



Serving Drinks People in 2022



Whether you're a server or sous-chef, bartender or brewer, the LTC is always here when you need a little TLC.

“After 25 years working in the trade managing pubs, my partner and I fell on hard times, in part due to the long-term impact of Covid.

The brewery suggested we contact the LTC and I'm so thankful we did. Very soon we had been helped in ways I never imagined, their advice was invaluable and the financial support we received helped us get back on our feet... If it wasn't for the Licensed Trade Charity, I honestly don't know what would've happened. Thank you.”

MARK, PUB LANDLORD





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The increased volume of calls to our helpline and the surge in applications for financial grants underscore the growing demand for our services.

Welcome to the LTC

From our CEO, Jim Brewster

As I reflect on 2022, I am filled with a sense of admiration for the determination and inspiration shown in the face of challenges.

The pressures of the high cost of living continue to squeeze budgets for the individuals, families, and businesses that we work with, and labour shortages across the country continue to make recruitment a formidable challenge.

Our Schools have once again demonstrated their remarkable enthusiasm and passion as they ventured into the 2022 academic year. Their unwavering spirit is a true testament to our shared commitment to education and growth.

Across the industry, our partners have shown remarkable resilience, adapting, innovating, and embracing the challenges that come with ever-increasing pressure on trade and margins. We value our relationships with these organisations and share their commitment to promoting staff wellbeing. It has been inspiring to witness and be part of the many initiatives that amplify resilience across the sector and ensure drinks people are aware of the support they can get from us.

Increased awareness of the Charity, combined with the prevailing economic climate, has highlighted the crucial role of the LTC.

On a personal note, I want to share some important news. After more than 50 years working in the hospitality sector, the last 16 of those as CEO of the Licensed Trade Charity, I will be retiring in April 2024.

This has been an incredible journey, and I want to extend my heartfelt thanks to each and every member of our team, volunteers, Trustees and our invaluable partners, for their unwavering commitment and hard work.

I am immensely proud of the work we do as educators and as a charity, and I have full confidence that the future holds great promise for the Licensed Trade Charity. My best wishes go to the incredible LTC family as you continue to make a positive impact in the years ahead.

Jim Brewster



We're on a mission...

155,000 Drinks People Served

Since the start of the Covid-19 pandemic through to the end of 2022, we've supported over 155k people facing a crisis with practical, emotional and financial support, but we're determined to help even more...



The Task at Hand

It's crucial for both employers and professionals in the drinks industry to recognise the potential need for assistance among their colleagues. Approximately 250,000 individuals in the licensed trade may require support, and we're here to provide it!

Core values:



PRIDE



PASSION



CARE



HONESTY



RESPONSIBILITY



Inform

We want everyone who works in the distribution, sale or manufacture of alcoholic drinks to know who the Licensed Trade Charity is, what support is available and how to access it so we can help even more professionals who need support



Empower

Provide people with the resources to become self-reliant and get back to their best



Ever Present

We've been serving drinks people for over 200 years, but the work we do has never been more important than it is now



How we are helping drinks people

The primary reasons for calls to our helpline continue to be financial assistance and mental wellbeing support

A grant from the LTC can be completely life changing for individuals and their families who are struggling to get back on track.



**BACK
ON
TRACK**



**STEP OUT
OF A HARD
TIME**



**BECOME
SELF-RELIANT
AGAIN**

Our approach is holistic, we provide tailored support

that gets people back to their best and allows them to move forward and become self-reliant again.



Our support services

We employ a bank of internal and external experts from across industries, that we can put in touch with drinks professionals to help them get back on their feet.

Whether they require financial assistance, support with their physical or mental wellbeing, or specialist advice addressing issues from employment to housing, we are here to help.



Helpline

0808 801 0550



Website

licensedtradecharity.org.uk



The impact is evident



£2.02 million



Given in grants and services



1,391

Grants to people in need



3,173

Calls to our helpline



23

Beneficiaries awarded housing through our partnership with Anchor Hanover



27%

Awareness among industry professionals (up from 3.5% in 2017)



Changing lives

We are thrilled to share that in 2022 we helped a total of **36,606** people.

We couldn't have done it without you! Without our truly fantastic supporters behind us, this outstanding result just wouldn't be possible.



