About the BBPA

The British Beer & Pub Association is the leading body representing Britain’s brewers and pub companies. The Association is more than a century old and was originally founded as the Brewers’ Society in 1904. Our members account for some 90 per cent of beer brewed in Britain today, and own 20,000 of the nation’s pubs. These members are also diverse in their activity – from international brewers, to market-leading managed pub companies, the nation’s largest tenanted pub companies and historic family brewers. This diversity of membership enables us to speak up for the industry, championing its cause.

The Association exists to promote and protect one of the nation’s most iconic and important industries. Not only is it a significant contributor to the economy, but also a vital cultural icon unique to Britain. 900,000 jobs are reliant on our sector, and the economy is £21.7 billion better off.
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Whilst all brewers and pub operators want people to enjoy themselves and have memorable experiences, it is in no one’s interest that alcohol is misused. All in the brewing and pub industry take their responsibility to help promote responsible drinking and address alcohol-related harm extremely seriously.
Foreword - Pubs and brewers leading the way

Visitors to the UK rate visiting a British pub as one of the top attractions. Around 15 million people visit the pub every year with around 1,700 breweries producing more than 5,000 beer brands to try; there is a great deal that people love about beer and pubs.

Beer is our national drink and with an average abv of just 4.2% it is relatively low strength. It has a unique connection to our pubs which are the heart of many communities. Pubs bring together people of all ages and backgrounds in a relaxed social setting, contributing to the local and national economy to the tune of £22 billion a year and supporting around 900,000 jobs.

Whilst all brewers and pub operators want people to enjoy themselves and have memorable experiences, it is in no one’s interest that alcohol is misused. All in the brewing and pub industry take their responsibility to help promote responsible drinking and address alcohol-related harm extremely seriously.

In recent years there has been a significant shift in drinking habits, including a shift from drinking out to more drinking at home. We have seen a 19 per cent decline in overall alcohol consumption since 2004.

Alcohol related harms have also declined, with a fall in the number of people drinking over the guidelines and binge drinking as well as significant reductions in underage drinking, drink driving, alcohol related deaths and alcohol related crime and disorder.

However, the pub and brewing industry is not complacent and continues to challenge itself to do more to ensure that harms are minimised as much as possible.

As well as being the industry that strives to bring the most enjoyment to people across the country and support to the economy, providing jobs and opportunities, we also strive to be the most responsible industry, helping people to make the right choices and enjoy our pubs and our products in the right way.

The examples in this report are just a small selection of some of the initiatives from the BBPA and our member companies. We will continue to showcase best practice and raise the bar on what can be achieved.

Brigid Simmonds, OBE  
Chief Executive  
British Beer & Pub Association
BBP A responsibility statement

Targeted solutions to alcohol related harm

The BBP A is fully committed to a responsible drinking culture in the UK and is proactively working with all parties to help achieve this.

We believe that a targeted and consistent, UK-wide approach is required to build on the strong foundations now in place such as the ban on below-cost selling and the Public Health Responsibility Deal (PHRD).

We would therefore urge legislators and all stakeholders to consider the following targeted policy measures and voluntary initiatives as the next steps towards tackling alcohol-related harm and continuing to develop a culture of respect for alcohol in the UK, especially among young people.

#1 Continue to re-structure the duty regime to encourage consumers towards low alcohol drinks such as beer.

#2 Proactive support for pubs where alcohol is consumed in a managed and safe environment and which are the heart of communities by reducing the regulatory and taxation burden.

#3 Enhance responsible marketing and retailing by:

• Offering a greater choice of lower alcohol products in the on-trade including non/low alcohol beers
• Agreeing responsible retailing principles for alcohol for the off-trade
• Further publicise unit information in pubs and clubs via attractive posters, beer mats and glassware and promote the use of two-thirds pint glasses where appropriate
• Expanding consumer information and responsibility messaging through social media and other communication channels
• Allowing producers to promote the merits of lower strength alternatives (e.g. beers and ciders below 2.8% ABV)
• Raising awareness of the law around serving somebody already drunk and buying a drink for somebody who is drunk.

