



IMPACT REPORT 2024

Drinks education
and employment for
low income and
unemployed individuals



In The Drinks Trust Industry Survey 40% of respondents said they are not spoken to by their organisation about their development or wellbeing at all. When asked “What would encourage you to stay in industry?”, four in five said training opportunities were their top priority.



46%

students were
jobseekers



680+

students



46%

new / returning
to industry

OVERVIEW

2024 brought the perfect storm for learning and development in the drinks and hospitality industry - with poverty on the rise, cost of delivering education at an all-time high, and many employers forced to cut back on learning and development. Demand for financial support for L&D has risen significantly.



DEVELOP began as a response to the economic and political forces that overwhelmed the industry in 2019 and 2022 with the aim of supporting working individuals in the sector and addressing the source of the dried-up talent pipeline, and deliberately and proactively responding to dynamic pressures on the industry. As the landscape of the drinks industry changes, the programme continues to adapt to growing concerns for individuals and businesses upholding the values of equality, diversity and inclusion.

Through DEVELOP's efficient grant administration processes and in-house expertise, it aims to be the gold standard for any organisation looking to invest in training and education in the drinks hospitality sector whilst adapting to the changing nature of issues.

The only barrier to the growth and success of DEVELOP is available funding

THE PROGRAMME IS SPLIT INTO FIVE DISTINCTIVE FUNCTIONS:

1. Open access, free online learning available in multiple languages
2. Bursaries for full cost of training with recognised providers. Bursary support for additional costs such as transport to/from training or uniform
3. The Drinks Trust exclusive subject-specific workshops and specialist masterclasses with brand and/ or education partners
4. Employment support to find work through guided referral mechanism with our business or operator partners and regular vacancies from the monthly DEVELOP newsletter
5. DEVELOP outreach offering guidance to both employment advisors and employers linking unemployed jobseekers to quality industry vacancies. Dispelling stigma surrounding both the drinks and hospitality industry, and candidates receiving Universal Credit support

NB: Training providers are selected and vetted based on industry recognised courses, excellence of educational delivery, qualifications of trainer. The majority partners have supported the charity with some form of discount or in-kind donation of their services, allowing the charity to gain a better value than on the open market.

DEVELOP is a qualitative multi-touch programme, supporting the career journey of UK beneficiaries from entering the drinks and hospitality industry and navigating their first job - and a provision that is available to the individual at any point in their employment - helping to upskill, improve earning prospects and providing a long-term solution for financial hardship.

DEVELOP not only prepares the individual for the hard-skills they use in their career but also provides the opportunity to engage with enrichment opportunities and soft-skills which would otherwise be exclusionary, unavailable, or unaffordable.

PROGRAMME OBJECTIVES 2024

TO HAVE REACHED 750 TARGET BENEFICIARIES ACROSS THE PROGRAMME BY EOY	TO OFFER A RANGE OF PROVISIONS REPRESENTATIVE OF THE DRINKS INDUSTRY SECTORS*
TO DELIVER THE PROGRAMME ON BUDGET	TO BE FREE AT THE POINT-OF-USE TO ALL BENEFICIARIES
TO BE ABLE TO MEASURE OUTCOMES FOR BENEFICIARIES I.E., COURSES COMPLETE, GRADES, EMPLOYMENT OUTCOMES	TO ENSURE A MEASURABLE % OF BENEFICIARIES ARE: - A) NEW TO INDUSTRY - B) FROM KNOWN AREAS OF SOCIO-ECONOMIC DEPRIVATION

