

# Facing challenges together

Supporting  
licensed trade  
people

Licensed Trade Charity  
**Impact Report 2020**

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## Facing challenges together with the licensed trade community

For 228 years the Licensed Trade Charity has stood, strong and stable, alongside licensed trade people and their families facing whatever life throws their way. With them, we have come through the challenges of wars, economic depressions, floods and now pandemic.

**The closure of shops, industry, and hospitality in March 2020 was unprecedented. The Licensed Trade Charity stepped up to ensure as many licensed trade people as possible got the help they needed, and in 2020 we are proud to have helped over 73,000 people.**

With a speed that addressed the ever-changing guidelines for the trade we:

- Adapted and digitised our application process to deliver financial support in as little as two weeks (previously a six-week process) to those that urgently needed it.
- We reached out to operators offering our expertise and infrastructure to deliver their team member support funds.
- We scaled-up to meet the increased demand in requests for help.

We are here to help the people who currently work, or have in the past, in the sale, service, manufacture, and distribution of alcohol in pubs, bars, breweries, wineries, distilleries, and hospitality venues across the UK.

In this document we outline the impact we made in 2020 and our direction for the future.



**Our mission:  
To equip people to be self-reliant  
and achieve their personal best.**



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## Our impact in 2020

**73,171** people helped **+217%** on 2019



**£1.96m** given in grants **+96%** on 2019

£.....



**4,147** grants to people in need **+655%** on 2019



**2,729** calls to our helpline **+123%** on 2019



**63,017** people visited our website **+219%** on 2019

**939** students educated



**100%** A Level pass grade at LVS Ascot



**100%** BTEC pass at LVS Hassocks

**100%** English Language and Maths exam pass at LVS Oxford

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## Chief Executive's message

Before I reflect on 2020, I want to begin by recognising the sad loss of our patron HRH Prince Philip. The Charity has an historic and strong relationship with the Royal Family going back over 180 years and it has been a privilege to enjoy the patronage of Prince Philip for so many years.

As 2020 got underway we could not have foreseen the turmoil, anxiety and challenge that was to come. As our sector closed its doors and hospitality people across the UK faced an uncertain future, once again we stood alongside them, a strong and stable friend offering information, emotional support, our financial grants and COVID-19 grants, helping over 73,000 people.

Our Ascot school site closed, our Hassocks and Oxford schools operated under strict social distancing guidelines, and all delivered online lessons. Our whole community demonstrated the ability and willingness to adapt and change, time and again, to remain positive and motivated and to focus on the emotional wellbeing as well as academic progress of pupils.

We have been reminded of lessons learned in the past:

- The value our customers place in our honesty and the continued importance of confident, clear, and timely communications.
- To keep reaching for innovation and creativity that delivers continuity of education and delivery of support services when we are restricted in how we engage with our customers.
- The importance of staying connected with our friends, families, colleagues, and classmates.

2020 was without doubt a difficult year. Perseverance and community have shone through. I want to thank our staff, volunteers, trustees and corporate supporters who have all had to deal with their own pressures caused by the pandemic, and for many, have had their own massive financial impacts to deal with. 2021 continues to challenge and we face that together with pride in how we collaborate and support each other.

**James Brewster**



“ *As our sector closed its doors and hospitality people across the UK faced an uncertain future, once again we stood alongside them, willing to give a strong and stable friend to lean on.* ”

Watch our  
**Licensed Trade Charity** film

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# A snapshot

COVID-19 has had an impact on every part of our organisation. Without exception our teams have adapted, evolved, and grown to stay relevant and add value for the people we work with and our customers.

With strategic and creative thinking, we have adapted the services we deliver and the way we deliver them to maintain the outstanding level of customer service and professionalism for which we are well known.

