

The Licensed Trade Charity

Equipping people to be self-reliant and achieve their personal best, by:

- Running independent schools that give children the best start in life.
- Providing support and care for people who have worked in the licensed drinks trade, facing a difficult time.

an overview of our work



**LICENSED
TRADECHARITY**

Patron: H.R.H. The Prince Philip,
Duke of Edinburgh, KG, KT
Registered Charity No. 230011

who we are

a proud history

The Licensed Trade Charity was established by philanthropic publicans in 1794, to look after the families of those working in the licensed drinks trade. For over two centuries, we have worked hard to improve people's lives, by providing a range of support: from running orphanages in our early days and providing housing for the elderly, right up to awarding financial grants for people in need, and running independent schools today.

as relevant as ever

Over the centuries, pubs have always been the hub of British communities – just as they are today. And, throughout the years, the Licensed Trade Charity has been proud to play a key role in looking after all those employed in this vast, and hugely important industry.

As many as 80% of all occupations in the UK have their own charity to provide support for their workers. The Licensed Trade Charity is the only charity devoted to looking after people who work in the all parts of the licensed drinks trade. That means providing care and support for anyone involved in producing or serving alcohol, from those working in pubs, breweries and of-licenses to office staff – and their families.

our objectives

Our vision is to equip people to be self-reliant and achieve their personal best. Our work is in two areas – 'Support & Care' and 'Education' – and our objectives are as follows:

- assist those who are sick, infirm or distressed
- provide assistance in the case of financial hardship
- provide assistance with the relief of the ills of old age
- educate children from the general public, with preference to those from families working in the licensed drinks trade, through guaranteed places, discounts and bursaries.

Please read on, to find out how we meet these objectives.

what we do

The Licensed Trade Charity employs over 250 staff and receives help from an equal number of volunteers. From our base in Ascot we run the following:

Support & Care team

The team is made-up of three dedicated, professional staff. Their duties include:

- Managing our free helpline. In 2008 this provided support and assistance to over 600 people.
- Organising visits from our trained Volunteer Visitors all over the UK. In 2008, 320 visits were made.
- Arranging financial support to help people who are struggling, to get back on their feet.

These services offer a helping hand to people who are struggling through illness, relationship breakdown, financial hardship or other traumatic events.

Three independent schools

Our three successful Licensed Victuallers' Schools are:

- **Ascot:** day and boarding school for girls and boys aged four to 18 years. In 2008 the school educated 900 children.
- **Reading:** day school for girls and boys aged three to 18 years. In 2008, the school educated 200 children.
- **Hassocks:** a new day school for girls and boys aged eight to 19 with learning difficulties such as autism and Asperger's syndrome. The school was developed in 2008 and opened in early 2009.

These schools offer children the grounding they need to grow into happy, fulfilled individuals.

Lettings

The Ascot and Hassocks school sites have a number of lettings facilities, including:

- A conference suite
- Residential accommodation
- Playing fields
- Dining facilities

By hiring these facilities out to the public, we generate much-needed income that helps make our important work possible.

● To find out more about each of these areas of work, our achievements in 2008 and our ambitions for 2009, please see the following sections:

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support & care

Our Support & Care offers a crucial lifeline to many hundreds of people working in, or retired from, the licensed drinks trade, and their families. Our professional team and 16 Volunteer Visitors across the country provide practical and financial assistance for people in times of trouble.

A helping hand

Everyone needs a helping hand from time to time – and our Support & Care team helps people at those difficult times in their lives. Whether they are facing illness, relationship breakdown, financial hardship or other traumatic events, we're here to help people cope with life's difficulties and get back on their feet.

All our help is available absolutely free of charge for people of all ages who are working in, or retired from, the drinks trade – and for the relatives and children of people in the trade. Our main criteria for providing aid is that the person we are helping has worked in the trade for at least three years. For a full copy of our Support & Care policy, please just give us a call.