PROGRAMME RESULTS

678 BENEFICIARY INTERVENTIONS	141 WSET QUALIFICATIONS DELIVERED INCLUDING THE ADMINISTRATION OF THE WSET BURSARY AND WORSHIPFUL COMPANY OF DISTILLERS BURSARY	38 BURSARIES FOR STUDENTS TO SUPPORT WITH TRAVEL, UNIFORMS	FUNDED GROUNDBREAKING NEW TRAINING OPPORTUNITIES FOR MIXOLOGISTS IN LIVERPOOL AND LONDON WITH POSITIVE EMPLOYMENT RATES OF 81%	INTRODUCED NOVEL VOCATIONAL OPPORTUNITIES TO UNIVERSITY STUDENTS OF HOSPITALITY / CATERING / TOURISM
9 MASTERCLASSES ACROSS LONDON AND REGIONAL TARGET AREAS INCLUDING CAMPARI RUM MASTERCLASS, MONIN UK INFUSIONS AND CREATIVITY WORKSHOPS	DEVELOP PROVIDED 7 WORKSHOPS AND SPOKE TO 200+ EMPLOYMENT ADVISORS HIGHLIGHTING CAREER OPPORTUNITIES IN DRINKS AND HOSPITALITY AND SUPPORTING UNEMPLOYED INDIVIDUALS INTO WORK	4 BRAND NEW TRAINING OPPORTUNITIES	46% NEW OR RETURNING TO INDUSTRY	82% OF ALL APPLICATIONS APPROVED, WHERE FUNDING WAS AVAILABLE
46% STUDENTS WERE JOBSEEKERS INTERESTED IN EMPLOYMENT OPPORTUNITIES	200+ ONLINE DRINKS AND HOSPITALITY TRAINING	42% OF STUDENTS FROM AN ETHNIC MINORITY	53% OF STUDENTS FROM AREAS OF HIGH SOCIO-ECONOMIC DEPRIVATION	AVERAGE AGE OF DEVELOP BENEFICIARY IN 2024 IS 30

PROGRAMME CONTENTS

In 2024 DEVELOP offered over 20 different qualifications and workshops and over 100 online modules for its beneficiaries, available across the UK in online, in-person and hybrid delivery formats. DEVELOP introduced five new courses in 2024 with a planned expansion of an additional eight for 2025.

The programme has grown to reach novel audiences, inundating applications for grants and workshops, in particular, professional qualification bursaries. The landscape of training has also changed significantly; costs for education provision have increased, in many cases by 15% in one year - educators themselves are regularly absorbing much of the burden.

DEVELOP 2024 was able to honour only 3 in 5 applications for funding due to sharp rise in demand.

For unemployed jobseekers entering industry, interest in customer facing and hospitality vacancies remain consistently joint top choice of industry from DWP and subcontracting organisations' candidates.



I completed my WSET Level 3 Award in Spirits at the beginning of 2024 through WCD X DEVELOP funding. My ambition was always to start my journey as an educator in spirits and given my final grade was a distinction I am thrilled I have since been able to start that journey. Where I live in Cornwall there is a lack of opportunity if you want to get into spirits so the DEVELOP funding has enabled this to happen by covering the cost of the course.

Chris, DEVELOP student, Cornwall

BUSINESS

The drinks and hospitality industry has been characterised by continued economic turbulence and low consumer confidence. Recent government amendments to employer NIC, minimum wage and business rates threaten to stagnate the job market and further negative stigmas towards drinks and hospitality as a career choice. Businesses have been taking cost-saving measures to tackle ongoing uncertainty, notably reducing budgets in learning and development. Outside of employer provided training, the cost-of-living crisis has left swathes of working individuals in need of additional support with their professional development costs.

Though centred to the individual, there are huge secondary benefits from DEVELOP to businesses in the UK. In the latest Joseph Rowntree Foundation report on poverty in the UK, the charity identified 24% of single working age adults live in poverty - this is acutely felt within the drinks and hospitality sector, and JRF predict this is unlikely to decrease in the near term. In another vein, company insolvency statistics from the UK government found that accommodation and food service insolvencies increased by 16% in the year to July 2024.

In 2024, 65% of DEVELOP students who declared their employment status were currently employed, alleviating the cost of training for businesses and supporting staff retention through subject engagement. Provisions like DEVELOP help to keep workers from exiting industry and offering career pathways, retaining talent within the industry.

ANCILLARY SUPPORT

DEVELOP has helped to expand the awareness of The Drinks Trust and the other services on offer. Planday from Xero reported that 85% of Hospitality workers experience poor mental health. TDT offers mental health support through CBT referrals through the RESTORE programme and helpline which has seen 1500+ users in 2024. DEVELOP also works with a range of other service providers to refer and signpost beneficiaries to a holistic suite of resources.