Delivering our core values – **Pride, Passion, Care, Honesty, Responsibility** – through everything we do, we have been proud to:

- **increase the number of people we helped 2019-2020 by 217%**
- **deliver around 2,300 online lessons each fortnight through a full timetable at LVS Ascot**
- **remain open and educating throughout at LVS Hassocks & LVS Oxford.**

	2019	2020
 <b>Our Charity</b>		
Number of individuals benefitting from charitable support services (includes users of website, helpline and direct support)	23,020	<b>73,171</b>
Number of individuals receiving a bursary, scholarship or support with fees for children of those connected with our trade	67	<b>53</b>
 <b>Educating children through our Schools</b>		
LVS Ascot	824	<b>819</b>
SEN – LVS Hassocks	47	<b>51</b>
SEN – LVS Oxford	70	<b>69</b>
Total Pupils in Education	941	<b>939</b>
 <b>Our People</b>		
Employees	352	<b>324</b>
Volunteers (CS Volunteers, Befrienders, RS Committees and Trustees)	182	<b>146</b>
 <b>Our Trade</b>		
Time to Open Up Corporate Partners	43	<b>57</b>
Pubs and other venues reached (estimated)	19,981	<b>20,017</b>
Employees reached (estimated)	256,376	<b>254,969</b>
 <b>Our Buildings</b>		
Investment in property and equipment	£2.008m	<b>£0.87M</b>

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## Reaching out

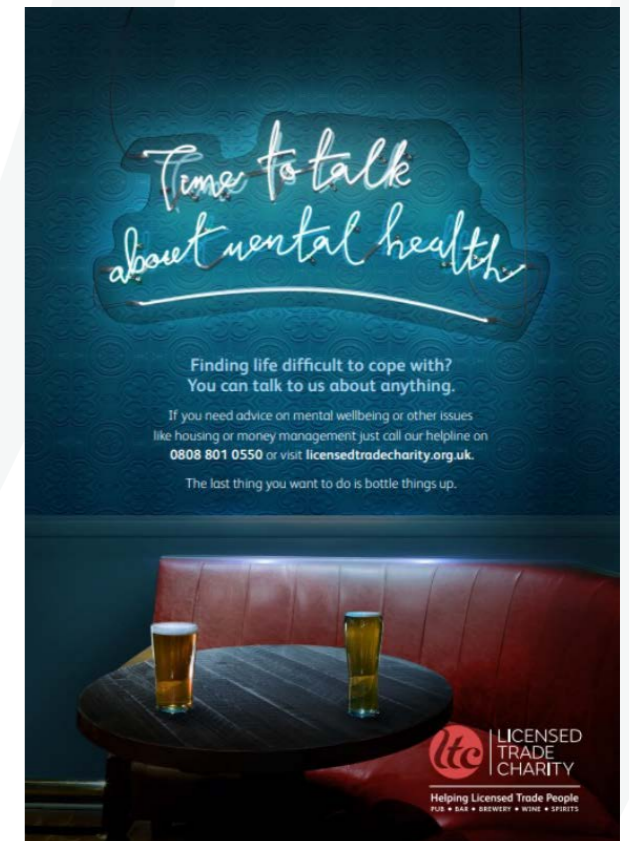
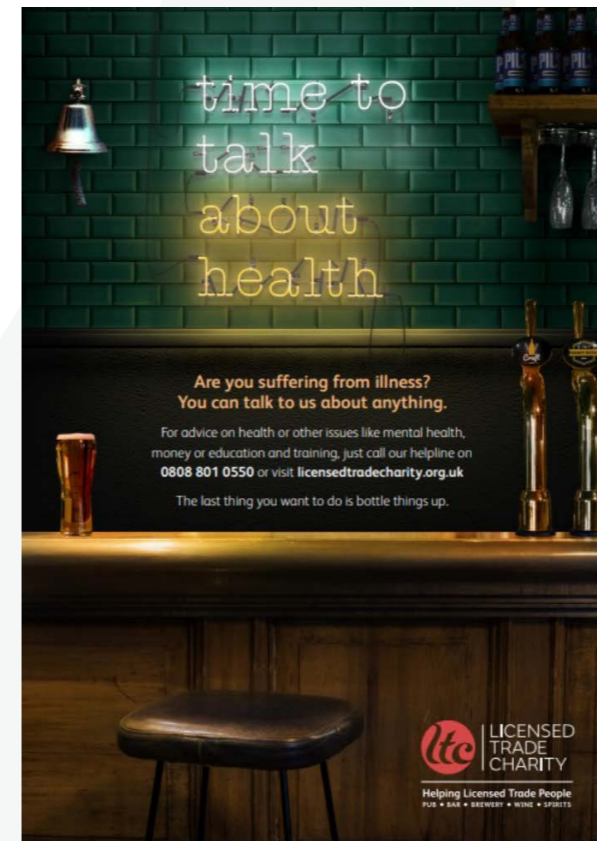


### Our awareness campaigns

While the sentiment of our 'Time to Open Up' campaign and cheeky use of trade references like 'the last thing you want to do is bottle things up' was still relevant to our sector, we felt that message, to a sector that was forced to close its doors, was inappropriate and confusing.