Distribution of grants

£522,000

Education

£180,000

Financial support

£165,000

Housing

£16,000

Health

£4,000

Employment



People helped by service

3,616

Mental Wellbeing

667

Financial support

174

Employment

105

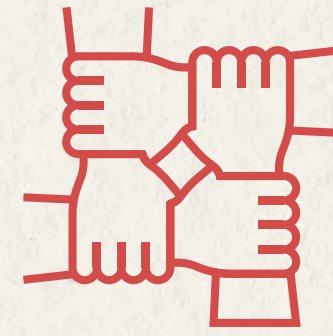
Education

28

Health

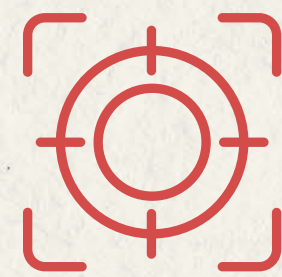
Working in partnership

We work closely with operators and trade associations to amplify our message and get necessary support to those in need.



Healthy workplace

Supporting a healthy workplace culture with our employee assistance programme. This helps operators with staff wellbeing and strengthens their businesses' approach to ESG. We provide the confidentiality, infrastructure and breadth of support that helps to build resilience, retain staff and get them working at their very best.



Up with the trends

We stay relevant, carrying out annual research across the wider industry to identify key trends and forecast new services that may be required. We combine this with regular conversations with our operator partners to ensure that our range of services always meets their needs.



Bespoke support

Delivering funded team member support schemes for operators using our existing application, review and awarding processes. This enables us to use our expertise to tailor bespoke support services that are targeted towards the specific needs of employees.

Educating licensed trade children since 1803

The LTC has been educating the children of licensed trade families for over 220 years and continues to offer an outstanding independent education to the licensed trade community.

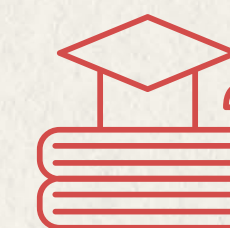


Education runs throughout our organisation...

and we are extremely proud of our schools: LVS Ascot, a day and boarding school for boys and girls aged 4-18, and our specialist schools, LVS Hassock and LVS Oxford, for young people with a diagnosis of autism.



LIFE CHANGING SCHOLARSHIPS AND BURSARIES



LEARNING WITHOUT LIMITS



BLENDED LEARNING STRATEGIES

The LTC provides life changing scholarships and bursaries

105 children of parents in the licensed trade were supported with grants for school trips, laptops, school uniform and a 20% discount towards places at LVS Ascot. 15 pupils were partially or fully funded by the Charity to attend the school.

LVS Ascot

Our mainstream day and boarding school in Ascot, situated in 26 acres of beautiful parkland, offers outstanding purpose-built facilities, impressive academic results and small class sizes for boys and girls aged 4-18.

While the school accepts students whose parents work in all professions, we maintain preference for those from licensed hospitality, offering discounts, scholarships and bursaries.

The school has undergone a complete transformation in the way its curriculum is delivered.

The 4Cs 21st Century Skills (collaboration, critical thinking, communication and creativity) and the use of digital technology are completely embedded in our teaching, raising outcomes and improving the learning experience for all of our students.

“LVS’ Co-curricular programme is really vast. There are excellent opportunities for the students to develop where their talents are.”

LVS ASCOT PARENT



Results 2022

100%

Level 3 BTEC pass rate

100%

Pass rate for GCSE English Language and Triple Science

92.89%

A Level pass rate

100%

Students who applied to university or specialist colleges were placed

LVS Hassocks & LVS Oxford

LVS Hassocks and LVS Oxford offer a specialist education for children aged 11-18 with a diagnosis of autism, encouraging students to learn without limits.

The schools offer academic and vocational pathways that support students to reach their potential...

in an inspiring, aspirational and collaborative environment. The schools are performing well and although Local Authority funding is becoming particularly challenging, our reputation, excellent educational and pastoral provision is well acknowledged.