REGIONAL STRATEGY

Growing the successful implementation of a regional strategic approach of targeting areas of poor social mobility and high socio-economic deprivation, **DEVELOP** has worked closely in the North West, the West Midlands and Cornwall – areas brimming with brilliant drinks and hospitality sectors.



MANCHESTER / NORTH-WEST HIGHLIGHTS 2024

- Trained bartenders with the only example of a comprehensive mixology qualification in Manchester fully funded by DEVELOP
- Worked closely with UKBG and local community groups to raise awareness of training and employment opportunities to existing workforce
- Piloted and funded the first ever Bar Academy Programme in Liverpool in January 2024
- Worked closely with GMCA and DWP to support positive employment outcomes and training

BIRMINGHAM / MIDLANDS HIGHLIGHTS 2024

- Exclusive wine service training for students of Hospitality, Catering and Tourism at UCB
- Regularly presenting at the Midlands Hospitality Network
- Continued work with the WMCA Hospitality Taskforce to support their local businesses and workforce
- WMCA introduction to TDT BAP to link up area-operators with wellbeing training and resources

CORNWALL HIGHLIGHTS 2024

- Spent over £15,000 directly on student funding in Cornwall in 2024
- Working with Cornish Hospitality Collective to deliver training to their members
- Regular communication with Job Centre Plus and local council to respond to unique concerns and gaps in provisions for jobseekers
- Working with Truro and Penwyth college to offer FOC training and employment opportunities to students of Catering and Hospitality

SUMMARY

The programme has exceeded expectations for impact within the industry, with special recognition going to: students in the new addition of the WSET Develop Prize; through students receiving national awards and winning educational and brand-led competitions; and some students starting their own businesses and becoming educators and mentors in their own right.



As poverty deepens and businesses anticipate the changes to employment law in April, DEVELOP.

DEVELOP remains agile and proactive in its response to changing needs of the industry with an ear to the ground through industry research including the Drinks Trust Industry Survey and engagement with partners, community and government groups.

The vision for DEVELOP is to continually respond to the needs of the industry with quality training, education and employment options – the aspiration is to be the one-stop-shop for free enrichment, training, and career support for anyone experiencing financial hardship and barriers to their career progression.

PLANS 2025

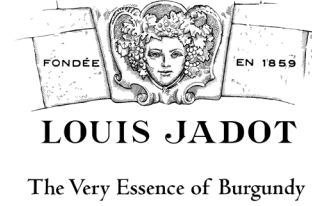
EXTENDED RANGE OF TRAINING NATIONALLY AND REGIONALLY (New in 2025)

- Double Dutch Workshops
- Brockmans Workshops
- KORE Low and No Cocktail Masterclass
- Wild Wine Introduction to Regenerative Viticulture
- LVMH Category Masterclasses
- American Cider Association Qualifications
- Behind The Scenes with The Drinks Trust half-day workshops
- Cellar Management Training
- The Drinks Trust EdApp online training
- Veraison Online Wine Training
- European Bartender School Introductory Mixology Sessions
- European Bartender School Basic Bartender Course
- Mixology School Global Bartender's Certificate (Brighton / Manchester)
- Mixology School Mixology Taster Session
- BIIAB Personal License Training
- Comité Champagne / Bureau du Champagne Masterclasses
- IBD, Essentials in Brewing
- IBD, Essentials in Distilling
- Liberty Wine Academy
- Low and No Masterclasses with Club Soda
- Funkin Cocktails Drinks Marketing Masterclass
- MONIN Masterclasses
- Drinks workshops for students of Hospitality and Catering
- English Sparkling Wine Workshops
- Saira Hospitality Enrichment Workshops
- HNWines Inclusivity in Wine, WSET Level 2 Award Wine
- WSET Level 1 Award in Beer [New]
- WSET Level 1-3 Awards Wine, Spirits, & Sake

RECRUITMENT FROM OUTSIDE INDUSTRY & REGIONAL STRATEGY

Expansion of regional strategy to the North-East and Scotland as well as commitment to a long-term focus on established regional provisions. The Drinks Trust will continue to work with leading Government contractors and local community networks to understand and address the greatest areas of concern across employment, individual, and industry needs. 2024 will see the programme seek to engage with further relevant partnership opportunities and the possibility of working closer with industry stakeholders and opening doors to opportunities for beneficiaries.