We adapted our creative messaging to reflect the experience of our sector, running the media message "we're still open to support you".

Our updated 'Time to Talk' campaign was rolled out to ensure the LTC remained accessible to all and reflected the growing concern for mental wellbeing across the sector.



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## Working in partnership

We work hard to understand our customers and what they need from us. We maintain good relationships with operators and keep the lines of communication open to ensure that at every level, licensed trade people are supported by the LTC.

- **Operators** can offer their people a confidential employee assistance style support service. Help from the LTC can work to retain staff and get people back to work.
- **HR teams, operations, regional and business development managers** can share our contact details when having difficult conversations with their team members. For some, softening the blow, and for some, signposting to make sure a team member knows they are valued and where to find support.
- **Individuals** in the licensed trade can access 24/7 information specialists, emotional and financial support through our website and helpline.



**20,017** pubs and other venues reached\*

**254,969** staff reached\*

\* estimated



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# COVID-19 Team Member Support Funds



We worked in partnership with five operators to deliver their Team Member Support Funds during 2020.

With only a two-week turnaround we created a new digital journey which allowed us to process applications for fixed grants, within an agreed criterion, to a large volume of applicants, in a short space of time.

We scaled-up our operations to process in two weeks, approximately ten times the volume of applications we would usually receive in a month.

The fixed grants were delivered as shopping vouchers at a time when many licensed trade people were furloughed. Alongside those we gave tips on managing on a reduced income, advice on priority bills and access to a benefits calculator through our website.

Positive feedback from operators and recipients has been a reminder of how needed support from the LTC continues to be.

**“ The great thing about the pub industry is that it’s a really close community and actually one of the things that I really like about working in this industry is the way that people support each other, and I think the work the Licensed Trade Charity does really exemplifies that. ”**



Greg Sage  
Corporate Affairs Director  
Greene King



See our  
**Corporate  
partners** film

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# Our impact

We aim to:

- Provide information and guidance that helps licensed trade people and their families avoid difficulty before it happens.
- Help licensed trade people get back on their feet, feeling more confident and in control of their lives after they have been through a difficult time.
- Support retention in the sector by helping team members get well and back to work.
- To give the sector somewhere to signpost their people and make sure they know they are valued.



“Life changing help is not always money, someone to talk to when the future looks dark can change lives.”



## Licensed trade people can access our free support in three ways:



### 1: Our website

Provides tips and practical guidance including a benefits calculator, free help-sheets, direct access to employment support resources and training.

**In 2020 63,017 people used our website – up 219% on 2019.**



### 2: Our helpline

Available 24/7 and 365 days a year. Citizens Advice trained information specialists give practical guidance while emotional support is provided by British Association for Counselling and Psychotherapy trained professionals. Callers can access up to six free telephone counselling sessions (subject to assessment) and counselling for couples and their children. For critical incidents where licensed trade teams might be affected by fire, terrorism, or sudden death, our trained counsellors can offer either telephone or on-site support for the team and individuals.

**In 2020 2,729 people called our helpline – up 123% on 2019.**



### 3: Direct financial support

Our financial support is given as grants, not loans, we never ask for the money back, to bridge the income gap during illness or pay for essentials.

