Report from the Chair

‘Blueprint’ catapults Transform onto the international scene

The highlight of the year was the launch of our landmark publication ‘After the War on Drugs: Blueprint for Regulation’ at the Houses of Parliament, to critical acclaim worldwide. The challenge now for Transform is to make full use of it, and our other resources, to produce the step change in official thinking about drugs policy for which we have waited so long.

The year also saw the consolidation of our new management arrangements, led by our Chief Executive, Caroline Pringle. The impact on the organisation of these changes is evident already - witness the delivery and launch of the Blueprint Report, and success on the fundraising front.

We are now entering an exciting phase of our work. A ‘geopolitical storm’, driven by a very particular set of circumstances, has created what may well be a once in a generation opportunity for reform. The drivers for change include: the ‘Obama effect’, allowing countries more room to manoeuvre, the global economic crisis, which demands cost-effective policy, and the ever more visible and widely acknowledged negative impacts of the war on drugs. Transform is perfectly placed to seize this opportunity. With the right resources, Transform can move onto the front foot, display newfound confidence in the way that we work, and move decisively towards achieving our vision.

‘I have an ever increasing confidence that the wind is changing and that Transform has not only helped bring about that change but has positioned itself so that it can have a real impact on the practicality and humanity of what follows.’

Guy Dehn, Trustee, Allen Lane Trust

‘There has been a... growing chorus among politicians, the press and even in public opinion saying: drug control is not working. The broadcasting volume is still rising and the message is spreading.’

2009 World Drug Report, UN
Transform Funders

We would like to express gratitude to all the individual donors and charitable trusts that have supported our work over the last twelve months. We are particularly grateful to our major donors Henry Hoare and Ken Aylmer and the following Trusts:

- The Allen Lane Foundation
- The Esmée Fairbairn Foundation
- The Linnet Trust
- The Glass House Trust
- Atlantic Philanthropies
- J Paul Getty Jnr. Charitable Trust

This year we have exceeded the fundraising target set in the fundraising strategy. Central to this was a generous grant from the Allen Lane Foundation of £200k, spread over three years to support our work, specifically to develop more sustainable funding streams. It has been offered as a match challenge grant through which we can draw down the funds, pound for pound, as we attract other funders. We have also been fortunate in receiving continued support from our loyal base of generous individual funders.

Our mission

To end the War on Drugs and establish effective and humane systems of drug regulation

Our vision

- By 2015 Transform will have prompted six governments to jointly call for an end to the global prohibition of drugs

Our activities

- Explore alternatives to drug prohibition and build trust in models of regulation.
- Bring together a coalition calling on governments and the UN to count the costs of current drug policy
- Reframe the drug policy debate within a wellbeing perspective that considers the impact of policy on security, development and human rights
- Mainstream acceptance of the argument for drug law reform to a broad range of sectors beyond the ‘usual’ audiences
Transforming the Drug Policy Climate

Publications

Our position at the heart of the mainstream policy discourse was spectacularly confirmed with the publication in November of ‘Blueprint for Regulation’ the latest in our groundbreaking ‘After the War on Drugs’ series. This set out for the first time how legal control of drugs could actually work, filling a crucial gap in the reform discourse and moving the debate from ‘if’ we should reform, to ‘how’ reforms will actually operate.

Thousands of hard copies have been distributed to policy makers and opinion formers worldwide, while over 10,000 copies have been downloaded from our own website, and many thousands more from other web hosts.

‘Blueprint’ inspired a remarkably high level of interest and positive responses from senior politicians and policy makers internationally. Staff from thirteen embassies and high commissions attended the UK parliamentary launch, including Costa Rica, Uruguay, El Salvador, India and Iran, and we have had requests for copies of Blueprint from the Philippines Dangerous Drugs Unit, the Canadian Ministry of Health, the Czech delegation to the UN Commission on Narcotic Drugs and the Swiss embassy.

Alongside this major publication has been a steady stream of briefings and reports, the most prominent being ‘A Comparison of the Cost-Effectiveness of the Prohibition and Regulation of Drugs’, 2009. This led directly to a parliamentary question at Prime Minister’s Questions, a subsequent face to face meeting with the Prime Minister, extensive national mainstream coverage and an appearance on the BBC’s flagship Radio 4 Today programme.

Regular contribution to policy consultations

Submissions included:

- Home Affairs Select Committee inquiry on the cocaine trade
- Sentencing Advisory Panel – Consultation on Sentencing For Drug Offences
- Submission to the Advisory Council on the Misuse of Drugs review into BZP, Ecstasy and Cannabis

Media

During the year we have developed a media profile that an organisation many times our size would envy. Consistently high quality written outputs and broadcast performances have established us as the leading provider of media comment and analysis on the subject of drug law reform.
Broadcast media included appearances on BBC Radio 1, Five Live breakfast (two million listeners), several primetime slots on the Today programme (6 million listeners), and speaking to an estimated audience of twenty eight million listeners during a live twenty-five minute debate on BBC World Service with President Nixon’s former Drugs Tsar.

Transform staff appeared on every major TV channel’s news output, as well as being interviewed by David Frost on Al-Jazeera and featuring in the ‘connector of the day’ interview slot on CNN international.