#4 Further commitment to targeted local enforcement against anti-social behaviour through proven initiatives such as Pubwatch, Community Alcohol Partnerships, Best Bar None, Purple Flag and Business Improvement Districts.

#5 Further commitment to fostering a culture of respect for alcohol amongst young people through continued funding of Drinkaware charity and associated campaigns.

#6 Additional funding for targeted support and interventions in relation to those drinking at harmful levels.

We believe these measures will continue to drive behaviour change, help foster a culture of responsible drinking and make Britain a healthier and even safer place for all. We would welcome the opportunity to discuss these proposals with all parties involved.
**GREATER RESPONSIBILITY**

- **1,000+** brewer responsibility initiatives globally
- **1.2 BILLION** units of alcohol taken out of the UK market by brewers since 2011
- **More than 200** brewers and pub company pledges under the Public Health Responsibility Deal
- **300,000+** Challenge 21 posters distributed
- **ALMOST 50%** of consumers who have seen unit information have seen it in bars and pubs
- **85%** of beers on shelf have unit content, lower risk drinking guidelines and a pregnancy warning on the label

**LESS HARM**

Binge drinking (drinking more than 8 units on heaviest drinking day) has fallen.

- **From 2007-2011** the proportion of men binge drinking fell from **24%** to **18%** and the number of women binge drinking fell from **15%** to **12%**.

The percentage of those drinking over the recommended guidelines on their heaviest drinking day has fallen.

- **From 2005-2013** the proportion of men drinking over the guidelines fell from **41%** to **34%** and women from **33%** to **26%**.

The proportion of young people in England (11-15 year olds) that have tried alcohol fell from **59%** in 2000 to **38%** in 2014.

In Great Britain drink driving casualties fell by **47%** between 2002 and 2012.

The number of alcohol-related violent crimes in England and Wales (perceived) has fallen by **26%** since 2001 when data was first consistently collected.
Beer and pub responsibility in action

Improving alcohol awareness and education

Education and awareness is the bedrock of helping people to develop a healthy and balanced approach to alcohol. The beer and pub sector has always supported comprehensive, age appropriate education on the risks and effects of excess alcohol consumption, from a young age.

BBPA members are major contributors to the £5 million annual funding for Drinkaware, the alcohol awareness charity, which provides accurate, detailed information to consumers, parents and children, as well as running high profile campaigns to raise awareness of the risks of excessive alcohol consumption. Campaigns in recent years have included:

• the £100 million, five year ‘Why let good times go bad?’ social marketing campaign which offered practical advice to young people to help prevent the negative consequences associated with excessive consumption

• campaigns targeting parents, highlighting the risks associated with underage drinking and signposting them to information to help them talk to their children about alcohol

• ‘Wouldn’t Shouldn’t’ – a recent Drinkaware pilot campaign with Nottinghamshire with the aim of encouraging young adults not to tolerate sexual harassment on a night out and remind them that certain behaviours are as unacceptable when drunk as they are at any other time.

BBPA and brewers have also recently contributed to the £500,000 funding for the ‘Lifeskills Education and Alcohol Foundation’ (LEAF) which will pilot the provision of evidence-based life skills and alcohol education programmes within schools, particularly in disadvantaged areas that are also disproportionately affected by alcohol harm.
Providing consumer information

Whilst no-one wants to see excessive alcohol consumption, it can be tricky for pubs to advise customers on moderation. However, having proper information to hand can be one of the best ways to give people the tools to make informed decisions about what, and how much, they drink.

Luckily, there is now more consumer information around than ever before and this is improving every day. Thanks to action by brewers, over 85 per cent of beer products on shelf now have information on unit content. Chief Medical Officer lower risk drinking guidelines and a warning about drinking whilst pregnant.

The BBPA, along with member companies, has also spearheaded a customer unit awareness campaign in pubs to highlight the unit content of popular drinks. To date over 40,000 unit awareness posters have been distributed for display in pubs and bars across the UK. Polling by Ipsos MORI showed that nearly fifty per cent of consumers that had seen unit information had seen it in pubs and bars and of these over forty per cent of 18-24 year olds had seen BBPA materials.