**In 2020, we gave £1.96m in services and grants – up 96% on 2019.**

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# Our support at a glance

**ltc** Licensed Trade Charity = Helping licensed trade people

Free 24/7 helpline: 0808 801 0550 + Website: [www.licensedtradecharity.org.uk](http://www.licensedtradecharity.org.uk) + Our support

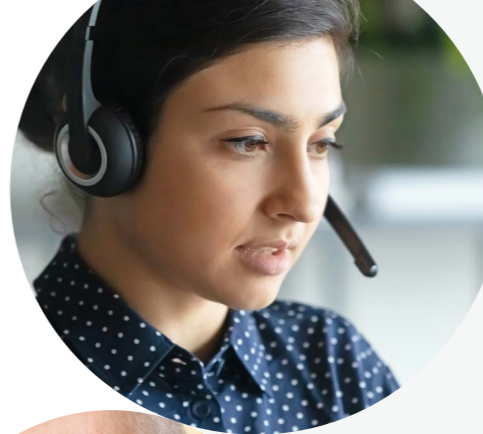


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# Mental wellbeing with the LTC

Supporting our sector to maintain a healthy mental wellbeing has been a focus for the Charity for many years.

Our helpline means callers can talk to a professional 24/7 for in-the-moment emotional support and be referred for more structured emotional support (subject to assessment).



“**Brilliant course. Is essential for hospitality operators!**”  
Training session participant

“**I really enjoyed this training and feel it will really benefit myself and hopefully my staff too. I am going to tell other managers in my company to do the course.**”  
Training session participant

## Three ways we provide mental health support:



### 1: 24/7 helpline for all

All you need to do is call our free helpline on 0808 801 0550, anytime, day or night, and choose the emotional support option. Your call will be answered by one of our experienced and qualified counsellors who will listen and recommend the best way forward.



### 2: Counselling and emotional support

- In-the-moment emotional support
- 6 free telephone counselling sessions (subject to assessment)
- Face to face counselling
- Couple's counselling
- Children and young people counselling



### 3: Mental health training

We offer 2-hour, online training sessions for managers, supervisors, and team leaders so that they can support their teams. They learn to identify the most common concerns and are given practical tips on how to start and have mental wellbeing conversations. They can then signpost the people that they are concerned about to our helpline for further support.

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# Committed to delivering support

## Snapshot of the year

### Team Member Support Funds

We responded quickly and collaborated with five operators to **process 3,711 applications** and **deliver £934,400 of COVID-19 specific grants**.

### Health

In 2020 we **gave £57,000 in income top ups** during serious illness.

This was equivalent to **over 6,500 hours work**.

### Retired workers

Our support is available to licensed trade workers for life.

In 2020 we **gave £167,701 in grants** for cost of living and essential items for retirees.

### Education

In 2020 we provided education and training worth **£549,731**.

We supported **178** licensed trade people and their children with their education.

### Money

In 2020 we **awarded 240 grants** to **help 476 people** out of debt.

In total we awarded over **£142,000** in grants.

### Mental health training

As COVID-19 called a halt to our training sessions we adapted to deliver 2-hour online training sessions.

### Mental wellbeing

**41% of calls** handled by our freephone helpline were from people in need of emotional support.

We provided **1,037 telephone counselling sessions** and held **88 face to face and virtual counselling sessions**.

### Housing support

In 2020 we awarded **£143,000** in **housing grants** and supported **111 people** with their **rent or mortgage arrears**. **£94,000** was also awarded to help **242 people** with household items and repairs, and we made **67 referrals** to Anchor Housing and Shelter.

### Partnerships

We partnered with specialists to extend our support. During COVID-19 we partnered with CPL Training, Hospitality Jobs UK, and Renovo to deliver employment support.



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# Creating opportunity through education at LVS Ascot

The Charity has been educating the children of licensed trade people for over 200 years.

Forward thinking from its first opening in 1803, the school was re-built in Kennington Lane in 1836 and boasted indoor toilets and an indoor heated swimming pool. The Charity raised the leaving age at the school to 15 in the 1870's, the state did not follow until the 1944 Education Act.

2020 brought new opportunities for LVS Ascot to innovate and lead, as COVID-19 put the continuity of education for pupils across the UK at risk. LVS Ascot's swift response saw students taking part in a full timetable daily.

See our **COVID-19 response** film



LVS Ascot Principal, Christine Cuniffe, took part in ITV's 'This Morning' programme with the Education Secretary Gavin Williamson, "incensed" at the Government's handling of the 2020 A Level & GCSE results.