Our Helpline

In 2008, our team of professional, fully trained Helpline staff provided information and guidance for around 600 people. Using a range of helpful resources such as the Citizens Advice Bureau Information System, they are on-hand to answer callers' queries on a range of issues – most of which fall into these broad categories:

- Housing
- State benefits
- Debt
- Legal
- Caring
- Disability
- Convalescence
- Relationship breakdown

We try as hard as possible to keep this service free for all. Callers do cover the cost of the call but if they cannot afford it, we are happy to call them back.

Volunteer Visitors

We receive many calls to the Helpline from people who could benefit from further support. When that happens, the first step is to arrange a face-to-face visit from one of our Volunteer Visitors. During a visit, they will assess the situation and provide a friendly ear for the person in need. It's an essential part of ensuring that people get exactly the right support based on their individual needs.

We currently have a team of 16 Volunteer Visitors spread across the UK – from Yorkshire in the north to Dorset in the south. All of these wonderful individuals give up their time to help absolutely free of charge. In 2008, they carried out 320 visits – donating time to us that, if they had been paid for their services, would have been worth £32,200.

Janice Feltham, Volunteer Visitor



Support grants

After an initial visit and assessment, we decide if we can help further – and how best to do it. Often, that means providing financial assistance in the form of a support grant. In 2008, we helped 712 families and individuals in this way. Grants are provided for a wide range of reasons, such as:

- A deposit on rented accommodation to help people get a place to live.
- Special equipment to improve the quality of life of people with disabilities.
- A trip away from home to help a person convalescing from a serious illness.
- Essential household items, such as cookers and fridges, for families in difficulty.
- School uniforms for children whose parents are struggling to make ends meet.

In 2008:

- The amount we spent on support grants increased by 6% to a total of £567,369.
- The number of people receiving one-off grants increased by 27%.
- The number of people receiving regular financial help with paying essential bills increased by 17%.

Helping families

Andrew and Joanne Millward's lives were thrown into utter turmoil when, last year, their 13-year old daughter, Hayley was diagnosed with Leukaemia. Andrew gave up work to care for her, and it wasn't long before they started feeling the pinch in the family's finances.

Thankfully, both Andrew and Joanne had been bar staff for eight years, so they were eligible for help from the Licensed Trade Charity. We arranged to give them a small, weekly grant to help cover the cost of essential bills.

Joanne was touched by the way we listened and helped. She told us:

“The Licensed Trade Charity made me feel completely at ease.”

Every year, we help around 70 families with children just like Hayley. For families facing very difficult situations, our support can make all the difference.



David and Rosalind Tolmie

Business problems

David and Rosalind Tolmie had worked in the licensed drinks trade for over thirty years when their landlord's mismanagement left them jobless and homeless through no fault of their own.

We came to their aid straight away and found them a temporary home. With that worry taken care of, they had more time to look for another job. They are now managing their own pub and living above the premises – and are very happy with the way we helped them. David told us:

“We wouldn't be where we are today without the Licensed Trade Charity.”

Every day, we take an average of one call from someone, like David, who is in distress because they are having to leave their pub. By offering them advice and guidance on housing options – or simply just a friendly ear – we can help them get back on their feet much more easily.



Andrew and Joanne Milward
and their family

education

The Licensed Trade Charity has a long and illustrious history of running schools. We achieved Chartered status in 1836 and are proud and privileged to have Her Majesty The Queen as our patron.

Currently, we run three successful Licensed Victuallers' Schools (LVS), located in Ascot, Reading and Hassocks, West Sussex. These schools provide a vibrant and fun environment where pupils are nurtured and challenged to become caring, confident citizens for the future.

Although originally established specifically for the children of people working in the licensed drink trade, the schools are now open to the general public. Every year, over a thousand pupils – from all sections of the community – benefit from the first-class education they offer. However, an important aspect of our work still involves offering preferential assistance to help parents in the trade meet the costs of providing an excellent education. To do this, we offer substantial discounts on fees and bursaries for those in the trade.