Case study: Fuller’s responsible drinking guide

As part of a commitment to promoting greater awareness of units in the on-trade, London brewer and pub company Fuller’s has produced its own point-of-sale leaflets, ‘A Guide to Smarter Drinking’.

As well as including the graphics depicting information on units in typical drinks developed by the BBPA and Drinkaware, the leaflet contains a unit calculator to allow customers to work out the unit content of the drinks they are consuming. The guide also gives tips on pacing yourself when drinking, eating when drinking, alternating with soft drinks and advice on choosing lower strength beers.

The leaflet was produced and distributed to Fuller’s entire estate of public houses and is also available to download on the Fuller’s website.

Case study: AB InBev website invites customers to ‘Tap into your beer’

AB InBev are proud of the beers they brew and the ingredients they use to produce them.

Last year the company launched ‘Tap Into Your Beer’, a bespoke website to help consumers discover more about their favourite drinks including details on ingredients, alcohol by volume, calories, fat, carbohydrates and protein. The website also gives consumers information about responsible drinking and the effects of alcohol consumption including advice about moderation on a night out as well as common truths and myths about alcohol.

Earlier this year, as members of The Brewers of Europe, AB InBev committed to provide ingredient and nutrition information for their brands per 100ml, in line with the legal requirements for all non-alcoholic drinks, including non-alcoholic beer. To this end, they have been working together with The Brewers of Europe for some time and agree with consumer groups that Europe’s consumers have a right to compare, like-for-like, not just nutritional but also ingredient information, between beers and all other beverages.

![AB InBev website invites customers to ‘Tap into your beer’](image)
Tackling underage drinking

Whilst many pubs are increasingly family friendly, it’s in no-one’s interests to have young people buying alcohol underage, potentially causing harm to themselves and those around them.

The pub sector has taken a tough line on underage selling. The industry’s Challenge 21 campaign has become a fixture in pubs even before the law was changed to require an age verification policy.

Levels of underage drinking have seen a steady decline over recent years.

In addition, brewers and pub companies have provided funding and support for the Government backed Proof of Age Standards Scheme (PASS). This gives retailers the peace of mind to be able to accept accredited proof of age cards which include the PASS logo and gives young people that are over 18 a simple, hassle free way to prove their age.
Responsible advertising and sponsorship

Brewers are extremely proud of their products and are naturally enthusiastic in seeking to encourage people to drink their beers over anyone else’s. Alcohol advertising is designed to capture market share and can be fun, innovative and creative in its quest to promote a product and build brand loyalty.

However, UK brewers are well aware of their obligation to advertise products within clear guidelines, ensuring that advertising is only ever targeted at adults. The UK has one of the most robust systems of self-regulation in the world. All print and broadcast advertising is covered by the Advertising Standards Authority Codes of Practice. Other forms of advertising and marketing of alcohol are covered by the Portman Group Code of Practice on the Naming Packaging and Promotion of Alcoholic Drinks.

Both codes are fully aligned and guidelines range from ensuring that advertising doesn’t target anyone underage to making sure that it doesn’t promote irresponsible drinking or social or sexual success.

Packaging or products that don’t comply can be removed from sale by retailers and advertisements prevented from being aired if they do not comply. Brewers are also now signed up to a new sponsorship code of practice which ensures that a company entering into a sponsorship deal for a sporting or cultural event must also demonstrate a commitment to promoting responsible drinking or support for grassroots sports or community activities.

Case study:
Heineken – Enjoy the sunrise: Dance more, drink slow

In January 2014, Heineken launched a powerful new TV advert in the UK. The advert focuses on the core elements of what makes an unforgettable night - a superstar DJ playing great music, friends and seeing a beautiful sunrise. In the advert, the central character waives away another bottle of Heineken in favour of water so that he can focus his energies on the dance floor. The advert ends with the message “Enjoy the Sunrise - Dance More. Drink Slow.”

Heineken believes that beer, when consumed responsibly and in moderation, can be part of a healthy lifestyle and can enrich consumer experiences. The Sunrise campaign, is intended to show the importance of staying in control and not drinking to excess and to encourage people to think about their own behaviour during a night out. By making moderate consumption of alcohol aspirational and cool, Heineken are aiming to change consumer attitudes and make responsible drinking the new norm.