LVS Hassocks

16 pupils in pupils in Years 9 and 10 achieved Bronze Duke of Edinburgh Awards, while 4 pupils in Years 12 and 13 gained silver



LVS Oxford

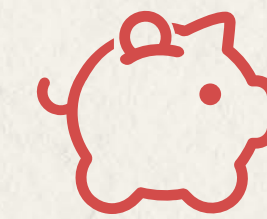
100% GCSE pass rate

How we work

Thanks to our diverse commercial portfolio such as our fee-paying schools, investments and historical property ownership, the Charity's commercial assets cover all operational costs and provide us with a surplus to support our Charity work.

2022 has presented some challenges...

with UK and International market conditions conspiring to give a large fall in value in our investment portfolio. However, we are a financially secure organisation that is focussed on the long-term. We have also benefited from timely, long-term fixed price energy contracts which have helped us control costs.



£25.1m

Turnover



£23.6m

Expenditure



This means that 100% of money donated by our wonderful hospitality industry goes directly to helping those in need.



Our people

Our people are the true heroes and life blood of our organisation and we cannot do what we do without them.

As an employer we focus on inspiring and developing professional people. We are proud that behind our income-generating, commercial operations, there sits our purpose as a charity; to inspire, educate and support those in need.



**3,811 units
of training**

11 apprentices, spanning
level 2 to level 7



We recognise that creating a diverse, equitable and inclusive workplace is vital to our ongoing success...

and our future, and our aim is to create a culture where people can be free to be themselves no matter what their identity or background. We are fully committed to this agenda across our entire operations.



