills

£30,000

covers the cost of our Supportline providing a manager's advice line, legal support financial and debt advice for a year

MAKE YOUR ONE OFF DONATION

Make a one-off donation to The Drinks Trust today and help provide vital support to those in the drinks industry when they need it most.

BUSINESSES PLEDGE

Demonstrate your charitable commitment to the industry, and to improving the lives of your colleagues and your customers to thousands of industry peers and stakeholders through visible association with the campaign.

ORGANISE A FUNDRAISING EVENT

Build loyalty and team bonding by engaging your team, customers, or local community to organise events such as pub quizzes, cocktail masterclasses, or charity tastings to raise funds and awareness.

RAISE MONEY THROUGH SALES

Create limited-edition products with a percentage of proceeds going to the campaign (e.g., co-branded products, glasses, merchandise, sportswear, etc). Promote your support of the charity and enjoy sales uplift as a result.

MATCHING DONATIONS

Match funds raised or money donated by your team or your wider network. Donation matching not only doubles the amount we raise and has the benefit of increasing your visibility to thousands of key industry stakeholders, but it has also been proven to be the single more effective catalyst to increase individual contributions.

DONATE ITEMS

Donate items, experiences or valuable stock to our auction or one of our events and become a sponsor for increase visibility to key industry stakeholders.

TAKE ON A PERSONAL CHALLENGE

From sponsored walks to endurance challenges, we can all create our own fundraising initiatives and rally support from friends and family.

ACTIVATE TEAM CHARITY DAYS

One day can make a huge difference. Organise a Christmas jumper day, summer beach party, bake a cake sale or a team fitness challenge by activating the time your colleagues can use to do charitable work.

Support the people who bring your products to life, their families, and loved ones. Help us ensure a bright future for the industry by inspiring and nurturing new talent to join this incredible sector.

Support the people who bring your products to life, their families, and loved ones.

Help us ensure a bright future for the industry by inspiring and nurturing new talent to join this incredible sector. Please get in touch with our Partnerships Manager Anton Lovatt, on anton@drinkstrust.org.uk to discuss how you could support us.

MESSAGE FROM THE CEO

Since its inception in 1886, The Drinks Trust has been a beacon of hope, never wavering as we deliver on your collective commitment to support colleagues through dark times.

Our small team of six work tirelessly with empathy and enthusiasm, proud of the work that we do, and we are so thankful to everyone who has contributed to the incredible support that we have been able to deliver in 2024.



OUR 2025 APPEAL

We are aiming to do even more in 2025, as there are darker times ahead.

According to the Joseph Rowntree Foundation, poverty is at an all-time high in the UK, and 1 in 5 working adults are expected to experience financial strain in 2025. We also know that at least 1 million people who work in drinks or hospitality will be off work, at least for the short term, due to poor mental health.

To put that into context, that means that potentially up to 700,000 of our colleagues may suffer short-term financial hardship in 2025, and 1 in every 3 of us will experience an illness that changes the quality of our life, such as anxiety, stress or depression.

In 2025 and beyond, The Drinks Trust will expand our services to help support our colleagues in a more holistic and longer-lasting way. We will provide immediate financial assistance, but we

will also be helping those who reach out to us to access other longer-term support and manage their finances to the best effect.

We will expand our counselling provision and partnership with Shelter to help our colleagues through emotional and domestic stability as much as possible.

We support businesses in looking after the wellbeing of their staff through our critical incident support mechanism and our world-leading industry-specific Business Advisory Programme.

And we will continue our DEVELOP programme, which, together with other key industry stakeholders, leads the way in re-framing drinks as an aspirational career and provides opportunity, so that our colleagues may lift themselves out of hardship through career progression.

Many of us know first-hand that circumstances can change on a sixpence, and we were able to provide immediate

financial assistance to those who found themselves in urgent need to stay in their home, to keep their family warm, and to put food on the table in their time of crisis. Last year, however, although we were able to help thousands of individuals, due to our income constraints, we could not help everyone all year round, and in 2025, we must do more.

The budget announced in October will hit businesses in our sector hard again. Business owners will inevitably have to make tough decisions. In a recent industry survey, 1 in 3 said they would need to consider redundancies, and 75% of hospitality businesses said they would have to cut staff hours.

On the back of Covid and the cost of living crisis, our colleagues' financial resilience is at an all-time low, and a change in one or two shifts for some can make the difference between being able to cope and sliding into poverty and debt. We know that employment levels and average

income will continue to decline, and the impact on our workforce will be catastrophic as redundancies are made, shifts are cut and the pressure on those that remain increases.

It takes a great deal of courage to reach out to a charity in time of need. Our vision for the future is that we will be able to help more colleagues and that no cry for help will go unanswered. Please, share our message, pledge donations, and keep doing the fantastic things you have been doing.

I am honoured to lead the charity over the coming years, but more than anything, I am humbled to be part of such a phenomenal group of people. The true strength of our industry lies in our ability to pull together. The combined power of our efforts is our unique alchemy that transforms each individual contribution into our collective force for widespread good.

Let us stand together as we have done since 1886 to answer our biggest challenge yet. We want to support our colleagues in their time of need with financial assistance and emotional well-being and inspire them with learning so that we can help them stay and thrive in the industry we all love.

A handwritten signature in blue ink that reads "Nicola Burston". The signature is fluid and cursive, with a large loop at the end.

Nicola Burston
Chief Executive



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