Case study:
St Austell - Supporting south west rugby, football and cricket

St Austell brewery focuses sponsorship and support on South West sport, from grassroots to county level. Their beer ‘Tribute’ is the ‘official beer of South West rugby’ due to the company’s sponsorship of 14 grassroots leagues across the region. St Austell also supports the Cornwall County rugby team as well as having shirt sponsorship deals with numerous South West rugby union clubs.

Sponsorship investment from the brewery plays a vital role in the running and funding of local rugby leagues and clubs as well as many local football teams including Exeter City and Plymouth Argyle.

In 2013 St Austell Brewery entered into cricket sponsorship with a three-year, shirt sponsorship deal with Somerset County Cricket and a five-year sponsorship of Gloucestershire County Cricket, helping to secure the future of county cricket for its many fans.
Saying no to drink driving

The pub and brewing industry has taken a tough line on drink driving and has a long history of supporting a range of campaigns to remind people of the danger of driving whilst over the legal limit.

We have supported the Government’s successful THINK campaign for many years, which has focused on public awareness to reduce the social acceptability of drink-driving, alongside a strict police enforcement policy to those that drink and drive and tough penalties. We have also supported the ‘I’ll Be Des’ campaign promoting having a designated driver and more recently the Coca Cola Designated Driver campaign which works with participating venues to offer a BOGOF offer on soft drinks for designated drivers during the festive period. Over 12,000 pubs took part last year.

Whilst even one death caused by drink driving is one too many, the 47 per cent reduction in drink driving casualties since 2002 is a step in the right direction as is the 47 per cent reduction in the number of drivers testing positive after a roadside breath test and 33 per cent reduction in drink drive convictions since 2000. All this indicates that the message is getting through that it is never right to drive whilst over the limit.

At a European level, Brewers of Europe, which represents the interests of the brewing sector in Europe, has entered into a three-year partnership with the European Transport Safety Council to address drink driving. The SMART project (Sober Mobility Across Road Transport) will deliver a range of events and case studies across EU countries highlighting best practice in addressing drink driving.

As part of its global responsible drinking programme, Diageo runs the ‘Join the Pact’ campaign to encourage people to commit to never drink and drive. The campaign, which has been running for nine years, has so far gathered commitments from over two million people globally.

At the 2014 Singapore Grand Prix, Diageo announced a new commitment target for the campaign. This target is to collect five million pledges to ‘Join the Pact’ by the end of 2018, and to continue to drive awareness around the globe to drink responsibly. To honour the five million commitments, Diageo will give away globally five million kilometres of safe rides home.

The initiative involves working with a range of local transport providers to provide safe options for people to get home. For example, in Edinburgh the company partnered with Lothian Buses to provide free bus services for revellers returning home from the city’s Hogmanay event on New Year’s Eve.

Case study: Diageo – ‘Join the Pact’

As part of their commitment to supporting designated drivers, AB InBev’s Budweiser beer has for the past two years offered consumers the chance to win a unique Budweiser ‘Celebrate Responsibly’ Christmas jumper for themselves, or their designated driver, through limited edition packs and competitions.

The company believes the role of the designated driver is very important, especially over the Christmas period, which is why it wanted to acknowledge and celebrate them for stepping up to ensure their friends and family got home safely. They have also given road safety organisation, RoadSafe, festive donations to support their research and campaigns.
Promoting lower-alcohol

With an average strength of 4.2% abv, brewers are always keen to promote beer as the lower strength drink of choice. However, brewers have also risen to the challenge set by Government to help more people drink within the lower risk guidelines by taking alcohol units out of the market through a combination of reformulating existing products and developing the lower alcohol beer category.

While what people drink is very much a personal choice, brewers have tapped into the growing demand for lower alcohol options and would welcome greater flexibility to allow them to promote the merits of lower strength alternatives through their advertising. They have poured their creativity and skill into producing innovative new products with government support in the form of a lower tax level for beers at or below 2.8% abv. Sales of these beers grew by 12 per cent in the second year following the introduction of the tax break and are now about double the size of the market, pre-tax break. Since 2011, brewers have removed over 1.2 billion units from the market place.