The issue of drug policy reform is a hot topic in the media and Transform is regularly quoted and relied upon for analysis and comments.

‘Blueprint is a must read for all engaged in international drug policies. It is a starting point for critical healthy debate and discussion about how the global community can learn from the failures of current drug policy and build the next generation of constructive and pragmatic reforms.’

Robin Gorna, Executive Director, International AIDS Society

Transform online

Our website and blog each now attract over 10,000 unique visitors a month, with higher spikes such as 60,000 unique visitors in July 09 and a similar number in the month of the ‘Blueprint’ launch. The Transform blog has had lengthy spells in the top 100 UK political blogs.

Transform also enjoys a growing following through dedicated pages on social networking sites such as Facebook and Twitter.

Partnership Working

The shifting climate in the drugs debate, combined with Transform’s increasing status means that for the first time we are in a position to meaningfully expand our partnership work with other organisations into previously ‘off-limit’ areas of the NGO policy landscape.

We will focus on exploiting the opportunities presented by becoming a full member of International Drug Policy Consortium, such as joint presentations at Commission on Narcotic Drugs satellite events, and continue to work in a mutually beneficial way with Release, International Harm Reduction Association, Law Enforcement Against Prohibition, Drug Policy Alliance, and Students for a Sensible Drug Policy, by sharing information and expertise, collaborative lobbying projects and event organisation.
UK Launch event ‘After the War on Drugs: Blueprint for Regulation’ November 2009

The launch of ‘Blueprint’ was held on the 12th November 2009, in the House of Commons. Speakers: Ms. Robin Gorna, (Executive Director of the International AIDS Society), Professor Rod Morgan (formerly HM Chief Inspector of Probation and Chairman of the Youth Justice Board for England and Wales) and Dr Ben Goldacre (Author and Guardian ‘Bad Science’ columnist). Attendees included MPs, peers, academics, civil servants, diplomats and NGOs.

Of huge significance was the willingness of our partners in the international reform movement to support ‘Blueprint’. It was launched in:

- **Scotland** at a press conference by our sister organisation TDPF Scotland.
- **Australia** by The Australian Drug Law Reform Foundation in New South Wales’ Parliament House, and at a separate press conference in Sydney by former Liberal Party Senator, Federal Minister and former Chancellor of the Australian National University, Professor Peter Baume.
- **Mexico** at an event organised by REMOISSS (a Mexican drug policy network).
- **USA** at the Drug Policy Alliance Conference in New Mexico

Following the launch Steve Rolles embarked on an extensive speaker tour promoting the book. This has included the following engagements:

- Plenary Session at the International Harm Reduction Association annual conference
- SSDP Conference California
- Adam Smith Institute
- Law Society Drugs Symposium

‘Blueprint is the most thorough, evidence-based, balanced discussion of how we might move towards a more rational drugs control policy that I have seen. It should be compulsory reading for all our policy makers.’

Professor R. Morgan, formerly HM Chief Inspector of Probation and Chairman of the Youth Justice Board for England and Wales
Board

Transform is a charitable foundation overseen by a board of trustees:

Chair: Paul Crawford Walker

Treasurer: Nathalie Griffin
Former Trustees: Henry Shaftoe

Mike Jay
Axel Klein
Gary Wallace
Neil Anderson
James Varty
Lawrie Jones

Statement of Financial Activities for the year ended 31 March 2010

<table>
<thead>
<tr>
<th>£</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Income</td>
<td></td>
</tr>
<tr>
<td>Total incoming resources</td>
<td>225,102</td>
</tr>
<tr>
<td>Expenditure</td>
<td></td>
</tr>
<tr>
<td>Salaries</td>
<td>144,376</td>
</tr>
<tr>
<td>Other direct charitable expenditure</td>
<td>75,856</td>
</tr>
<tr>
<td>Administrative and accountancy expenses</td>
<td>9,061</td>
</tr>
<tr>
<td>Total resources expended</td>
<td>229,293</td>
</tr>
<tr>
<td>Net (deficit)</td>
<td>4,191</td>
</tr>
<tr>
<td>Total funds at 1 April 2009</td>
<td>94,115</td>
</tr>
<tr>
<td>Total funds at 31 March 2010</td>
<td>80,356</td>
</tr>
</tbody>
</table>

The future

‘50 Years of the War on Drugs: Time to Count the Costs’

In many circles the argument for drug law reform has been won. Yet in most countries reform has stagnated because although politicians see the benefits, they fear a backlash from the press and the public. To end this stalemate, we must persuade governments and the UN to count the costs of the War on Drugs, and explore alternatives to demonstrate current policy has failed.

To make this happen, we will seize the opportunity presented by the 50th Anniversary Year of the War on Drugs to develop a common call and campaign to:

- unite drug reform organisations worldwide
- mainstream the reform campaign to professional groups and influential NGOs in other sectors, and through them reach a wider supporter and public audience.

We will use appealing messaging, exciting targeted online, video and other materials and actions, underpinned by authoritative but accessibly presented shocking evidence from around the globe. By mainstreaming and uniting the campaign for reform in this way we will make it impossible for politicians to ignore the costs of their policies, but safer for them to change their approach.