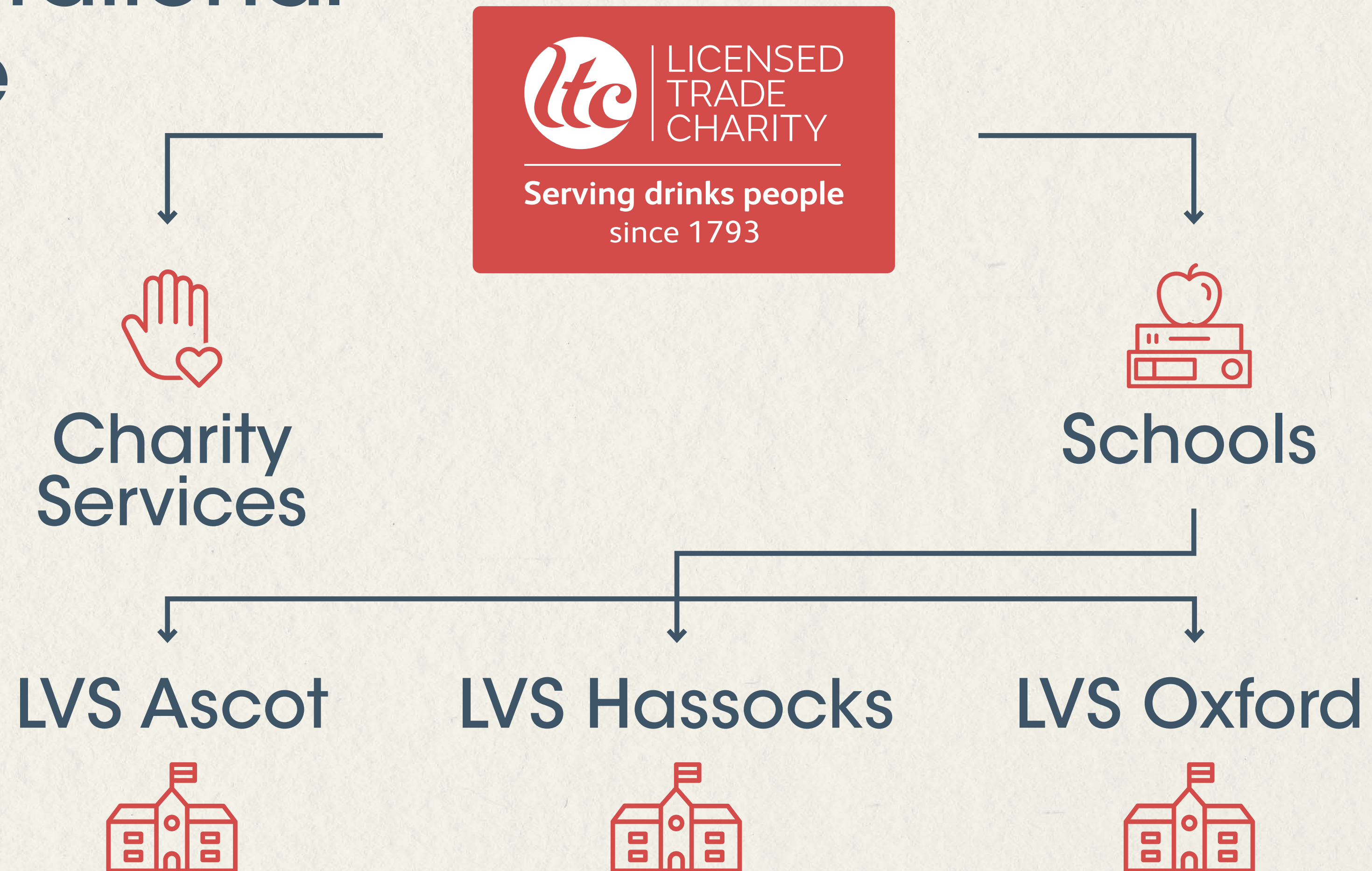
**367 people
employed
by LTC**

as well as our catering and IT support services teams.





Our operational structure





Fundraising focus

Fundraising brings the LTC so much more than funds. It gives us the opportunity to raise awareness, to shout about what we do and to reach more people who could benefit directly from our services.

"We are proud that our structure means that our costs are covered by our commercial work ensuring that every penny donated can go directly to the people we help."

Jim Brewster

Every year the Charity receives donations in the form of:



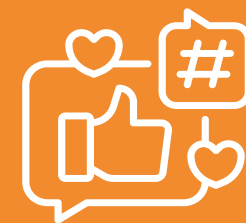
Time given by volunteers and supporters



Prizes for events



Awareness through event participation and opportunities to speak



Social media shares



Press coverage



Advertising donated free of charge



Financial donations to help fund our work



Our incredible supporters

To all our supporters who have donated, in whatever form, we thank you.

Your help is invaluable to us.



Over 4,000 hours donated by Volunteers, Trustees and Governors.

Our Trustees and Governors are responsible for the overall governance and strategic direction of the Charity. Our Trustees delegate power, within agreed budgets and responsibilities, to committees that oversee the delivery of the Charity Services policy, Education policy and Fundraising activities.

£314,000

Received in donations

From Regional Supporters, Licensed Victuallers Associations, Ladies Auxiliaries, corporate donations, sponsorship and trusts.





Get on your bike



After the incredible success of the Pedalling for Pubs debut ride in 2022, which raised vital funds for both the Licensed Trade Charity and Only A Pavement Away, the industry's epic charity bike ride returned in 2023, as fundraisers from the hospitality industry rode across Sri Lanka.

Pedalling For Pubs Jordan 2022

- 27 riders
- £274k raised
- 225km ridden

Pedalling For Pubs Sri Lanka 2023

- 26 riders
- £320k raised
- 450km ridden

Pedalling 2 Pubs 2023

- 46 riders
- £80k raised
- 240km ridden

In June 2023, the inaugural Pedalling 2 Pubs UK Edition was launched, with hospitality professionals cycling across the idyllic Yorkshire Wolds countryside.

These epic challenges have raised a total of **£674k** over two years...

The amount was split evenly between the Licensed Trade Charity and Only A Pavement Away. Congratulations and thank you to absolutely everyone that took part – it wasn't easy!



Pedalling For Pubs, Kenya and Pedalling 2 Pubs UK Edition **will return in 2024!**



Our commitment to a more sustainable future

We are committed to a more sustainable future and have continued to promote sustainability and environmental awareness across the organisation, with a focus on improving energy performance and reducing our carbon footprint.



Energy efficiency

75% of old candescent and fluorescent fittings replaced with LED energy efficient lighting.