To support this activity, BBPA pub owning members have taken on the additional challenge of promoting and offering a wider choice of non and lower-alcohol options in their pubs. These include reducing the abv of house wines, promotions of lower-strength beers and wines to licensees and customers and initiatives to highlight the range available.

The ‘There’s A Beer for That’ (TABFT) campaign, which works to promote the beer category to consumers, has a detailed section on its website outlining the characteristics and examples of non-alcohol beer, regularly profiling non-alcohol and low alcohol brands as part of their PR and promotional activity.

Case study: Adnams ‘Sole Star’ – lower strength beer development

‘Sole Star’ is named after the brightest star in the sky (the Sun) which rises first over the east coast and the Adnams Sole Bay Brewery in Suffolk, each morning.

In August 2011, Adnams Head Brewer Fergus posed the question ‘Would you drink a 2.8% abv beer’ on the company’s website. From over 50 comments, the majority said yes, they would be happy to drink such a beer.

So Fergus created ‘Sole Star’, a full-flavoured yet lower abv style ale, using Munich and Crystal malts to give the beer its depth and body as well as some toffee notes and Chinook and Cascade hops to provide citrus character.

As well as benefiting from a reduced duty rate because of its low abv, it’s ideal as a lunchtime pint for the responsible drinker. Some drinkers will also be pleased to know that as well as being lower in alcohol than most beers at abv 2.7%, ‘Sole Star’ has just 145 calories per bottle.

Case study: Molson Coors - ‘Carling Zest’

In 2010, demand for lower and non-alcoholic beer soared by 40 per cent across all retailers. Drinks producers were faced with a challenge to meet this demand and ensure the long-term sustainability and growth of the UK drinks industry. To fit in with the growing consumer demand for lighter products that fit with changing lifestyles and tastes, in 2012, Molson Coors led the way in the low-abv flavour category and launched ‘Carling Zest’, a 2.8% fruit flavoured beer.

Since its launch, ‘Carling Zest’ has been one of the most successful lower-strength products in the UK beer category. Molson Coors has continued to lead by example with fresh category thinking and product development in order to realise the long term-growth potential of the category. Other brands have followed suit and, as a result, the low alcohol beer category in the UK has experienced significant growth.
All about local partnership

It can sometimes appear from reading the papers that drunkenness and disorder are a constant problem in town centres across the country. Whilst there are problems that should not be underestimated, a range of local partnerships have quietly got to work and started to make some impressive progress in tackling local alcohol related problems and creating a safer and more social drinking environment for all.

The BBPA has long been a supporter of local partnership schemes such as National Pubwatch and Best Bar None which bring together local stakeholders including police, licensing officers and publicans to work collaboratively to resolve issues. A number of brewers and pub companies provide funding and support for partnership schemes such as Pubwatch, Best Bar None and Community Alcohol Partnerships which tackle underage drinking and Purple Flag, which promotes a diverse night-time economy.

Whilst pubs and bars have sometimes been viewed as part of the problem, in many areas responsible pub operators are showing that they are part of the solution and working with local partners to raise standards, promote best practice and make their area a good place to live and to visit.

Case study: Carlsberg UK – supporting Best Bar None in Northampton & Birmingham

Supporting community action on responsible drinking is very important to Carlsberg UK. The brewer is a long-term supporter of Best Bar None, and has acted as sponsors for its awards in their home town of Northampton since 2009. Carlsberg UK also sponsors one of the UK’s largest schemes in Birmingham, home to their Gravelly Park regional distribution centre, since 2013.

Best Bar None exists to recognise and promote the best standards in safety, training and operations across the late night economy, and is a collaboration between police, local authorities, licensed venues and the alcohol industry. Best Bar None accreditation is awarded to venues with strong management, which take pride in their surroundings, operate responsibly and demonstrate a commitment to reducing alcohol related harm.

Case study: Diageo support for National Pubwatch Awards

In 2012 Diageo teamed up with National Pubwatch to establish awards to encourage and recognise the work of local Pubwatch schemes throughout the United Kingdom and their efforts to provide safe drinking environments for customers and staff.