Through all this work, we're dedicated to giving youngsters the best possible start in life and helping them achieve their full potential.

Ascot and Reading

The LVS in Ascot and The Elvian School in Reading are successful, non-selective schools for girls and boys aged between three and 18 years. In both schools, a broad, enriching and stimulating academic curriculum is taught, enhanced by a wide and impressive range of activities and trips for all age groups.

There are also ample opportunities for young people to discover and develop their sporting, musical and performing interests and talents. LVS Ascot Senior School has a state-of-the-art theatre, and football and netball enthusiasts are given the opportunity to tour abroad.

As these exam results show, both schools performed well above the national average in academic achievements in 2008.

Exam results 2008

Ascot

A Level pass rate 96% (46% A or B)

(National pass rate: 95%)

Five or more GCSE Grades A* – C 95%

(National pass rate: 58.5%)

Elvian

A Level pass rate 85%

Five or more GCSE Grades A*-C 60%



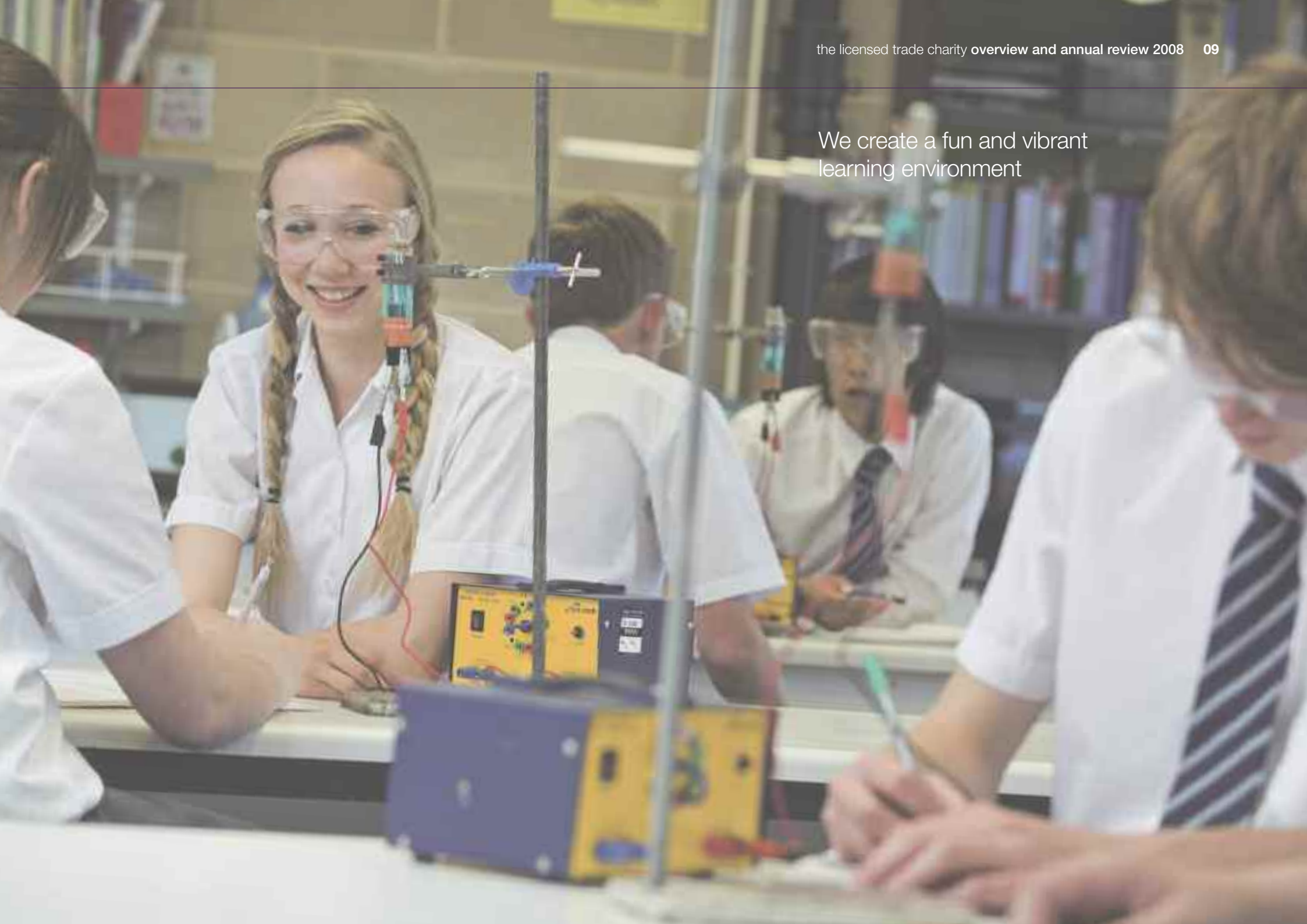
Boarders at
LVS Ascot

Residential boarding

LVS Ascot has modern, comfortable residential facilities, which allow nearly 200 youngsters aged between seven and 18 years to live at the school. A full programme of fun and stimulating activities is provided for these boarders, running both after school and at weekends.

Boarding is a welcome option for many busy, working families. It benefits older and younger pupils alike, but is especially popular among sixth-formers as valuable preparation for university.

We create a fun and vibrant
learning environment





Specialist care
and education
at Hassocks

Hassocks

For pupils with learning difficulties such as autism and Asperger's syndrome

Our newest school, at Hassocks in West Sussex, was developed throughout 2008 and opened in early 2009.

This leading edge school is a residential and extended day centre for girls and boys aged eight to 19 years old, providing specialist care and education for children with communication, socialisation and imagination difficulties, like autism and Asperger's syndrome. Our highly

experienced teachers employ the latest methods in a purpose-built work environment set in peaceful, idyllic countryside.

For the children that come to us in Hassocks, it's a chance to overcome the difficulties life has dealt them, and make the most of a very special education.

Discounts and bursaries