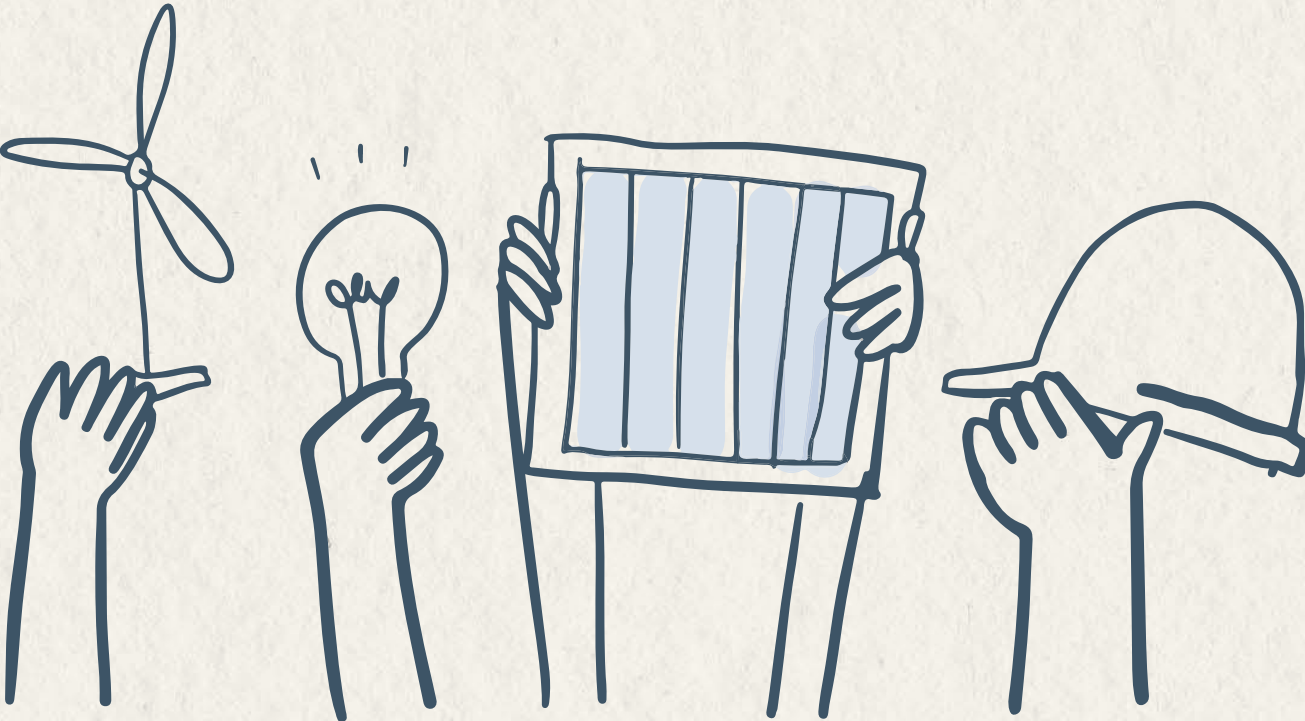
Working with pupils

We're involving our pupils in defining and delivering our sustainability strategy, to inspire the next generation to build a greener future.



Solar panels

Obtained proposals for solar panels to limit the impact of energy price rises and promote our green credentials - 132 solar panels have been installed on our swimming pool at LVS Ascot in Summer 2023.



Waste

99% of waste in our schools is recycled.



Electric car

Electric car charging stations installed at the LVS Schools.

The future is bright

This is a critical time for our industry but at the LTC, we have a highly positive outlook for the future.

This is an exciting time for our Charity, as a fresh focus on new fundraising and communication campaigns provides us with the resources and renewed commitment to reach increased numbers of drinks people that could benefit from our support.

Hospitality has faced several years of challenging trading conditions and at the Licensed Trade Charity we want to ensure that everyone in the industry gets the support they need, to help businesses to recover and grow, while maintaining their role at the heart of our communities.



We know that our range of support services meets the needs of the sector...

We continue to keep the lines of communication open with operators and individuals to understand changing needs in the future. This is vital if we want to ensure that our service offer remains relevant and appropriate. Additionally, we are working with operators and individuals to review how we support their specific ESG goals to build individual and team resilience.

As we look ahead in our schools...



Prioritise progress

We will balance the challenges with opportunities for learning presented by the growing use of Artificial Intelligence in education.



Learning methods

Embracing new learning methods that will ensure our students have the skillset to be ready for roles that don't yet exist in a digital world.



We have supported licensed hospitality for 230 years...

and through good governance and careful management, we plan to be here for the next 230 years and more.



Because of your support, we can continue to change the lives of people in the licensed trade every day, and for that, we thank you.





Thank you