There are now over 650 Pubwatch schemes around the UK making a real contribution to the safety of people working and socialising in the night time economy. The award gives each local Pubwatch the opportunity to be recognised as a best practice scheme and to help publicise and promote the value of the work that Pubwatch does.

The 2014 award winners were Droylsden’s Pubwatch which was established in 2012 following a gangland shooting in a local pub. This led to the area’s 30 pubs and restaurants working with police to band together to issue known criminals with lifetime bans from all licensed premises.
Focus on training and responsible retailing

Good staff can be the making of a successful pub. As many companies and venues are finding, a focus on responsible retailing goes hand in hand with the drive for staff excellence.

With work in the licensed trade now seen as a credible and long term career option, many companies are taking on more apprentices, developing staff and helping them to progress. There is a strong focus on training with regard to both legal compliance as well as broader best practice in responsible retailing.

Pub companies provide training and guidance to their managers and many also offer this to licensees. BBPA produces guidance and support on current and upcoming legislation to all licensees as well as tools to help them run a responsible business. This covers topics such as managing risk in licensed premises, drugs and pubs, Licensing Act guidance and security in design to help show how premises layout can reduce crime.

BBPA has recently worked with National Pubwatch and Drinkaware to create a poster campaign designed for use by licensed premises to help raise awareness of the laws on buying alcohol for a drunk person, or knowingly selling alcohol to a drunk person. The new campaign aims to support staff in upholding these laws and ensuring a safe, secure environment for staff and customers.

Case study: AB InBev’s responsible server training

Through their dream to be the Best Beer Company Bringing People Together for a Better World, AB InBev brew their beers to be enjoyed responsibly by individuals of legal drinking age.

As part of this commitment, in 2013 they launched an online training module for servers and sellers of alcoholic drinks. The free online training covers subjects including alcohol regulations, ID-checking, the effects of alcohol and managing challenging situations.

The online responsible server training has been launched in Germany, Belgium, the Netherlands and France as well as the UK and individuals that receive the training receive a personalised certificate of completion.

Case study: SABMiller’s Scholars programme

The SABMiller Scholars Programme is delivered through the British Institute of Innkeeping (BII). It is designed to give local staff in small to medium sized licensed businesses an understanding of the tightly-regulated legal framework they operate in under the 2003 Licensing Act.

It also aims to give them the confidence to deal with an aggrieved customer who is unhappy at being refused alcohol because they are either drunk or underage, therefore preventing anti-social behaviour and underage drinking in their area. Each participant entering the programme receives an Ofqual-accredited Level 1 Award in Responsible Alcohol Retailing (ARAR).

Under the UK Government’s Public Health Responsibility Deal, SABMiller has committed to train 10,000 people across England and Wales by 2016, focusing the programme on the Local Alcohol Action Areas (LAAAs) identified by the Home Office in 2014.

many companies are taking on more apprentices, developing staff and helping them to progress
Everyone within the beer and pub sector wants their products to be enjoyed in moderation and for people to enjoy the friendly atmosphere and hospitality of their local pub safely and responsibly. However, we recognise that a minority of people misuse alcohol and can cause harm to themselves and those around them.

Alongside its role in providing clear information and advice on alcohol consumption, Drinkaware has recently undertaken a new project around the subject of ‘Drunken Nights Out’, where drinking too much alcohol becomes an essential component of a night out for some 18-25 years olds leading to potentially damaging actions.

Following extensive research, Drinkaware pursued a joint initiative in partnership with Nottingham Crime and Drugs Partnership. They piloted an advertising campaign, designed to raise awareness that drunken behaviours, such as sexual harassment, which are seen as taboo when sober, are equally unacceptable drunk.

Drinkaware also piloted a new initiative with a range of participating venues where ‘club hosts’ were trained to protect vulnerable people, create a positive social norm, identify and deal with problems before they escalated, and help victims of sexual harassment. The campaign evaluation had positive results in raising awareness of the issues around drunken behaviours.

Drinkaware is now looking to expand the reach and test impact further.