We offer all Members of the Licensed Trade Charity a substantial discount of up to 25% off the cost of fees at all three schools.

A limited number of means-tested bursaries are also available for people who work, or have worked, in the trade. A bursary can be worth anything from a small contribution to fees, right up to full bursary covering 100% of school fees plus a contribution towards textbooks and school trips.

In 2008 alone, we granted a total of £508,673 in bursaries to support children of parents working in the licensed drinks trade.

Contacts

For full information please visit each school's website, or give us a call.

www.lvs.ascot.sch.uk
01344 882770

www.elvian.reading.sch.uk
01189 572861

www.lvs-hassocks.org.uk
01273 832901

Our state-of-the-art facilities help young people discover and develop their interests



working with us

people

The Licensed Trade Charity is very much a 'people' organisation. In both of our key areas, our aim is to equip people to be self-reliant and achieve their personal best. We are run by people who care about making a difference in other people's lives.

Trustees

The Licensed Trade Charity is run by a group of Trustees with wide-ranging experience from the commercial world, the voluntary sector and the licensed drinks trades.

Employees

We aim to promote a culture that develops a caring, confident and motivating environment for our employees. We focus on treating all people fairly and with dignity, valuing honesty and trust, and enabling all our colleagues to enrich other's lives through care and education. All our colleagues are valued and the charity is committed to best practice in the following areas:

- Encouraging managers and leaders to be creative, with a 'can-do' attitude, embracing change, creating an honest and open culture.
- Promoting problem ownership – a secure and trusting environment will motivate and enrich personnel working with our aims.
- Recruiting and retaining high calibre personnel, encouraging internal progression and promotion where possible, and retaining the right people in a stimulating, supportive and caring environment
- Ensuring that personnel are qualified for their role, competent and empowered to contribute and grow with the organisation, and giving people the opportunity to continuously develop professionally.
- Empowering people to perform effectively and achieve the overall objective of the charity. To do this, personnel are kept clear about their roles and how they contribute to the organisation.