Over **2,300** lessons were delivered each fortnight during the pandemic



## LVS Perspectives

In response to the need for a forum that would give parents confidence in the measured COVID-19 response, with an understanding and listening ear to their concerns and fears, the school launched LVS Perspectives – a thought-provoking educational discussion series led by Principal, Christine Cuniffe. The 2020-2021 academic year ended with LVS Perspectives #26 entitled 'A Parent's Perspective'.



## Proud to be LVS Ascot

We are proud of the academic progress pupils continued to make despite COVID-19 and of the focus on their wellbeing that saw the school shortlisted as one of six for the national TES Award for Wellbeing. At the time of writing, the school is also shortlisted for the Independent Schools of the Year 2021 award for Outstanding Response to COVID-19.

In February 2021 LVS Ascot was awarded the **Independent Schools Association Award for Outstanding Sport (large School) 2020.**

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# Creating opportunity through education at LVS Ascot *continued*

2020 saw A Level and GCSE exams cancelled across the UK and replaced by Centre Assessed Grades. The LVS Ascot team worked hard to ensure no student was disadvantaged and that grades were a fair reflection of their work throughout their two exam years and their forecasted grades.

## A Level pupils

In 2020 **90%** of A Level pupils got into their first or second choice University and those that chose alternative pathways, like apprenticeships, were given all the support they needed to succeed in their applications and endeavours.

## Junior school pupils

The Junior School Diploma, which exists to provide pupils with the chance to apply what is being learnt at school to everyday life, saw **62%** of Year 6 pupils graduate and complete their Diploma preparing them for their next steps in education.

Pupils are encouraged to take personal responsibility for their participation to collect evidence for their Diploma and build skills for life. **Over two thirds** chose to participate..

## Infant and junior school pupils

**All pupils** across the Infant and Junior school took part in enrichment activities which support them in developing these skills, including Pilates, yoga, baking, leadership skills and gardening.

## Exceeding expectations...

**100%** A Level exam pass (A\*-E)

**88.6%** A Level exam pass (A\*-C)

**90%** of students got into their first or second university choice

**62%** of Year 6 pupils graduated and completed their Diploma



INDEPENDENCE AND INITIATIVE

Curiosity and creativity



RESILIENCE AND RISK-TAKING

COLLABORATION AND SELF-CONFIDENCE

Empathy and reflection

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# Educating licensed trade children since 1803

The LTC continues, to this day, to offer an outstanding independent education to the licensed trade community with a discount of between 20-80% at our school in Ascot for boys and girls aged from 4-18.

LVS Ascot, situated in 26 acres of beautiful parkland, offers outstanding purpose-built facilities. It is an all ability, co-educational school, where our committed and dedicated body of staff work with children to exceed their expectations, to inspire independence and support pupils to achieve their best.

**“ At LVS Ascot we ensure pupils have the competitive edge for life. ”**

Christine Cuncliffe  
Principal  
LVS Ascot



**“ As you know we have been enormously grateful for the support that the Licensed Trade Charity has provided to both [name] and our family as a whole. It is obviously impossible to have predicted where [name] might be now had we not been fortunate enough to receive the bursary opportunity you have supplied, however it's pretty clear that he has certainly grown into a confident rounded individual in the time he has been at your school having had the space and freedom to do so. ”**

Parent



## How we can provide support to children of licensed trade families\*

Trade discounts	Trade scholarships	Trade bursaries	Grants
You could be entitled to a 20% discount at our LVS Ascot school	Gifted and talented children can get up to 80% off the outstanding fee amount at our LVS Ascot school	Means tested support worth up to 80% off the remaining fees at our LVS Ascot school	Grants are for educational support for any school for those struggling to afford school uniform, trips, meals or educational equipment

\* Eligibility criteria: You must have worked in the licensed drinks trade, either currently or in the past, for five years.



**LVS Ascot**

A Co-educational Day & Boarding School  
for young people aged 4-18

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# Enabling individuals through specialist education at LVS Hassocks

**LVS Hassocks** remained open through the COVID-19 lockdowns during 2020, ensuring continuity of education and supporting students and parents with both academic learning and mental wellbeing.

Our specialist school for young people with a diagnosis on the autism spectrum provides academic and vocational pathways that support students to reach their potential in an inspiring, aspirational, and collaborative environment.