WITH THANKS TO
OUR DONORS AND
BURSARY PARTNERS



IN CONCLUSION



The DEVELOP Programme has been delivered on budgeted expenditure and fallen just short of target beneficiary numbers for 2024, though delivered a larger quantity of higher-level and higher price point qualifications whilst navigating significant price hikes and huge increases in demand. DEVELOP continues to grow the network of educational providers which has positively influenced a greater distribution of beneficiaries geographically and allowing the programme to reach new areas otherwise obscured by lack of in-person provision.



Clearly defined Corporate Social Responsibility (CSR) and Environment, Social and Governance (ESG) benefits of the programme and partnership have proven beneficial not only in fulfilling internal business partner KPIs and spreading brand awareness, but, most importantly, in the additional support to beneficiaries through shared knowledge, finance, training spaces, and key educational opportunities. This has

led to greater awareness of the charity, unearthed new skills for students, and expanded DEVELOP stakeholder network. Partners have hosted workshops, run open days, mentored and fundraised for the programme, and many students have gone on to accept positions working in these businesses, thereby removing barriers to progression for individuals in hardship whilst also promoting positive CSR and ESG campaigns within industry.

Building on these successes, the DEVELOP programme will continue to harness these relationships, grow the offering for students, and promote the universal benefits of reciprocal partner opportunities.

Work with employment advisors through DWP and government subcontractors has solidified the reach of DEVELOP services to unemployed individuals, encouraging a new talent pipeline into drinks roles, emphasising the bountiful career

opportunities in drinks, and reframing drinks and hospitality as a positive career choice. DEVELOP will continue to maintain these relationships, encompassing new strategic regional areas, and addressing the negative rhetoric around careers in drinks and hospitality. The ambitious target for 2025 is to reach 1000 beneficiaries and improve on the following:

- % of beneficiaries new to industry
- Geographic spread to reach currently underrepresented areas of high socio-economic need
- % beneficiaries who progress onto employment within industry
- Emphasis on low and no offering

The DEVELOP programme, paired with TDT extensive network of stakeholders and wellbeing services is uniquely placed to be the perfect start to a career in drinks and hospitality.

Funkin Cocktails are supporting TDT with a continued partnership, which is more than just a charitable donation of money; it's about education. We are all very passionate about drinks, and it's important for us being able to share our passion and our knowledge with the young people of the drinks business.

*Rosie Crossman, Funkin Cocktails
Senior Brand Manager*

GET INVOLVED - BECOME A BUSINESS PARTNER

THE AVERAGE DEVELOP STUDENT NEEDS £250 OF FUNDING TO REACH THEIR CAREER GOALS

The Drinks Trust rely on annual donations from our partners to deliver our services – our partners find immense value in working with our industry charity.

We can help you to...

SUPPORT YOUR STAFF

Business Partners ensure the people making their business or brand a success will always have somewhere to turn for training opportunities, financial and wellbeing support.

They receive exclusive benefits to help foster a healthier work environment, including a free place on our Wellbeing Champions programme, which trains member of staff on workplace wellness best practices, and access to a dedicated business assistance programme.

ENGAGE WITH A WIDER NETWORK

The Drinks Trust supports more than 5,000 beneficiaries each year, 80% of whom are individuals working in drinks retail across the on- and off-trade – the very people who promote, pour, or sell your products and use your services. Alignment with The Drinks Trust is a chance to positively impact the lives of everyone in your business' supply chain.

As Business Partner, you'll help to spread The Drinks Trust's mission by displaying our partnership logo and actively informing your network about the crucial services your generosity is funding.

BE A BEACON FOR THE INDUSTRY

Your commitment to the drinks industry workforce is highlighted when you partner with The Drinks Trust. We set up a dedicated page and listing on our website featuring your logo and contact details. We share news of partnerships across social media channels and provide plenty of opportunities to promote your products, services, and brands through our marketing channels and services.

DEVELOP offers a unique opportunity to share your products, skills, knowledge from your team to industry newcomers through dedicated workshops and seminars.





Alexandra Miller
DEVELOP Programme Manager
alex@drinkstrust.org.uk