Whilst the industry supports many initiatives to increase awareness and understanding of the effects of alcohol misuse and to help give people the knowledge to make informed choices, we recognise that there are some who will use alcohol harmfully or become alcohol dependent. Some initiatives have therefore sought to provide direct help to some of these people through support for the charities which work with those with alcohol problems and help them to turn their lives around.
Case study:  
Heineken - ‘Act for Addaction’

Heineken has been partners with alcohol and substance misuse charity Addaction for nearly a decade, working together to find new and better ways to combat alcohol harm in communities across the UK. Addaction provides a life-line of support for people affected by alcohol and substance misuse as well as practical help with issues such as employment, housing and debt to help people to turn their lives around.

In 2014 the company asked 2,000 colleagues across the UK to ‘Act for Addaction’ by taking part in fundraising or volunteering activities, from sky-diving to a sponsored walk across Wales. The campaign has raised over £150,000 for Addaction.

Act for Addaction has taken this long-term partnership to the next level, putting Heineken employees at the heart of the relationship and creating powerful ambassadors for responsibility. This has allowed the project to deliver meaningful volunteering activities which will have a long-term impact on Addaction as an organisation helping it to deliver lasting benefit for individuals, families and communities the length and breadth of the UK.

Case study:  
The Joseph Holt Foundation – support for alcohol addiction charities

One way in which companies contribute to addressing issues of alcohol harm and misuse is through company foundations. The family brewing company Joseph Holt, founded in 1849, has a foundation and a trust which exists to put something back into the community.

In the last ten years the Joseph Holt Foundation has made contributions of over £2.8 million, mostly to local social welfare charities. Many of these charities deal directly with the consequences of alcohol addiction and misuse, such as Alcohol Dependency Solutions in Crumpsall and the Alcohol and Drug Abstinence Service in Stockport. These aim to solve issues where alcohol use has been taken too far and help people to turn around their lives.

The Peter Kershaw Trust also supports wider community projects. It has funded the Ladybarn Community Association in south Manchester. This body supports young people by providing more meaningful activities for them, directing them away from illegal purchase of alcohol and potential anti-social behaviour.
BBPA members

AB InBev
Admiral Taverns
Adnams plc
Arkell’s Brewery Ltd
Black Sheep Brewery
Brakspear Pub Company
Budweiser Budvar
Camerons Brewing Co.
Carlsberg UK
Charles Wells
Daleside Brewery Ltd
Daniel Batham & Son
Daniel Thwaites
Diageo
Elgood & Sons
Enterprise Inns
Everards
Felinfoel Brewery Co Ltd
Frederic Robinson Ltd
Fuller Smith and Turner plc
George Bateman & Son Ltd
Gray and Sons
Hall and Woodhouse Ltd
Harvey & Son Ltd
Hawthorne Leisure
Heavtire Brewery plc
Heineken UK Ltd
Heron and Brearley Ltd
Hogs Back Brewery Co
Holden’s Brewery Ltd
Hook Norton Brewery
Hydes Brewery Ltd
JC & RC Palmer Ltd
Joseph Holt Ltd
JW Lees & Co
Liberation Group
Marston’s plc
McMullen & Sons Ltd
Miller Brands
Mitchell’s of Lancaster
Molson Coors Ltd
Moorhouse’s Brewery
Punch Taverns plc
Route Organisation Ltd
R W Randall Ltd
S A Brain & Co Ltd
Shepherd Neame
St Austell Brewery Co Ltd
T & R Theakston Ltd
Thomas Hardy
Timothy Taylor & Co Ltd
Titanic Brewing Co Ltd
Wadworth & Co Ltd
Weston Castle Ltd
Young’s

Associate members

Black Country Ales
Brewfitt Ltd
Bridgewood
Britvic Soft Drinks
Brookfield Drinks
Close Brewery Rentals
Coca-Cola Enterprises
CPL Training
Cumberland Brewery (NI)
Heritage Pub Company
Hobson’s Brewery & Co
John Gaunt & Partners
Kuehne & Nagel
Little Valley Brewing Company
Murphy & Son Ltd
Nestlé Professional
Poppleston Allen
Price Waterhouse Coopers Legal LLP
University of Bath Student Union
University of Nottingham Students’ Union
Wold Top Brewery
PXL Insurance Ltd