In September 2020, Level 3 qualifications were introduced at LVS Hassocks for those in the Sixth Form which saw students start A-Level Art and the Extended Project.

*“ I cannot praise LVS Hassocks enough for giving my child something to look forward to each day and for bringing out the best in him. It is the best provision I could ever wish for. ”*  
Parent of Year 12 pupil



## LVS Hassocks saw a year of success and achievement:

- **Winner** of the ISA Award for Outstanding Provision for Learning Support 2020.
- **Two students** won the Independent Schools Association (ISA) London South Art Competition.
- Year 11 and 6th form students participated in the ISA Limitless Skills Series with **two students** winning the U18 and U16 trophies.
- **All student leavers** went on to college courses, with **one** progressing to a Level 3 ICT course.

## LVS Hassocks academic results were very positive:

**18** GCSEs were awarded, grade 4 and above

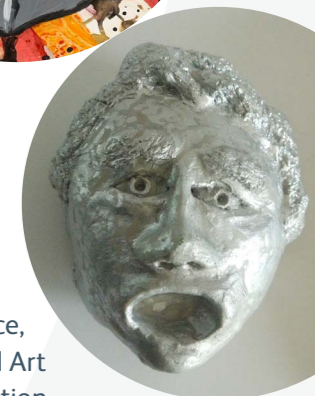
**71%** of English entries passed at grade 4 and above

**2** students gained grade 7 for their Art GCSE

**62%** pass rate for GCSE Statistics

### Isaac

First Place , ISA London South Art Competition – Key Stage 3, 2D Individual



### Toby

First Place, National Art Competition – Key Stage 3, 3D Individual



**LVS Hassocks**

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# Enabling individuals through specialist education at LVS Oxford

**LVS Oxford** delivered individual support for students to maintain engagement with the school, with their education and with each other.

## LVS Oxford students supported each other and their community:

- **Students collected food** for the local food banks and boxed them up, ready for delivery.
- The Amy Winehouse Foundation and MYCO Performing Arts delivered **workshops for students** to celebrate the benefits of performance arts in **building confidence, teamwork, and resilience.**
- **Forest School activities** took students to the local Blenheim Estate.
- **All July student leavers** went on to college placements or employment with **one** gaining an apprenticeship with large pub group, Mitchells and Butlers

*“ It has been an absolute pleasure to see him develop and grow these last couple of years. His self-confidence has blossomed and he is much more relaxed in some ways, more alert and aware in others. ”*  
*Rachel Mugridge*  
*parent*

*“ I never, in my wildest dreams, thought it possible that we would find a school ... where he would be jumping out of bed each morning and eager to get to school. ”*

*Parent*

## LVS Oxford academic results are a credit to everyone's hard work:

**100%** pass rate for both English Language and Maths entries

A range of BTEC, Entry Level and Functional Skills qualifications **were achieved**



**LVS Oxford**  
 A unique, positive education for young people on the autism spectrum

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# Collaborating, inspiring and developing professional people

Through our people we deliver our values and through our values we keep our promises to our customers – be those beneficiaries, pupils, parents, volunteers, members and staff.

Our people understand the importance of demonstrating our core values in everything they do.



Our **staff benefits programme** recognises the value our people bring to the success of the LTC and its community.



Scroll through some of our promotional posters

**Want to work with us?** Click to see more

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# Our volunteers play an invaluable role

Volunteers play an important role in supporting and promoting our work and reaching out to the licensed trade community. They add an invaluable wealth of experience and enthusiasm to support us to achieve the Charity's aims.

2020 was a very different year for our volunteers as COVID-19 restricted all activities save those carried out by phone or video call.

Our volunteers adapted quickly to our use of technology to continue the necessary assessment and processes that support licensed trade people.

In 2020 we were grateful to call upon:

- 39** Charity Services Volunteers
- 13** Telephone Befrienders
- 18** Trustees (+Co-opted) and Committee Members
- 64** Fundraisers
- 12** Governors

“ *We make a living by what we get, but we make a life by what we give.* ”

Winston Churchill



## Want to volunteer with us?

Click here to find out what roles are open to you and how to join our volunteer team.