Volunteers

Over 250 volunteers across the country regularly give their time to either raising funds for the charity or as Volunteer Visitors for our Support & Care team.

Our Volunteer Visitors need to know a great deal of information and handle sensitive issues with individuals. The charity has a full training scheme and a programme in place to acknowledge, motivate and non-financially reward these individuals who give so much of their time and energy to helping others.

Our fundraiser volunteers work tirelessly – often well beyond retirement age, to raise funds for us. We never take their effort for granted. We enjoy acknowledging what they do and support their fundraising activities in whatever way we can.

trade organisations

Many licensed trade organisations endorse and support our work in one way or another. Just a few examples are given below.



“Licensed Victuallers' Associations across the country have supported their own charity, the LTC, for a very long time. They acknowledge the good work they do for those who, out of no fault of their own, need a lift back on their feet. We know the pressures faced by those in the industry, and it's great that we look after our own in this way”.

Tony Payne
 Chief Executive
 Federation of Licensed Victuallers' Associations

“We wholeheartedly support the work of the LTC – having an industry charity is the right thing to do; it is socially responsible to look after those who work hard in the industry, when they need a helping hand”.

Neil Robertson
 Chief Executive
 BII

fundraising

As a charity, we receive our income from a variety of sources.

National Trade Organisations

Many national organisations representing the trade organise fundraisers or make donations to us, including the ALMR, BII, Licensees Unite and the Society of Independent Brewers. Between them they contributed almost £55,000 in 2008.

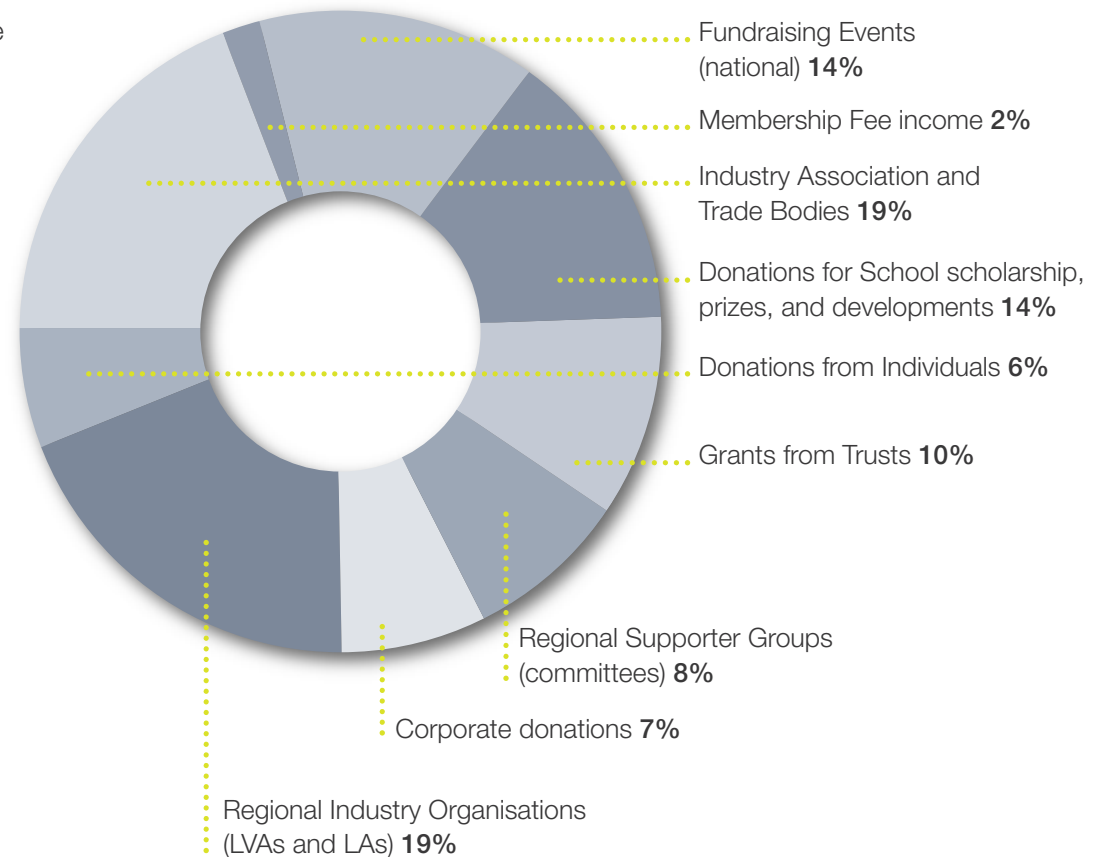
Regional Industry Organisations (Licensed Victuallers' Associations and Ladies Auxiliaries)

The charity has a well-established relationship and long history with many locally formed groups of licensees across the country. These groups acknowledge the support given by the charity to those from the trade and in return continue to support us. Between them and our regional supporter groups, £77,000 was raised in 2008. This is generated mainly through enjoyable events, including golf tournaments and other fun days out.

National Events

Supporters of the charity have traditionally enjoyed national fundraising events. Our 50th Anniversary Boxing Tournament was held at the Café Royal in November 2008 and raised a fabulous £35,000.

2008 fundraising income

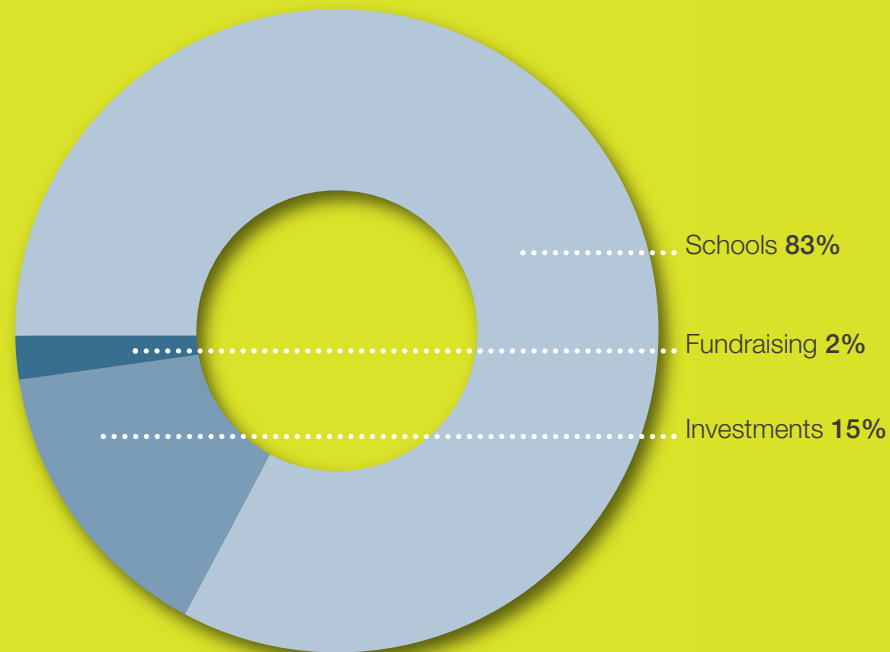


2008 accounts

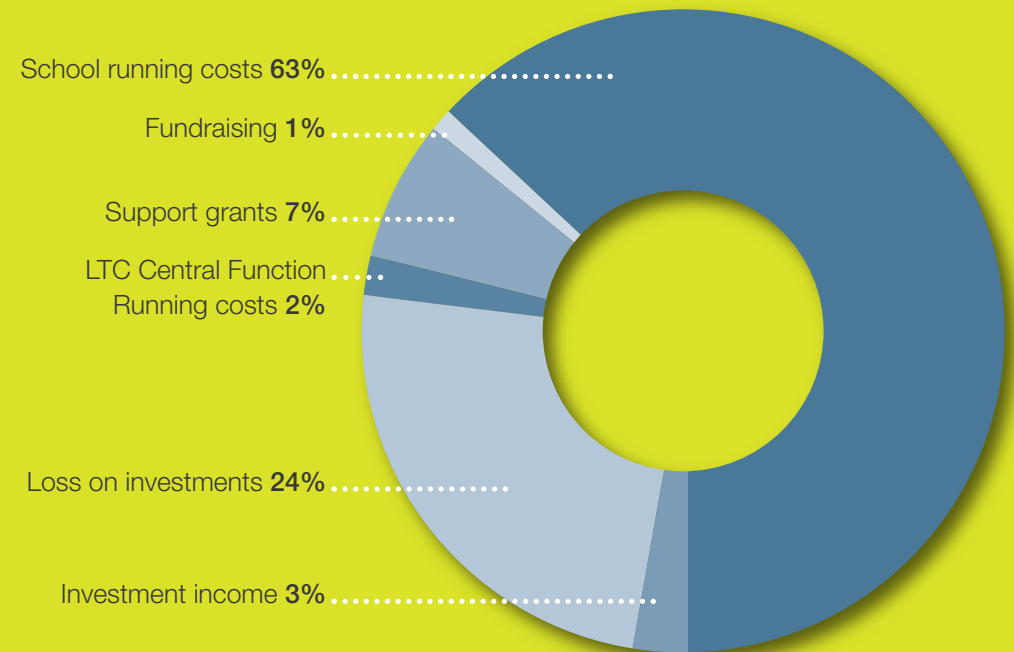
Economic factors had a major impact on the charity's performance in 2008, resulting in lower real income from our schools, reduced investment asset values and at the same time we saw increased demand for charitable support and expenditure.

The economic factors that had an impact on the charity in 2008 will continue to affect our performance in 2009 and 2010. The charity has embarked on a far-reaching organisational restructure of its operations, and through past prudent management of its assets, the Trustees have confidence that we will emerge from the recession a stronger, more efficient organisation.

2008 income



2008 expenditure