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# Managing our environment

The Charity is committed to promoting sustainability and environmental awareness through its progressive improvement of energy performance across its sites and the introduction of projects to support staff as they work to reduce their carbon footprint.

Promoting environmental awareness has been incorporated into the school curricula encouraging the next generation's commitment to sustainability.

**99%** of waste from LVS Ascot is recycled...

**88%** of it is converted to fuel



## Some practical examples of projects include:



### Electric car charging

The introduction of electric car charging stations at each site has begun and the Charity aims to encourage staff to transition to electric vehicles.



### LED lighting

70% of the fluorescent light fittings at the LVS Ascot and LVS Hassocks sites have been replaced with LED. The remainder, including LVS Oxford, are targeted for completion within the next 3-4 years.



### Building management systems

We continue to reduce energy consumption through the roll out of systems to remotely and automatically regulate heating and hot water services.



### Thermal insulation

Projects across all sites ensure any new builds include enhanced levels of thermal insulation. At LVS Hassocks we are replacing the original single-glazed louvred windows with new double glazed casement windows.



### Mechanical plant replacement

Modern condensing boilers and water heaters are being installed across all sites, which typically operate 25% more efficiently, and help us reduce our maintenance liability.



### Water conservation devices

Sensor taps, dual-flush toilets and restrictors are proving a cost effective way of reducing our onsite water consumption.



### Waste

We aim to reduce the amount of waste we produce and promote recycling. Projects include the compaction of cardboard packaging, composing of organic matter, use of biodegradable items, recycling furniture and uniform or donating to other organisations.



### Recycling

Through our waste contractor, 99% of waste from LVS Ascot is diverted from landfill and recycled. 88% is recycled for use as fuels.

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# Objectives for our investments and suppliers

## Our investments

**The Charity's assets should be invested in line with its aims.** We seek to produce the best financial return with an acceptable level of risk. The investment objectives are to generate a sustainable income stream which at least maintains both its real value in future years and the real capital value of the investment portfolio over the longer term.

We require our Investment Managers and/or all underlying collective holdings in both our medium-term and long-term investments to have signed up to the United Nations-supported, Principles for Responsible Investment (PRI) Initiative.



## Our suppliers

**When choosing suppliers to work with we look for organisations that match our passion for environmental, social, and ethical responsibility and our core values.**

We seek to have positive engagement and constructive relationships with them and the corporate world.

Through positive, collaborative relationships we create a working environment that encourages flexibility, responsibility and creativity that ensures together we remain at the forefront of our sectors.

### The Six Principles state:

- 1 We will incorporate environmental, social and corporate governance (ESG) issues into investment analysis and decision-making processes.
- 2 We will be active owners and incorporate ESG issues into our ownership policies and practices.
- 3 We will seek appropriate disclosure on ESG issues by the entities in which we invest.
- 4 We will promote acceptance and implementation of the Principles within the investment industry.
- 5 We will work together to enhance our effectiveness in implementing the Principles.
- 6 We will each report on our activities and progress towards implementing the Principles.



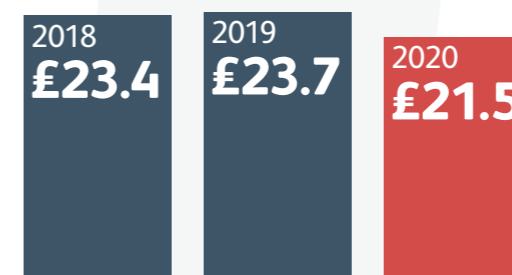
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# How we operate and raise funds

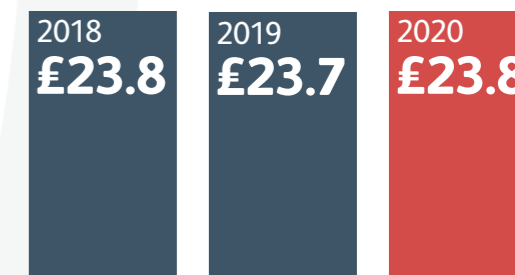
The COVID-19 pandemic has had a significant financial impact on the Charity with significant restrictions on commercial activities and fee remissions of over £3m at LVS Ascot.