For a full copy of our accounts for 2008, please call Gill White on 01344 884440. She will be happy to send you one.

corporate supporters

In 2008 our main donors were as follows:

- Association of Licensed Multiple Retailers (ALMR)
- BII
- Diageo Great Britain
- Licensees Unite
- Mitchells & Butler Plc
- Morning Advertiser Ltd
- Punch Taverns plc
- Scottish & Newcastle UK Ltd
- SG Hambros Bank & Trust Limited
- Shepherd Neame
- The Worshipful Company of Innholders
- William Brake Charitable Trust

Our thanks also to the following corporate supporters:

- 1648 Brewery Co Ltd
- Allport Limited
- Black Sheep Brewery plc
- BOC Sureserve
- Box Marketing
- Brulines Ltd
- CAMRA
- Charles Wells Ltd
- Citigroup UK
- Coors Brewers Ltd
- Enterprise Inns plc
- Everards Brewery Ltd
- Fuller, Smith & Turner PLC
- Hunters
- Itchen Valley Brewery Ltd
- J & B Luncheon Club
- Joseph Holt Limited
- Market Taverns Ltd
- Marston's Beer Company
- Matthew Clark Wholesale
- Maxxium UK Ltd
- Midlands Licensed Trade Charity
- Miller Brands
- Morley & Scott
- Morrissey Fox
- National Quiz
- Plymouth Gin
- Racing UK
- Security Industry Authority
- Sky
- Softcat Softwear
- Tavern Snacks
- Tenon Limited
- The Ascot Charitable Trust
- The Licensed Trade Charities Trust
- The Publican
- The Salmon & Trout Club
- Wadworth Company Ltd
- Waverley TBS



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