We are grateful to our licensed trade community for the financial donations given, allowing us to help more people than ever in our history.

Special thanks must go to a number of companies and organisations, such as Greene King, the Worshipful Company of Innholders and those who wish to remain anonymous, that continue to make particularly large donations that allow us to support significantly more people that we would not have reached without them.



**TOTAL TURNOVER** £m



**TOTAL EXPENDITURE** £m

TURNOVER	2020	2019
Donations and Legacies	£1,254,000	£61,000
School fees	£18,060,000	£21,223,000
Grants received	£77,000	£131,000
Fundraising and events	£30,000	£44,000
Gross income from trading subsidiary	£244,000	£614,000
Investments	£1,107,000	£1,603,000
Other income	£771,000	n/a
<b>Total</b>	<b>£21,543,000</b>	<b>£23,676,000</b>

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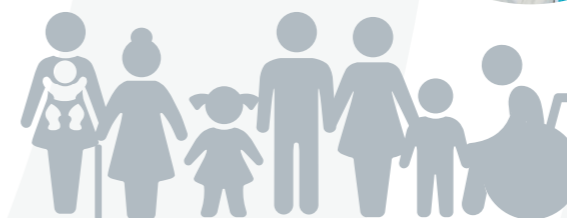
## How we operate and raise funds *continued*

The Licensed Trade Charity is a diverse organisation with services that support vulnerable people of all ages.

We are proud of the support we have given licensed trade people during 2020. The challenges faced by the licensed trade sector have never been so great and we have been proud to play our part, at the heart of that community, in supporting over 73,000 licensed trade people.

Our operational structure gives us the stability to sustain the support and grants we give during the most challenging of times without suspending applications for financial support.

### Our operation and income structure



We helped to support **73,171** people in 2020...  
**+317%** on 2019

We take our responsibility to licensed trade people seriously and we are passionate about reaching as many who could benefit from our help as we can.

We manage our operations with the same responsibility for ensuring we have processes, policies, safeguarding and GDPR practices in place that are robust and wide-ranging to comply with legislation, generate income to secure the future of the Charity and continue the valuable support we offer licensed trade people.

Income from  
fundraising  
& donations

2020  
**£1.28m**

2019  
**£105k**

### Fundraising

During 2020 we received a record level of donations from a community minded sector wanting to help the people who need it most.

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# The future

Together with our licensed drinks trade and educational communities, during 2021 and as we head into 2022, we will recover and rebuild.

We will continue to value the relationships we have with:

- **pupils**
- **parents**
- **pub companies**
- **brewers**
- **wineries**
- **distillers, and**
- **each other.**

The relationship we have with our teams and volunteers to deliver our values through everything we do and say.

The organisations we partner with to extend and enrich the support we offer, with the humility to understand we cannot do everything alone, offering to share our expertise with others and accepting the expertise of those that offer to support us.

**The Licensed Trade Charity has stood strong and stable for 228 years and we will be supporting the licensed drinks trade through the next 228 years, whatever those may look like.**

We will not take anything for granted. We will not judge, we will not be dismissive, we will be kind to each other and to ourselves as we strive to work even harder to be even better and to measure our success in the lives we have touched:

- **The pupils** who, in our care, have achieved personal, creative, and sporting success, alongside their academic achievements.
- **The staff** who have developed personal and professional skills and confidence.
- **The licensed drinks trade families** who continue to make hospitality the heart of every community.
- **The licensed trade community** that has improved their own and their team's mental wellbeing through our mental health training and counselling support.
- **The COVID-19 heroes** that kept the deliveries coming, the vulnerable in our communities fed, the hospital doors open, the vaccination programme rolling and our hearts warm.





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Design: wave

Start again

Every year the Charity is lucky enough to receive donations in the form of time given by volunteers, prizes for events, awareness through event participation and opportunities to speak, social media shares, mentions in the media, advertising donated for free, and money donated to fund our work.

To all the people  
who have donated,  
in whatever form,  
we THANK YOU!



Would you like to donate to our work?

Click here to find out how you can help.

Thank you to the following licensed trade organisations for their support in 2020:



And thank you to the following partner organisations who have helped so many people face the challenges of 2020:

