

# TYRESAFE

England & Wales · Charity number 1168354

## Details

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**Status** Registered

**Legal form** CIO

**Registered** 2016-07-21

**Register** [View on the Charity Commission register](#)

## Contact

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**Address** Berewyk Hall Court  
Bures Road  
White Colne  
Colchester  
CO6 2QB

**Phone** 01787 221027

**Email** [theteam@tyresafe.org](mailto:theteam@tyresafe.org)

**Website** [www.tyresafe.org](http://www.tyresafe.org)

## Activities

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**Objects:** THE PRESERVATION AND PROTECTION OF HEALTH AND THE SAVING OF LIVES BY PROVIDING EDUCATION TO THE PUBLIC ON THE SUBJECT OF ROAD SAFETY TO REDUCE THE NUMBER OF DEATHS AND INJURIES WHICH OCCUR ON PUBLIC ROADS, IN PARTICULAR IN RELATION TO TYRE SAFETY.

**Activities:** To support a zero-harm approach to road safety to reduce the number of incidents on our roads as a result of illegal or poorly maintained tyres by empowering road users and partners with the knowledge and resources to bring about a change in tyre safety behaviour.

## Classification

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- **How:** Provides Advocacy/advice/information
- **What:** Education/training
- **Who:** Other Defined Groups

## Geography

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- Scotland
- Throughout England And Wales

## Finances

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Period end	Income	Expenditure	Assets	Employees
2024-12-31	£274,066	£260,375	-	-
2023-12-31	£238,299	£275,283	-	-
2022-12-31	£285,000	£281,800	-	-
2021-12-31	£219,900	£219,800	-	-
2020-12-31	£206,932	£144,908	-	-

## Trustees

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Name	Role	Appointed
JOHN THRUPP		2017-09-19
Simon Thomas Hiorns		2018-09-04
Tony Crook		2024-11-12

**TYRESAFE**

England & Wales - Charity number 1168354

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# Accounts

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Registered charity number  
1168354

**Tyresafe**  
Charitable Incorporated Organisation  
Trustees' Report and Financial Statements  
for the Year ended 31 December 2024

**Tyresafe**  
**Report and financial statements**  
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**Tyresafe**  
**Legal and Administrative Information**

<b>Charity name</b>	Tyresafe
<b>Charity registration number</b>	1168354
<b>Registered Office and operational address</b>	Peershaws - Berewyk Hall Court White Colne Colchester Essex CO6 2QB
<b>Trustees</b>	Mr J Thrupp Mr S T Hiorns - Treasurer Mr T Crook
<b>Independent Examiner</b>	Saffron Chartered Certified Accountants 27 Chaucer Road London E7 9LZ
<b>Bankers</b>	HSBC Bank Plc 27 The Broadway Cheam Sutton SM3 8BJ

## **Tyresafe**

### **Trustees' Report**

**Year ended 31 December 2024**

The Trustees present their report and financial statements for the year ended 31 December 2024. This report is prepared in accordance with the Statement of Recommended Practice-Accounting and Reporting by Charities, revised 2019.

#### **STRUCTURE GOVERNANCE AND MANAGEMENT**

Tyresafe is a Charitable Incorporated Organisation CIO (number 1168354 ) registered with the Charities Commission to take forward the work of the unincorporated association by the same name. The Members of the CIO are corporate bodies who undertake to act in good faith to further the purposes of the CIO. We must have at least three trustees and a maximum of six. We aim to have a Board whose skills and diversity mix fit with Tyresafe's strategic direction, core activities and regulatory requirements. Trustees are appointed through an open recruitment process, which includes an interview with the Chair, and at least one other Trustee, followed by ratification by the members of the CIO.

There is an induction process for new trustees which includes an induction pack, introductory sessions with the Chairman and management team. New trustees are supported by more experienced trustees through a 'buddying' system.

The Operations Director, appointed by C J Association Management Ltd, is responsible for the day-to-day management of the charity's operations, working directly with the Trustees and Chair to develop strategic direction and ensure effective governance and compliance.

#### **RISK MANAGEMENT**

The trustees have a risk management strategy which comprises:

- An annual review of the principal risks and uncertainties that the charity faces.

- The establishment of policies, systems and procedures to mitigate those risks identified in the annual review.

- Strategic and operational plans and an annual budget, and progress reporting against plans and budget.

- The implementation of procedures designed to minimise or manage any potential impact on the charity should those risks materialise.

The trustees have identified that the major risks are related principally to the membership income. The Trustees have sought to mitigate risk where possible, particularly relating to ensuring that the organisation has access to appropriate professional expertise and management capability, and that there are plans for and investment in achieving financial sustainability.

On this basis the Trustees are satisfied that all material risks are managed effectively and that the charity will be funded adequately for the foreseeable future.

#### **OBJECTIVES AND ACTIVITIES**

The primary objective of the charity is the preservation and protection of health and the saving of lives by providing education to the public on the subject of road safety, to reduce the number of deaths and injuries which occur on public roads, in particular in relation to tyre safety.

## **Tyresafe**

### **Trustees' Report**

**Year ended 31 December 2024**

## **ACHIEVEMENTS AND PERFORMANCE**

Another landmark year for TyreSafe. We kept tyre safety in the national conversation, turned evidence into action, and grew our influence across government, industry, and the road safety community.

### **What we set out to do**

- Vision: Zero harm to road users from tyre-related incidents in the UK.
- Mission: Empower road users with the knowledge to prevent incidents caused by illegal or poorly maintained tyres.

### **Headline results**

- Prince Michael International Road Safety Award (second win). Recognised for our evidence-led strategy, including the 2023 Tread Depth Survey, Post-Collision Study, and roadside comparison work—data that underpins targeted regional campaigns.
- RoSPA National Accident Prevention Strategy. For the first time in over a century, tyre safety and defective-vehicle compliance feature with recommendations to Government.
- Most successful year to date for reach, coverage, and profile—driven by stronger partnerships, sharper campaigns, and expanded leadership.

### **Evidence that drives change**

- Pioneering research: From tread depth and post-collision analysis to roadside sampling, our studies quantify the scale and impact of unroadworthy tyres.
- Fatal incident insight: Analysis using National Highways data indicates 75% of tyre defects contributing to fatal incidents were preventable with proper maintenance—underscoring the need for routine checks and enforcement.

### **Campaigns that packed a punch**

- Tyre Safety Month – Caught in the ACT. High-impact national campaign reinforcing three simple checks: Air, Condition, Tread.
- Seasonal and audience activations:
  - “Where will your tyres take you today?” Spring push
  - Valentine’s Day: “Show Your Tyres Some Love”
  - Summer of Sport: “Be a Sport, Check Your Tyres!”
  - Agriculture: “Have a Happy Harvest”
  - Young drivers: NPCC Fatal Four focus (23 Sep–6 Oct)
  - Brake Road Safety Week: “Home Safely”

### **Hot topics we shaped**

- MOT: Supported the decision to maintain current intervals.
- Infrastructure damage: Advanced the pothole partnership to address record tyre damage.
- EV readiness: Promoted tyre checks during charging stops; highlighted tyre load/torque considerations for EVs.
- Autonomous vehicles: Raised standards conversations around tyre performance and monitoring in AV environments.
- New-vehicle market rebound: Kept tyre safety visible amid rising registrations.

## **Tyresafe**

### **Trustees' Report**

**Year ended 31 December 2024**

#### **Partnerships and leadership**

- 130+ organisations across government, local authorities, blue light services, road safety bodies and industry—our force multiplier.
- Stronger Steering Committee, welcoming leaders from road safety and the tyre industry to accelerate delivery and advocacy.

#### **Policy goals we're driving**

- 1.Elevate profile through award-winning work that proves impact.
- 2.Include tyre defects as a priority offence in the NPCC Roads Policing Strategy.
- 3.Secure a government-backed UK-wide THINK! tyre safety campaign.
- 4.Establish an NDORS scheme for drivers stopped with vehicle defects.

#### **Community & events**

- Annual Briefing (June): A full-day, in-person forum with industry and road safety leaders tackling the most topical issues.

#### **Thanks—and what's next**

Our progress is powered by our partners and supporters. Together, we're moving tyre safety from awareness to habit—regular checks, better compliance, fewer incidents. We'll keep pushing for national campaigns, stronger enforcement, and practical tools that make safe tyres the norm on UK roads.

## **FINANCIAL REVIEW**

The surplus for the year ended 31 December 2024 is £13,691 (2023: deficit £36,984). Total income is £274,066 (2023:£238,000K) whilst total expenditure is £260,375 (2023:£275,283). All the funds are unrestricted.

#### **Reserves policy**

In the Trustees' view, the reserves should provide the charity with adequate financial stability and the means for it to meet its charitable objectives for the foreseeable future.

The Trustees have examined the charity's requirement for free reserves in light of the major risks to the organisation and its working capital requirements. The major risks include the impact of reduced public sector funding and the uncertainties surrounding future funding.

With these factors in mind, the Trustees propose to maintain the charity's free reserves at a level which is at least equivalent to six months' operational expenditure, currently £69.2K. The Trustees review the amount of reserves that are required to ensure the charity's future and to fulfil the organisation's continuing obligations on a quarterly basis at their Trustees meeting.

Total free reserves as at 31 December 2024 were £100,320.

## **PUBLIC BENEFIT STATEMENT**

The trustees confirm that they have complied with the duty in Section 17 of The Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission in determining the activities undertaken by the charity. The charity's charitable purpose is detailed in its objects, which is the preservation and protection of health and the saving of lives.

Delivery of public benefit is achieved by providing education to the public on the subject of road safety, to reduce the number of deaths and injuries which occur on public roads, in particular in relation to tyre safety.

**Tyresafe**

**Trustees' Report**

**Year ended 31 December 2024**

**STATEMENT OF TRUSTEES' RESPONSIBILITIES**

The Charities Act 2011 requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing these financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them
- Observe the methods and principles in the Charities SORP;
- Make judgements and estimates that are reasonable and
- State whether applicable UK Accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business

The trustees are responsible for keeping sufficient accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

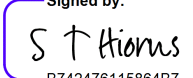
In so far as we are aware:

- There is no relevant information of which the Charity's Examiner is unaware; and
- The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant information and to establish that the Examiner is aware of that information.

30/10/2025

Approved by the Board on ..... and signed on their behalf  
by:

Signed by:



B742476115864B7...

S T Hiorns

Treasurer

**Tyresafe**

**Registered number: 1168354**

**Independent Examiner's Report To The Trustees of Tyresafe**

I report to the trustees on my examination of the accounts of Tyresafe for the year ended 31 December 2024.

**Responsibilities and Basis of Report**

As the charity trustees you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Charity's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent examiner's statement**

Since the charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of The Association of Chartered Certified Accountants, which is one of the listed bodies.

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the Charity as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

DocuSigned by:  
  
57F4A0CB87674D0...

Name: M Ravat  
Professional Body: ACCA

Saffron Accountancy Services Limited  
Address: 27 Chaucer Road, London, E7 9LZ

Date: 30/10/2025

**Tyresafe**  
**Statement of Financial Activities**  
**for the year ended 31 December 2024**

	Notes	Unrestricted Funds	Total Funds	Total Funds
		31/12/2024 £	31/12/2024 £	31/12/2023 £
<b>Income from:</b>				
Charitable activities				
Membership subscriptions	2	231,887	<b>231,887</b>	219,850
Project Income	3	42,179	<b>42,179</b>	18,449
<b>Total income</b>		<u>274,066</u>	<u><b>274,066</b></u>	<u>238,299</u>
<b>Expenditure</b>				
Expenditure on charitable activities:				
Safety campaigns	4	260,375	<b>260,375</b>	275,283
Total expenditure		<u>260,375</u>	<u><b>260,375</b></u>	<u>275,283</u>
<b>Net income/expenditure</b>		13,691	<b>13,691</b>	(36,984)
<b>Reconciliation of funds</b>				
Total funds brought forward		86,629	<b>86,629</b>	123,613
Total funds carried forward		<u><b>100,320</b></u>	<u><b>100,320</b></u>	<u>86,629</u>

**Tyresafe  
Balance Sheet  
as at 31 December 2024**

	Notes		2024 £	2023 £
<b>Current assets</b>				
Debtors	8	232,424	91,989	
Cash at bank and in hand		<u>6,377</u>	<u>4,044</u>	
		238,801	96,033	
<b>Creditors: amounts falling due within one year</b>				
	9	<u>(138,481)</u>	<u>(9,404)</u>	
<b>Net current assets</b>			100,320	86,629
<b>Total assets</b>			<u><b>100,320</b></u>	<u><b>86,629</b></u>
<b>Charity funds</b>				
Unrestricted funds	10		<u>100,320</u>	<u>86,629</u>
<b>Total charity funds</b>			<u><b>100,320</b></u>	<u><b>86,629</b></u>

30/10/2025

Approved by the Board on ..... and signed on their behalf by:

Signed by:  
  
 B742476115864B7...  
 S T Hiorns  
 Treasurer

**Tyresafe**  
**Notes to the Accounts**  
**for the year ended 31 December 2024**

**1 Accounting policies**

The principal accounting policies adopted, judgements and key sources of estimation of uncertainty in the preparation of the financial statements are as follows:

***Accounting convention***

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (second edition effective 1 January 2019) - (Charities SORP (FRS102)), Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

Tyresafe meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s). These financial statements have been drawn up in the historical accounting basis.

**Critical accounting judgements and estimates**

In preparing these financial statements, management has made judgements, estimates and assumptions that affect the application of the charities accounting policies and the reported assets, liabilities, income and expenditure and the disclosures made in the financial statements. Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

**Preparation of accounts on a going concern basis**

The trustees consider there are no material uncertainties about the Charity's ability to continue as a going concern. The review of our financial position, reserves levels and future plans gives Trustees confidence the charity remains a going concern for the foreseeable future.

**Income recognition**

All incoming resources are included in the Statement of Financial Activities when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

**Expenditure**

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to that category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

**Financial instruments**

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments, including trade and other debtors and creditors are initially recognised at transaction value and subsequently measured at their settlement value.

**Trade debtors**

Trade and other debtors are recognised at the settlement amount. Prepayments are valued at the amount prepaid net of any trade discounts due.

**Creditors and provisions**

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably.

**Tyresafe****Notes to the Accounts****for the year ended 31 December 2024****Fund Accounting: Funds held by the charity are:**

**Unrestricted funds:** These are general funds which can be used in accordance with the charitable objects at the discretion of the trustees.

**Leasing**

Rentals payable are charged on a time basis over the term of the lease.

<b>2 Subscriptions</b>	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
Membership subscriptions	164,000	186,150
Associate subscriptions	38,100	18,000
Commercial membership	8,500	5,000
Supporters membership	6,000	-
Car Manufacturer membership	13,041	8,000
Independent garage membership	2,246	2,700
	<u>231,887</u>	<u>219,850</u>
 <b>3 Project Income</b>		
Awards sponsorship and sales	29,663	-
Tyre Inspection Project	10,071	-
Campaign income	2,445	17,000
Miscellaneous income	-	1,449
	<u>42,179</u>	<u>18,449</u>
 <b>4 Safety Campaigns</b>		
Tyre safety campaigns		
Direct costs	170,989	196,477
Support costs	89,386	78,806
	<u>260,375</u>	<u>275,283</u>
 <b>5 Analysis of Support costs</b>		
Management charge	38,000	39,800
Consultancy fee	39,200	31,737
IT, website and advertising	46	134
Travel and accommodation	2,594	1,871
Postage, stationery and printing	53	31
Legal and professional fees	4,225	1,900
Bank charges and interest	87	94
Subscriptions	4,593	1,045
Insurance	587	694
Depreciation	-	1,500
	<u>89,386</u>	<u>78,806</u>
 <b>6 Staff numbers</b>		
The average number of persons employed by the charity during the period amounted to Nil		
 <b>7 Transactions involving Trustees or other related party</b>		
Mr M Bourne, who was a trustee during the financial year, was reimbursed expenses totalling £711 (2023: £Nil) in connection with work carried out for the charity.		
There were no other related party transactions during the year. (2023- nil).		

**Tyresafe**  
**Notes to the Accounts**  
**for the year ended 31 December 2024**

<b>8 Debtors</b>	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
Trade debtors	230,128	66,699
Other debtors and prepayments	2,296	25,290
	<u>232,424</u>	<u>91,989</u>

<b>9 Creditors: amounts falling due within one year</b>	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
Trade creditors	6,617	8,087
Accruals and deferred income	100,000	-
Other creditors	31,863	1,317
	<u>138,481</u>	<u>9,404</u>

<b>10 Movement in funds</b>	<b>At</b>	<b>Incoming</b>	<b>Outgoing</b>	<b>Transfers</b>	<b>At</b>
	<b>01/01/2024</b>	<b>resources</b>	<b>resources</b>		<b>31/12/2024</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Unrestricted funds	86,629	274,066	(260,375)	-	100,320
Total funds	<u>86,629</u>	<u>274,066</u>	<u>(260,375)</u>	<u>-</u>	<u>100,320</u>

**TYRESAFE**

England & Wales - Charity number 1168354

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# Accounts

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Registered charity number  
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**Tyresafe**  
Charitable Incorporated Organisation  
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**Report and financial statements**  
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**Legal and Administrative Information**

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<b>Trustees</b>	Mr M Bourne Mr J Thrupp Mr S T Hiorns
<b>Independent Examiner</b>	Saffron Chartered Certified Accountants 27 Chaucer Road London E7 9LZ
<b>Bankers</b>	HSBC Bank Plc 27 The Broadway Cheam Sutton SM3 8BJ

## **Tyresafe**

### **Trustees' Report**

#### **Year ended 31 December 2023**

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### **RISK MANAGEMENT**

The trustees have a risk management strategy which comprises:

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### **OBJECTIVES AND ACTIVITIES**

The primary objective of the charity is the preservation and protection of health and the saving of lives by providing education to the public on the subject of road safety, to reduce the number of deaths and injuries which occur on public roads, in particular in relation to tyre safety.

### **ACHIEVEMENTS AND PERFORMANCE**

#### **Reflection and thank you**

In our tireless commitment to furthering our charitable objectives, TyreSafe has embarked on a new path, one that focuses on expanding our influence and impact. Our core mission remains resolute: to enhance road safety and promote responsible tyre care practices. As we continue our journey, we remain steadfast in our dedication to education and training, providing advocacy, advice, and information aligned with the latest legislation.

These efforts are the cornerstones of our work, reinforcing our commitment to safeguarding lives on the road and fostering a culture of tyre safety that resonates with individuals and organisations alike.

## **Tyresafe**

### **Trustees' Report**

#### **Year ended 31 December 2023**

In broadening our reach, we aspire to bring these vital messages to an even wider audience, empowering more individuals and communities with the knowledge and tools, they need to make our roads safer for everyone.

We've welcomed some new faces to our Steering Committee, who help underpin the decision making and direction that the charity continues to forge, with representation from manufacturers, road safety organisations and other road safety advocates.

Their recent appointments bring a fresh perspective and wealth of experience and insight to help us drive home the tyre safety message at the right time, in the right places.

We've also achieved some incredible media placements and reach, including BBC TV features, spotlights in national papers with the support of Martin Lewis and the 20p test, alongside some exceptional regional exposure thanks to our increased efforts on the ground.

Our most recent research projects have not only set new records at TyreSafe for the scope of research, but also highlighted just how much work there is still to be done. The 2023 Tread Depth Survey and the Post-Collision Investigation show both progress, but more importantly, opportunity to do so much more, based on solid research, data and the support of our members and partners.

A special thanks to our funding members, whose unwavering financial commitment has been the foundation of TyreSafe's campaigning. Their dedicated support has not only sustained our organisation but has also been instrumental in driving our mission forward. Over the years, their contributions have allowed us to make significant strides in enhancing public awareness of the pivotal role tyres play in road safety.

#### **Road Safety Partnerships**

Over the past twelve months, our primary focus has been to strengthen TyreSafe's advocacy efforts by establishing strategic alliances with key road safety organisations.

This collaborative approach allows us to tailor and disseminate campaign messages to meet the unique and diverse needs of various motorist groups, including motorcyclists, young drivers, caravan and motorhome owners, and fleet operators throughout Great Britain, thereby extending the reach of our campaigns. We take great pride in partnering with several new road safety allies, and in 2023, our commitment to strengthening communication channels with representatives of specific motorist groups has continued to grow. We are actively expanding our presence in key committees and technology groups, with a particular focus on enhancing understanding of tire technology and its implications for the effectiveness of autonomous and Advanced Driver Assistance Systems (ADAS). In this year, we have initiated collaborative efforts to increase awareness within policy and industry technical communities.

#### **Reaching as many people as we can with the tyre safety message**

Online, on the air and in the press, we continue to find new ways to reach as many people as possible with the tyre safety message.

This year, the statistics speak for themselves and 2023 saw us break records with the reach of our campaigns standing at 293 million opportunities to engage.

#### **How do we reach people?**

Radio - a dedicated radio day where our manager, and Chairman engage with multiple national and regional radio stations.

Social media - integrated campaigns across Facebook and Instagram sharing videos, imagery and content to spark conversation and drive behaviour change.

## **Tyresafe**

### **Trustees' Report**

#### **Year ended 31 December 2023**

Website - serving our message to people wanting answers about tyre safety. Most importantly, the additional reach achieved with the backing of our incredible supporters, who have shown overwhelming engagement in downloading and distributing TyreSafe materials on their own channels and on their premises.

#### **What's on the horizon?**

As we look ahead to the future, the horizon holds exciting prospects for TyreSafe. In 2024, we're planning to host our annual Briefing in person, offering an incredible opportunity to connect, network and immerse yourselves in talks, insights and demonstrations focused on tyre safety. Stay tuned for details about this eagerly anticipated event.

We're committed to increasing our presence in the road safety arena, forging new partnerships and expanding our network. Additionally, we'll be rolling out more targeted campaigns aimed at different motorist groups, aiming to educate and raise awareness effectively. The acclaimed Tyre Safety Month campaign, set to be released at the end of Spring, will provide ample time for organisations to incorporate it into their communication schedules.

Expect a calendar packed with seasonal and topical campaigns to keep our message fresh and engaging. Furthermore, we're strengthening our social media presence by partnering with active influencers and key stakeholders, reaching even more individuals with our tyre safety message.

Throughout, our unwavering commitment to our mission remains: to spread the tyre safety message as far and wide as possible. Together, we're steering toward a safer and more aware future on the road.

#### **FINANCIAL REVIEW**

The deficit for the year ended 31 December 2023 is £36,984K (2022: surplus £3,196). Total income is £238.3K (2022:£285K) whilst total expenditure is £275.2KK (2022:£281.8K). All the funds are unrestricted.

#### **Reserves policy**

In the Trustees' view, the reserves should provide the charity with adequate financial stability and the means for it to meet its charitable objectives for the foreseeable future.

The Trustees have examined the charity's requirement for free reserves in light of the major risks to the organisation and its working capital requirements. The major risks include the impact of reduced public sector funding and the uncertainties surrounding future funding.

With these factors in mind, the Trustees propose to maintain the charity's free reserves at a level which is at least equivalent to six months' operational expenditure, currently £69.2K. The Trustees review the amount of reserves that are required to ensure the charity's future and to fulfil the organisation's continuing obligations on a quarterly basis at their Trustees meeting.

Total free reserves as at 31 December 2023 were £86.6K

#### **PUBLIC BENEFIT STATEMENT**

The trustees confirm that they have complied with the duty in Section 17 of The Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission in determining the activities undertaken by the charity. The charity's charitable purpose is detailed in its objects, which is the preservation and protection of health and the saving of lives.

Delivery of public benefit is achieved by providing education to the public on the subject of road safety, to reduce the number of deaths and injuries which occur on public roads, in particular in relation to tyre safety.

**Tyresafe**

**Trustees' Report**

**Year ended 31 December 2023**

**STATEMENT OF TRUSTEES' REPONSIBILITIES**

The Charities Act 2011 requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing these financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charities SORP;
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable UK Accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business

The trustees are responsible for keeping sufficient accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as we are aware:

- There is no relevant information of which the Charity's Examiner is unaware; and
- The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant information and to establish that the Examiner is aware of that information.

Approved by the Board on 29/10/2024 and signed on their behalf by:

Signed by:  
  
B742476115864B7...  
M Bourne  
Treasurer

**Tyresafe**

**Registered number: 1168354**

**Independent Examiner's Report To The Trustees of Tyresafe**

I report to the trustees on my examination of the accounts of Tyresafe for the year ended 31 December 2023.

**Responsibilities and basis of report**

As the charity trustees you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

Having satisfied myself that the accounts of the Charity are not required to be audited and are eligible for independent examination, I report in respect of my examination of the Charity's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the Charity as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

DocuSigned by:  
  
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Name: M Ravat  
Professional Body: ACCA

Saffron Accountancy Services Limited  
Address: 27 Chaucer Road, London, E7 9LZ

Date: 29/10/2024

**Tyresafe**  
**Statement of Financial Activities**  
**for the year ended 31 December 2023**

	Notes	Unrestricted Funds	Restricted Funds	Total Funds	Total Funds
		31/12/2023 £	31/12/2023 £	31/12/2023 £	31/12/2022 £
<b>Income from:</b>					
Charitable activities					
Membership subscriptions	2	219,850	-	219,850	208,366
Project Income	3	18,449	-	18,449	76,626
<b>Total income</b>		<u>238,299</u>	<u>-</u>	<u>238,299</u>	<u>284,992</u>
<b>Expenditure</b>					
Expenditure on charitable activities:					
Safety campaigns	4	196,477	-	196,477	226,610
Other expenditure	5	78,806	-	78,806	55,186
Total expenditure		<u>275,283</u>	<u>-</u>	<u>275,283</u>	<u>281,796</u>
<b>Net income/expenditure</b>		(36,984)	-	(36,984)	3,196
<b>Reconciliation of funds</b>					
Total funds brought forward		123,613	-	123,613	120,417
Total funds carried forward		<u><u>86,629</u></u>	<u><u>-</u></u>	<u><u>86,629</u></u>	<u><u>123,613</u></u>

**Tyresafe  
Balance Sheet  
as at 31 December 2023**

	Notes		2023 £	2022 £
<b>Fixed assets</b>				
Tangible assets	8		-	1,500
<b>Current assets</b>				
Debtors	9	91,989	121,944	
Cash at bank and in hand		4,044	33,534	
		96,033	155,478	
<b>Creditors: amounts falling due within one year</b>				
	10	(9,404)	(33,364)	
<b>Net current assets</b>			86,629	122,113
<b>Total assets</b>			<b>86,629</b>	<b>123,613</b>
<b>Charity funds</b>				
Unrestricted funds	11		86,629	123,613
<b>Total charity funds</b>			<b>86,629</b>	<b>123,613</b>

29/10/2024

Approved by the Board on ..... and signed on their behalf by:

Signed by:  
  
 B742476115864B7...  
 M Bourne  
 Treasurer

**Tyresafe**  
**Notes to the Accounts**  
**for the year ended 31 December 2023**

**1 Accounting policies**

The principal accounting policies adopted, judgements and key sources of estimation of uncertainty in the preparation of the financial statements are as follows:

***Accounting convention***

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (second edition effective 1 January 2019) - (Charities SORP (FRS102)), Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

Tyresafe meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s). These financial statements have been drawn up in the historical accounting basis.

**Critical accounting judgements and estimates**

In preparing these financial statements, management has made judgements, estimates and assumptions that affect the application of the charities accounting policies and the reported assets, liabilities, income and expenditure and the disclosures made in the financial statements. Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

**Preparation of accounts on a going concern basis**

The trustees consider there are no material uncertainties about the Charity's ability to continue as a going concern. The review of our financial position, reserves levels and future plans gives Trustees confidence the charity remains a going concern for the foreseeable future. In reaching this conclusion, the trustees have considered the impact of Covid-19 on the Charity and have reviewed cash flow forecasts covering a period of one year from the date of approval of these accounts.

**Income recognition**

All incoming resources are included in the Statement of Financial Activities when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

**Expenditure**

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to that category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

**Fixed Assets**

Fixed assets are depreciated, in equal annual instalments, over their economic lives at the following rates:

Website : 33% Straight line

**Financial instruments**

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments, including trade and other debtors and creditors are initially recognised at transaction value and subsequently measured at their settlement value.

**Trade debtors**

Trade and other debtors are recognised at the settlement amount. Prepayments are valued at the amount prepaid net of any trade discounts due.

**Creditors and provisions**

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably.

**Tyresafe****Notes to the Accounts****for the year ended 31 December 2023****Fund Accounting: Funds held by the charity are:**

**Unrestricted funds:** These are general funds which can be used in accordance with the charitable objects at the discretion of the trustees.

**Restricted funds:** These are funds subject to specific trusts generally declared by the donor or funds raised for a specific purpose. Currently the charity does not hold any restricted funds.

**Leasing**

Rentals payable are charged on a time basis over the term of the lease.

<b>2 Subscriptions</b>	<b>2023</b>	<b>2022</b>
	£	£
Membership subscriptions	186,150	162,001
Associate subscriptions	18,000	25,400
Commercial membership	5,000	8,000
Car Manufacturer membership	8,000	6,000
Independent garage membership	2,700	6,965
	<u>219,850</u>	<u>208,366</u>
<b>3 Project Income</b>		
Highways Project	-	55,199
Awards sponsorship and sales	-	9,650
Tyre Inspection Project	-	7,000
Campaign income	17,000	-
Miscellaneous income	1,449	4,777
	<u>18,449</u>	<u>76,626</u>
<b>4 Safety Campaigns</b>		
Tyre safety campaigns	196,477	226,610
	<u>196,477</u>	<u>226,610</u>
<b>5 Other expenditure</b>		
Management charge	39,800	35,000
Consultancy fee	31,737	4,800
IT, website and advertising	134	665
Travel and accommodation	1,871	8,135
Postage, stationery and printing	31	40
Legal and professional fees	1,900	1,900
Bank charges and interest	94	120
Subscriptions	1,045	54
Insurance	694	572
Bad debts and provisions	-	900
Depreciation	1,500	3,000
	<u>78,806</u>	<u>55,186</u>
<b>6 Staff numbers</b>		
The average number of persons employed by the charity during the period amounted to Nil		
<b>7 Transactions involving Trustees or other related party</b>		
There were no related party transactions during the year (2022- £159 expense reimbursement to Mr S Jackson, a former trustee).		

**Tyresafe**  
**Notes to the Accounts**  
**for the year ended 31 December 2023**

**8 Tangible fixed assets**

	<b>Website</b>
	<b>£</b>
<b>Cost</b>	
at 1 January 2023	24,000
Additions	-
At 31 December 2023	<u>24,000</u>
<b>Depreciation</b>	
at 1 January 2023	22,500
Charge for the year	1,500
At 31 December 2023	<u>24,000</u>
<b>Net book value</b>	
At 31 December 2023	-
At 31 December 2021	<u>1,500</u>

All the company's fixed assets are used to support charitable activities.

**9 Debtors**

	<b>2023</b>	<b>2022</b>
	<b>£</b>	<b>£</b>
Trade debtors	66,699	100,973
Other debtors and Prepayments	25,290	20,971
	<u>91,989</u>	<u>121,944</u>

**10 Creditors: amounts falling due within one year**

	<b>2023</b>	<b>2022</b>
	<b>£</b>	<b>£</b>
Trade creditors	8,087	15,048
Accruals and deferred income	-	17,000
Other creditors	1,317	1,317
	<u>9,404</u>	<u>33,364</u>

**11 Movement in funds**

	<b>At</b>	<b>Incoming</b>	<b>Outgoing</b>	<b>Transfers</b>	<b>At</b>
	<b>01/01/2023</b>	<b>resources</b>	<b>resources</b>	<b>£</b>	<b>31/12/2023</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Unrestricted funds	<u>123,613</u>	<u>238,299</u>	<u>(275,283)</u>	-	<u>86,629</u>
Total funds	<u>123,613</u>	<u>238,299</u>	<u>(275,283)</u>	-	<u>86,629</u>

**TYRESAFE**

England & Wales - Charity number 1168354

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# Accounts

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Registered charity number  
1168354

**Tyresafe**  
Charitable Incorporated Organisation  
Trustees' Report and Financial Statements  
for the Year ended 31 December 2022

**Tyresafe**  
**Report and financial statements**  
**Contents**

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Trustees' report	2-7
Independent examiner's report	8
Statement of financial activities	9
Balance sheet	10
Notes forming part of the financial statements	11-13

**Tyresafe**  
**Legal and Administrative Information**

**Charity name** Tyresafe

**Charity registration number** 1168354

**Registered Office and operational address** Peershaws - Berewyk Hall Court  
White Colne  
Colchester  
Essex  
CO6 2QB

**Trustees** Mr M Bourne  
Mr J Thrupp  
Mr S T Hiorns

**Independent Examiner** Saffron Chartered Certified Accountants  
27 Chaucer Road  
London  
E7 9LZ

**Bankers** HSBC Bank Plc  
27 The Broadway  
Cheam  
Sutton  
SM3 8BJ

## **Tyresafe**

### **Trustees' Report**

**Year ended 31 December 2022**

The Trustees present their report and financial statements for the year ended 31 December 2022. This report is prepared in accordance with the Statement of Recommended Practice-Accounting and Reporting by Charities, revised 2019.

#### **STRUCTURE GOVERNANCE AND MANAGEMENT**

Tyresafe is a Charitable Incorporated Organisation CIO (number 1168354 ) registered with the Charities Commission to take forward the work of the unincorporated association by the same name. The Members of the CIO are corporate bodies who undertake to act in good faith to further the purposes of the CIO. We must have at-least three trustees and a maximum of six. We aim to have a Board whose skills and diversity mix fit with Tyresafe's strategic direction, core activities and regulatory requirements. Trustees are appointed through an open recruitment process, which includes an interview with the Chair, and at least one other Trustee, followed by ratification by the members of the CIO.

There is an induction process for new trustees which includes an induction pack, introductory sessions with the Chairman and management team. New trustees are supported by more experienced trustees through a 'buddying' system.

The day to day management of the charity is outsourced to C J Association Management Ltd, an independent organisation that consults regularly with the Chairman and reports to the trustees at each of their meetings.

#### **RISK MANAGEMENT**

The trustees have a risk management strategy which comprises:

- An annual review of the principal risks and uncertainties that the charity faces.

- The establishment of policies, systems and procedures to mitigate those risks identified in the annual review.

- Strategic and operational plans and an annual budget, and progress reporting against plans and budget.

- The implementation of procedures designed to minimise or manage any potential impact on the charity should those risks materialise.

The trustees have identified that the major risks are related principally to the membership income. The Trustees have sought to mitigate risk where possible, particularly relating to ensuring that the organisation has access to appropriate professional expertise and management capability, and that there are plans for and investment in achieving financial sustainability.

On this basis the Trustees are satisfied that all material risks are managed effectively and that the charity will be funded adequately for the foreseeable future.

#### **OBJECTIVES AND ACTIVITIES**

The primary objective of the charity is the preservation and protection of health and the saving of lives by providing education to the public on the subject of road safety, to reduce the number of deaths and injuries which occur on public roads, in particular in relation to tyre safety.

#### **ACHIEVEMENTS AND PERFORMANCE**

The past year has been turbulent, with continued economic and political uncertainty. Despite the impact of the ever-changing landscape, we have continued to drive home the tyre safety message to motorists and their families across the United Kingdom, through some incredible hard hitting campaigns.

**Tyresafe**

**Trustees' Report**

**Year ended 31 December 2022**

Through our endeavours, TyreSafe has firmly established itself as the first point of reference for tyre safety issues and while this is of course our champion cause, to continue to grow and increase our impact, the focus will be on establishing TyreSafe within the road risk arena as a road safety charity.

We're proud to campaign in partnership with Driving for Better Business, the Association of Road Risk Managers, Go Save Wales, the Drivers Instructors Association and the RoSPA, the UK's leading road safety charity and we have joined the National Road Users Safety Committee. These partnerships will add credibility to TyreSafe, while increasing our reach and raising awareness of our core tyre safety focus.

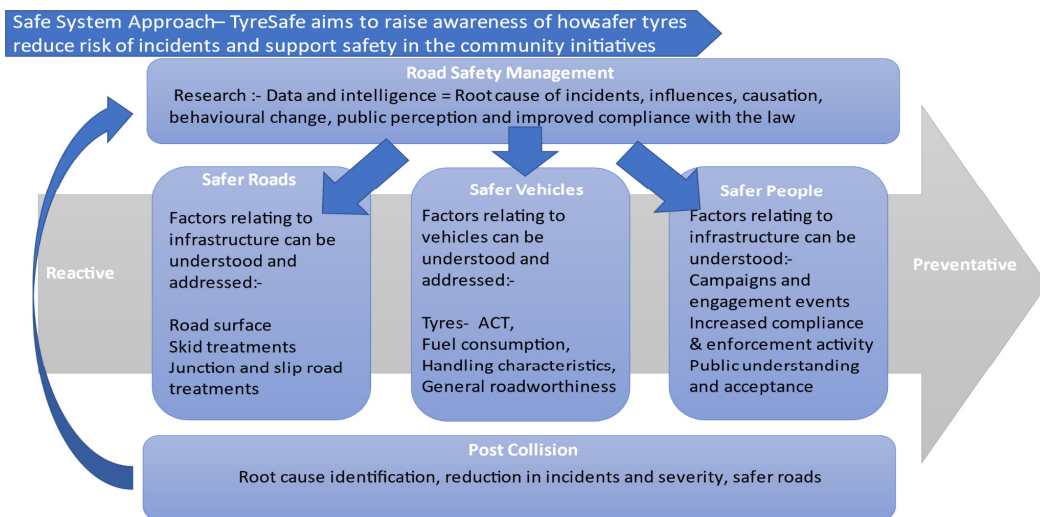
**Getting seen**

This year our media team generated 377 million opportunities to see, hear, view, or read about TyreSafe which we are incredibly proud of, superseding our own expectations by over 20%. Following the success of campaigns like Megan's Story in 2021, we continued to produce offerings that depicted real-life scenarios and human interest. For our Tyre Safety Month campaign, we asked motorists to consider 'If your tyres don't stop you, what will?' and in a bid to maximise impact, we used real scenarios involving parents, children, and cyclists, to evoke an emotional response that designed to trigger a change in driver behaviour.

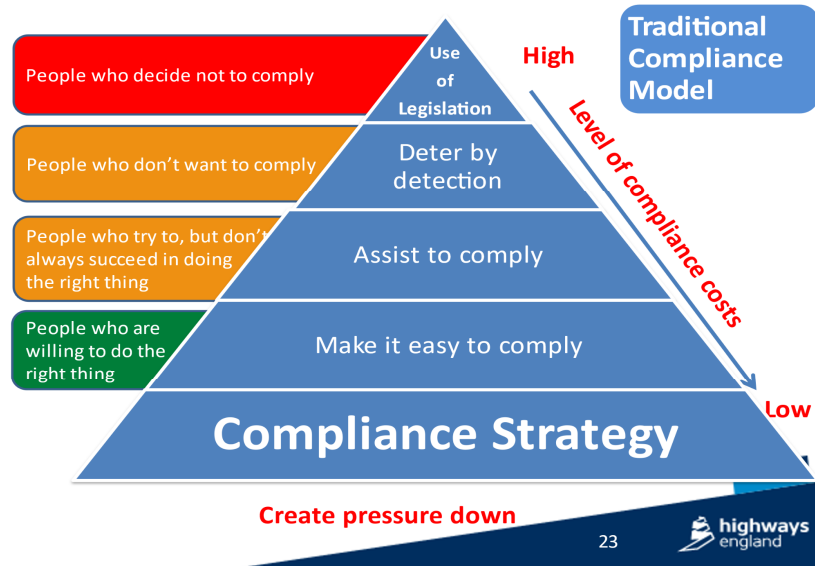
After several years of virtual Briefings, it was great to be back and in person with this year's event, where we reflected on the year that was and gave a sneak peak, into 2023 and celebrated the hard work of our supporters, who continued to champion tyre safety at a time when the country was in such turmoil.

**What to expect in 2023**

There will be more emphasis on utilising the internationally recognised safe system approach, especially when targeting those driving for work. This is an approach that addresses all road users and aims to reduce death and serious injuries through a design that accommodates human mistakes and injury tolerances and is based on five core pillars:



This is also in conjunction with the execution of an overarching compliance strategy with the aim to provide the education needed to help the public comply.

**Tyresafe****Trustees' Report****Year ended 31 December 2022**

There is still much to be done, and we are calling on our supporters to match their financial contribution with their corporate strength, as well as ensuring a robust tyre safety policy. Supporters should continue to share our campaign materials, hold dedicated events, and continue to champion tyre safety at all touchpoints with customers and stakeholders.

**A year of research**

To support its campaigning and help target activity, TyreSafe only uses credible and recognised sources for its data, such as the Drivers and Vehicle Standards Agency (DVSA) or Department for Transport (DfT). However, TyreSafe also seeks to undertake its research to address gaps in the available data set.

2022 saw two major pieces of work initiated with results to be published in 2023. Both were conducted in partnership with National Highways, the organisation responsible for maintaining the strategic road network (SRN, motorways and major A-roads) in England. With over 40,000 tyre-related incidents on the SRN every year, which inevitably cause serious delays and increased risk of incidents, National Highways' is fully supportive of improving motorists' understanding of the importance of tyre safety.

**2022 Tread Depth Survey**

In 2016 we concluded the first TyreSafe tread depth survey, which unveiled shocking and sobering statistics. TyreSafe retailer supporters provided the data, providing the tread depth of over 340,000 car and LCV tyres from 810 outlets across the UK when they were replaced. The report underlined the extent of the often overlooked issue of poor tyre maintenance across the UK's vehicle parc and informed policy makers at the most senior level.

The key findings were:

- Over 27% illegal, under 1.6mm
- Over 70% were either illegal or below 2mm when replaced
- Conclusion: 10 million illegal tyres are driven on Britain's roads every year

While TyreSafe campaigns in line with current legislation, and the legal minimum tread depth is 1.6mm, the number of tyres replaced under 2mm was a concern. The difference in tread depth on these 'borderline' tyres and illegal tyres was a maximum of 0.4mm – that's half the thickness of a bank card.

## **Tyresafe**

### **Trustees' Report**

#### **Year ended 31 December 2022**

Measuring and ensuring the tyre did not reach the minimum legal limit would require the driver to use an accurate gauge, regularly and assiduously. Previous research has shown drivers don't check their tyres regularly and very few have a tread depth gauge. As such, it is reasonable to draw the conclusion that the only reason there are not more illegal and dangerous tyres on our roads was more luck than judgement.

With the COVID pandemic changing consumer behaviour and the cost of living crisis reducing household budgets, the tread depth survey was initiated again to see the impact of these potentially significant influences on tyre maintenance. The latest survey will conclude in March 2023 and any organisation in a position to do so is invited to contribute to this important second tread depth survey.

#### **2022 Post-Collision TyreSafe Investigation**

While the DfT's annual Reported Road Casualties Great Britain report includes data on the casualties caused by tyre defects, it does not provide details of what the tyre defects were. A tyre's roadworthiness can be affected by air pressure, condition and tread depth, but this data is not included in STATS 19 (or latterly CRASH) data provided to the DfT by the police attending incidents. TyreSafe wanted to uncover the specific defects on vehicles which had been involved in incidents to better target activities and campaigning, and provide a report to inform decision makers of the extent of the issue.

Thanks again to the support of National Highways, five police forces (Avon & Somerset, Humberside, Lancashire, Sussex & West Midlands) allowed TyreSafe to examine the tyres of vehicles recovered to compounds following their involvement in collisions.

The vehicles were selected by the police forces and TyreSafe without reference to the cause of the incident they had been involved in. This approach allowed the research to provide intelligence on tyre maintenance across a broad spectrum of incidents rather than focusing on those which had already been identified as having tyre defects. While it was not possible to do so in every instance, the majority of inspections involved removing the wheel and tyre combination from the vehicle, and then the tyre from the rim to allow assessment of the tyre's structure.

The report is not yet public but, in total, we can reveal 81 vehicles tyres were inspected and one of the many startling findings was one tyre was made in 1981 and the same car had another from 1986. TyreSafe and National Highways will distribute the full report in early 2023.

#### **Reaching as many people as we can with the tyre safety message**

Online, on the air and in the press, we continue to find new ways to reach as many people as possible with the tyre safety message.

This year, the stats speak for themselves and 2022 saw us broke records with the estimated reach of our campaigns standing currently at 377 million opportunities to engage.

#### **How do we reach people?**

**Radio** - a dedicated radio day where our manager, Jason Simms, and Chairman engage with multiple national and regional radio stations.

**Social media** - integrated campaigns across Facebook and Instagram sharing videos, imagery and content to spark conversation and drive behaviour change.

**Mumsnet** - an ongoing partnership that has seen us reach 13M audience of very specific drivers, with the support of a dedicated media relations agency.

**Website** - a growth in visibility of 462,000 in search rankings, serving our message to people wanting answers about tyre safety.

Most importantly, the additional reach achieved with the backing of our incredible supporters, who have shown overwhelming engagement in downloading and distributing TyreSafe materials on their own channels and on their premises.

## **Tyresafe**

### **Trustees' Report**

#### **Year ended 31 December 2022**

##### **2023 campaigns**

TyreSafe produces a spring, summer and Tyre Safety Month campaign each year, primarily targeted at the private motorists. However, in 2023, there will also be a full set of business-focussed assets developed from the insights gained from the Tread Depth Survey and Post Collision research.

These assets will be developed to assist fleet operators, whether they be company-provided vehicles or the increasing grey fleet, with the tools to better understand road risk management policies for tyres and its importance. These policies are becoming increasingly important as insurers may now audit organisations not only to ensure they are provided to those driving on company business but that they are implemented, monitored and acted upon.

Businesses and their road risk management policies are uniquely placed to improve road safety as, properly implemented, drivers are obliged to incorporate their responsibilities when driving on every journey and appropriately maintain their vehicles.

## **FINANCIAL REVIEW**

The surplus for the year ended 31 December 2022 is £3,196 (2021: surplus £147). Total income is £285K (2021:£220K) whilst total expenditure is £281.8K (2021:£219.8K). All the funds are unrestricted.

### **Reserves policy**

In the Trustees' view, the reserves should provide the charity with adequate financial stability and the means for it to meet its charitable objectives for the foreseeable future.

The Trustees have examined the charity's requirement for free reserves in light of the major risks to the organisation and its working capital requirements. The major risks include the impact of reduced public sector funding and the uncertainties surrounding future funding.

With these factors in mind, the Trustees propose to maintain the charity's free reserves at a level which is at least equivalent to three months' operational expenditure, currently £20,000. The Trustees review the amount of reserves that are required to ensure the charity's future and to fulfil the organisation's continuing obligations on a quarterly basis at their Trustees meeting.

Total free reserves as at 31 December 2022 were £123.6K

## **PUBLIC BENEFIT STATEMENT**

The trustees confirm that they have complied with the duty in Section 17 of The Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission in determining the activities undertaken by the charity. The charity's charitable purpose is detailed in its objects, which is the preservation and protection of health and the saving of lives.

Delivery of public benefit is achieved by providing education to the public on the subject of road safety, to reduce the number of deaths and injuries which occur on public roads, in particular in relation to tyre safety.

**Tyresafe**

**Trustees' Report**

**Year ended 31 December 2022**

**STATEMENT OF TRUSTEES' REPONSIBILITIES**

The Charities Act 2011 requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing these financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charities SORP;
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable UK Accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business

The trustees are responsible for keeping sufficient accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as we are aware:

- There is no relevant information of which the Charity's Examiner is unaware; and
- The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant information and to establish that the Examiner is aware of that information.

Approved by the Board on 30 October 2023 and signed on their behalf by:

DocuSigned by:



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M Bourne  
Treasurer

**Tyresafe**

**Registered number: 1168354**

**Independent Examiner's Report To The Trustees of Tyresafe**

I report to the trustees on my examination of the accounts of Tyresafe for the year ended 31 December 2022.

**Responsibilities and basis of report**

As the charity trustees you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Charity's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the Charity as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

DocuSigned by:  
  
57F4A0CB87674D0...

Name: M Ravat  
Professional Body: ACCA

Saffron Accountancy Services Limited  
Address: 27 Chaucer Road, London, E7 9LZ

Date: 30 October 2023


**Tyresafe**  
**Statement of Financial Activities**  
**for the year ended 31 December 2022**

	Notes	Unrestricted Funds	Restricted Funds	Total Funds	Total Funds
		31/12/2022	31/12/2022	31/12/2022	31/12/2021
		£	£	£	£
<b>Income from:</b>					
Charitable activities					
Membership subscriptions	2	208,366	-	<b>208,366</b>	205,333
Project Income	3	76,626	-	<b>76,626</b>	14,610
<b>Total income</b>		<u>284,992</u>	<u>-</u>	<u><b>284,992</b></u>	<u>219,943</u>
<b>Expenditure</b>					
Expenditure on charitable activities:					
Safety campaigns	4	226,610	-	<b>226,610</b>	161,933
Other expenditure	5	55,186	-	<b>55,186</b>	57,863
Total expenditure		<u>281,796</u>	<u>-</u>	<u><b>281,796</b></u>	<u>219,796</u>
<b>Net income/expenditure</b>		3,196	-	<b>3,196</b>	147
<b>Reconciliation of funds</b>					
Total funds brought forward		120,417	-	<b>120,417</b>	120,270
Total funds carried forward		<u><b>123,613</b></u>	<u>-</u>	<u><b>123,613</b></u>	<u>120,417</u>

**Tyresafe**  
**Balance Sheet**  
**as at 31 December 2022**

	Notes	2022 £	2021 £
<b>Fixed assets</b>			
Tangible assets	8	1,500	4,500
<b>Current assets</b>			
Debtors	9	121,944	80,015
Cash at bank and in hand		<u>33,534</u>	<u>43,012</u>
		155,478	123,027
<b>Creditors: amounts falling due within one year</b>	10	<u>(33,364)</u>	<u>(7,110)</u>
<b>Net current assets</b>		122,113	115,917
<b>Total assets</b>		<u><b>123,613</b></u>	<u><b>120,417</b></u>
<b>Charity funds</b>			
Unrestricted funds	11	<u>123,613</u>	<u>120,417</u>
<b>Total charity funds</b>		<u><b>123,613</b></u>	<u><b>120,417</b></u>

Approved by the Board on 30 October 2023 and signed on their behalf by:

DocuSigned by:  
  
 01C2F4F294F2470...  
 M Bourne  
 Treasurer

**Tyresafe**  
**Notes to the Accounts**  
**for the year ended 31 December 2022**

**1 Accounting policies**

The principal accounting policies adopted, judgements and key sources of estimation of uncertainty in the preparation of the financial statements are as follows:

***Accounting convention***

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (second edition effective 1 January 2019) - (Charities SORP (FRS102)), Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

Tyresafe meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s). These financial statements have been drawn up in the historical accounting basis.

**Critical accounting judgements and estimates**

In preparing these financial statements, management has made judgements, estimates and assumptions that affect the application of the charities accounting policies and the reported assets, liabilities, income and expenditure and the disclosures made in the financial statements. Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

**Preparation of accounts on a going concern basis**

The trustees consider there are no material uncertainties about the Charity's ability to continue as a going concern. The review of our financial position, reserves levels and future plans gives Trustees confidence the charity remains a going concern for the foreseeable future. In reaching this conclusion, the trustees have considered the impact of Covid-19 on the Charity and have reviewed cash flow forecasts covering a period of one year from the date of approval of these accounts.

**Income recognition**

All incoming resources are included in the Statement of Financial Activities when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

**Expenditure**

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to that category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

**Fixed Assets**

Fixed assets are depreciated, in equal annual instalments, over their economic lives at the following rates:

Website : 33% Straight line

**Financial instruments**

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments, including trade and other debtors and creditors are initially recognised at transaction value and subsequently measured at their settlement value.

**Trade debtors**

Trade and other debtors are recognised at the settlement amount. Prepayments are valued at the amount prepaid net of any trade discounts due.

**Creditors and provisions**

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably.

**Tyresafe****Notes to the Accounts****for the year ended 31 December 2022****Fund Accounting: Funds held by the charity are:**

**Unrestricted funds:** These are general funds which can be used in accordance with the charitable objects at the discretion of the trustees.

**Restricted funds:** These are funds subject to specific trusts generally declared by the donor or funds raised for a specific purpose. Currently the charity does not hold any restricted funds.

**Leasing**

Rentals payable are charged on a time basis over the term of the lease.

<b>2 Subscriptions</b>	<b>2022</b>	<b>2021</b>
	<b>£</b>	<b>£</b>
Membership subscriptions	162,001	163,333
Associate subscriptions	25,400	23,400
Commercial membership	8,000	7,000
Car Manufacturer membership	6,000	8,000
Independent garage membership	6,965	3,600
	<u>208,366</u>	<u>205,333</u>
<b>3 Project Income</b>		
Highways Project	55,199	-
Awards sponsorship and sales	9,650	3,000
Tyre Inspection Project	7,000	4,280
Miscellaneous income	4,777	7,330
	<u>76,626</u>	<u>14,610</u>
<b>4 Safety Campaigns</b>		
Tyre safety campaigns	226,610	161,933
	<u>226,610</u>	<u>161,933</u>
<b>5 Other expenditure</b>		
Management charge	39,800	35,000
IT, website and advertising	665	8,242
Travel and accommodation	8,135	289
Postage, stationery and printing	40	25
Legal and professional fees	1,900	3,718
Bank charges and interest	120	165
Subscriptions	54	5,132
Insurance	572	572
Bad debts and provisions	900	1,720
Depreciation	3,000	3,000
	<u>55,186</u>	<u>57,863</u>
<b>6 Staff numbers</b>		
The average number of persons employed by the charity during the period amounted to Nil		
<b>7 Transactions involving Trustees or other related party</b>		
Mr S Jackson was reimbursed expenses totalling £159 (2021: £406) in connection with work carried out for the charity.		
There were no other related party transactions during the year (2021- nil).		

**Tyresafe**  
**Notes to the Accounts**  
**for the year ended 31 December 2022**

**8 Tangible fixed assets**

	<b>Website</b>
	<b>£</b>
<b>Cost</b>	
at 1 January 2022	24,000
Additions	-
At 31 December 2022	<u>24,000</u>
<b>Depreciation</b>	
at 1 January 2022	19,500
Charge for the year	3,000
At 31 December 2022	<u>22,500</u>
<b>Net book value</b>	
At 31 December 2022	<u>1,500</u>
At 31 December 2021	<u>4,500</u>

All the company's fixed assets are used to support charitable activities.

**9 Debtors**

	<b>2022</b>	<b>2021</b>
	<b>£</b>	<b>£</b>
Trade debtors	100,973	65,785
Other debtors and Prepayments	20,971	14,230
	<u>121,944</u>	<u>80,015</u>

**10 Creditors: amounts falling due within one year**

	<b>2022</b>	<b>2021</b>
	<b>£</b>	<b>£</b>
Trade creditors	15,048	2,131
Other taxes and social security costs	-	4,979
Accruals and deferred income	17,000	-
Other creditors	1,317	-
	<u>33,364</u>	<u>7,110</u>

**11 Movement in funds**

	<b>At</b>	<b>Incoming</b>	<b>Outgoing</b>	<b>Transfers</b>	<b>At</b>
	<b>01/01/2022</b>	<b>resources</b>	<b>resources</b>	<b>£</b>	<b>31/12/2022</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Unrestricted funds	120,417	284,992	(281,796)	-	123,613
Total funds	<u>120,417</u>	<u>284,992</u>	<u>(281,796)</u>	<u>-</u>	<u>123,613</u>

**TYRESAFE**

England & Wales - Charity number 1168354

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# Accounts

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Registered charity number  
1168354

**Tyresafe**  
Charitable Incorporated Organisation  
Trustees' Report and Financial Statements  
for the Year ended 31 December 2021

**Tyresafe**  
**Report and financial statements**  
**Contents**

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Legal and administrative information	1
Trustees' report	2-5
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Statement of financial activities	7
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Notes forming part of the financial statements	9-11

**Tyresafe**  
**Legal and Administrative Information**

<b>Charity name</b>	Tyresafe
<b>Charity registration number</b>	1168354
<b>Registered Office and operational address</b>	Peershaws - Berewyk Hall Court White Colne Colchester Essex CO6 2QB
<b>Trustees</b>	Mr S Jackson      Chairman Mr M Bourne Mr J Thrupp Mr S T Hiorns
<b>Independent Examiner</b>	Saffron Chartered Certified Accountants 27 Chaucer Road London E7 9LZ
<b>Bankers</b>	HSBC Bank Plc 27 The Broadway Cheam Sutton SM3 8BJ

## **Tyresafe**

### **Trustees' Report**

**Year ended 31 December 2021**

The Trustees present their report and financial statements for the year ended 31 December 2021. This report is prepared in accordance with the Statement of Recommended Practice-Accounting and Reporting by Charities, revised 2019.

#### **STRUCTURE GOVERNANCE AND MANAGEMENT**

Tyresafe is a Charitable Incorporated Organisation CIO (number 1168354 ) registered with the Charities Commission to take forward the work of the unincorporated association by the same name. The Members of the CIO are corporate bodies who undertake to act in good faith to further the purposes of the CIO. We must have at-least three trustees and a maximum of six. We aim to have a Board whose skills and diversity mix fit with Tyresafe's strategic direction, core activities and regulatory requirements. Trustees are appointed through an open recruitment process, which includes an interview with the Chair, and at least one other Trustee, followed by ratification by the members of the CIO.

There is an induction process for new trustees which includes an induction pack, introductory sessions with the Chairman and management team. New trustees are supported by more experienced trustees through a 'buddying' system.

The day to day management of the charity is outsourced to C J Association Management Ltd, an independent organisation that consults regularly with the Chairman and reports to the trustees at each of their meetings.

#### **RISK MANAGEMENT**

The trustees have a risk management strategy which comprises:

- An annual review of the principal risks and uncertainties that the charity faces.

- The establishment of policies, systems and procedures to mitigate those risks identified in the annual review.

- Strategic and operational plans and an annual budget, and progress reporting against plans and budget.

- The implementation of procedures designed to minimise or manage any potential impact on the charity should those risks materialise.

The trustees have identified that the major risks are related principally to the membership income. The Trustees have sought to mitigate risk where possible, particularly relating to ensuring that the organisation has access to appropriate professional expertise and management capability, and that there are plans for and investment in achieving financial sustainability.

On this basis the Trustees are satisfied that all material risks are managed effectively and that the charity will be funded adequately for the foreseeable future.

#### **OBJECTIVES AND ACTIVITIES**

The primary objective of the charity is the preservation and protection of health and the saving of lives by providing education to the public on the subject of road safety, to reduce the number of deaths and injuries which occur on public roads, in particular in relation to tyre safety.

#### **ACHIEVEMENTS AND PERFORMANCE**

TyreSafe supports the government's ACT ON CO2 campaign which promotes Smarter Driving tips to help cut CO2 emissions and is a signatory to the European Road Safety Charter which aims to reduce road fatalities, and a supporter of the UN Decade of Action for Road Safety which aims to make roads safer and save lives.

## **Tyresafe**

### **Trustees' Report**

#### **Year ended 31 December 2021**

Since its inception, TyreSafe has helped reduce the number of people killed or seriously injured each year in a tyre related accident by 59%. TyreSafe's study of tyres at the point of replacement, in partnership with Highways England, revealed over 10 million illegal tyres are used on Britain's roads every year. The past year has presented us with new challenges and opportunities. With the ongoing pandemic and its associated restrictions, through to incredible new partnerships, we continue to drive home the tyre safety message to motorists and their families across the United Kingdom. We've looked for new and improved ways to connect with supporters and the public online with a range of digital initiatives and seen incredible results, sharing impactful stories and creating strong stakeholder relationships.

Thanks to its clear focus and independent position, TyreSafe has firmly established itself as the first point of reference for tyre safety issues. With this important responsibility, TyreSafe will continue to champion this cause, developing innovative, high-profile campaigns and activities which ensure that tyre safety remains a prominent item on the road safety agenda

However, TyreSafe and its supporters are well-aware there is still a huge amount to be done. We continue to promote our tyre safety message with the support of multiple agencies, including police forces, NFCC, National Highways and newly joined PACTS.

This year, our media team generated an estimated 230 million opportunities to see, hear, view or read about TyreSafe, which we are incredibly proud of, superseding our own expectations by over 83%.

In 2021 we were also moved by Megan's Story, which was a tragic account of a young lady's life taken too soon, with defective tyres as a contributory factor in a fatal and devastating car accident. The campaign featured accounts from her parents and others associated with the accident, including survivor, Heather Pinn, who continues to suffer as a result of the crash. The campaign went viral, touching the lives of millions of people online and we have been truly humbled by her family's bravery as they, too, spread the tyre safety message in their daughter's memory.

As a continuation of this devastating story of human error we made the decision to depict real-life scenarios and human interest in this year's Tyre Safety Month campaign 'What's Stopping You?' In a bid to maximise impact, we recreated very real scenarios involving parents, children, elderly relatives and young drivers, injecting peril and jeopardy to heighten and provoke an emotional response, and drive behaviour change.

This year, we embarked on two concurrent digital campaigns to dramatically increase the reach of TyreSafe's message online, as part of our ongoing effort to maximise the amount of people receiving, reading, watching and reacting to our messages. The first was a Search Engine Optimisation (SEO) campaign, and the second, a three-part paid social campaign. After investing, in previous years, on updating the website for an improved look and feel, it was the right time to better optimise our content for search, working with a nationally renowned, specialist SEO agency to increase our visibility online.

The campaign, which commenced in February, saw the team and the website undergo a steep learning curve and change, as we developed over seventy additional web articles, underwent over 200 hours of collaborative development time and research and reinvented existing pages to optimise our chances of ranking on leading search engines for a list of keywords.

The approach was two-pronged, with a content team working away to develop new, more relevant and better optimised written content, and a specialist SEO and web development team implementing a series of structural and technical updates and fixes in response to the latest Google Core Web Vitals parameters. Concurrently, we looked out our inbound and outbound link structure, with work ongoing to further develop the site.

While we campaign year-round to raise awareness of tyre safety, this October's Tyre Safety Month campaign was particularly powerful in how it depicted the real risks and high stakes of not regularly checking tyres. There really is no excuse for ignoring tyre safety, particularly as the winter months and more challenging driving conditions approach. So we asked, 'what's stopping you?'

In a series of videos and static images, we developed impactful, and realistic depictions of scenarios involving families, loved ones and young drivers to resonate with a range of audiences and highlight the potential stakes of driving on defective tyres, to educate drivers on the importance and benefits of tyre safety.

## Tyresafe

### Trustees' Report

#### Year ended 31 December 2021

##### Print and Broadcast media

• Print and Broadcast Media Circulation	227 million
• Web Sessions	466,000
• Earned	291,000
• Social Media Impressions	2.67 million
• Facebook	724,000
• Twitter	1.8 million
LinkedIn	47,000
Youtube	97,000

#### FINANCIAL REVIEW

The surplus for the year ended 31 December 2021 is £147. Total income is £219.9K whilst total expenditure is £219.8K. All the funds are unrestricted.

##### Reserves policy

In the Trustees' view, the reserves should provide the charity with adequate financial stability and the means for it to meet its charitable objectives for the foreseeable future.

The Trustees have examined the charity's requirement for free reserves in light of the major risks to the organisation and its working capital requirements. The major risks include the impact of reduced public sector funding and the uncertainties surrounding future funding.

With these factors in mind, the Trustees propose to maintain the charity's free reserves at a level which is at least equivalent to three months' operational expenditure, currently £20,000. The Trustees review the amount of reserves that are required to ensure the charity's future and to fulfil the organisation's continuing obligations on a quarterly basis at their Trustees meeting.

Total free reserves as at 31 December 2021 were £120K.

#### PUBLIC BENEFIT STATEMENT

The trustees confirm that they have complied with the duty in Section 17 of The Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission in determining the activities undertaken by the charity. The charity's charitable purpose is detailed in its objects, which is the preservation and protection of health and the saving of lives.

Delivery of public benefit is achieved by providing education to the public on the subject of road safety, to reduce the number of deaths and injuries which occur on public roads, in particular in relation to tyre safety.

**Tyresafe**

**Trustees' Report**

**Year ended 31 December 2021**

### **STATEMENT OF TRUSTEES' REponsibilities**

The Charities Act 2011 requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing these financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charities SORP;
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable UK Accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business

The trustees are responsible for keeping sufficient accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as we are aware:

- There is no relevant information of which the Charity's Examiner is unaware; and
- The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant information and to establish that the Examiner is aware of that information.

Approved by the Board on 28 October 2022 and signed on their behalf by:



M Bourne  
Treasurer

**Tyresafe**

**Registered number: 1168354**

**Independent Examiner's Report To The Trustees of Tyresafe**

I report to the trustees on my examination of the accounts of Tyresafe for the year ended 31 December 2021.

**Responsibilities and basis of report**

As the charity trustees you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

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**Independent examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the Charity as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Name: M Ravat  
Professional Body: ACCA

Saffron Accountancy Services Limited  
Address: 27 Chaucer Road, London, E7 9LZ

Date: .....

**Tyresafe**  
**Statement of Financial Activities**  
**for the year ended 31 December 2021**

	<b>Notes</b>	<b>Unrestricted Funds</b>	<b>Restricted Funds</b>	<b>Total Funds</b>	<b>Total Funds</b>
		<b>31/12/2021</b>	<b>31/12/2021</b>	<b>31/12/2021</b>	<b>31/12/2020</b>
		<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
<b>Income from:</b>					
Charitable activities					
Membership subscriptions	<b>2</b>	205,333	-	<b>205,333</b>	203,900
Other Income	<b>3</b>	14,610	-	<b>14,610</b>	3,032
<b>Total income</b>		<u>219,943</u>	<u>-</u>	<u><b>219,943</b></u>	<u>206,932</u>
<b>Expenditure</b>					
Expenditure on charitable activities:					
Safety campaigns	<b>4</b>	161,933	-	<b>161,933</b>	95,149
Other expenditure	<b>5</b>	57,863	-	<b>57,863</b>	49,759
Total expenditure		<u>219,796</u>	<u>-</u>	<u><b>219,796</b></u>	<u>144,908</u>
<b>Net income/expenditure</b>		147	-	<b>147</b>	62,024
<b>Reconciliation of funds</b>					
Total funds brought forward		120,270	-	<b>120,270</b>	58,246
Total funds carried forward		<u><b>120,417</b></u>	<u>-</u>	<u><b>120,417</b></u>	<u>120,270</u>

**Tyresafe  
Balance Sheet  
as at 31 December 2021**

	Notes	2021 £	2020 £
<b>Fixed assets</b>			
Tangible assets	8	4,500	7,500
<b>Current assets</b>			
Debtors	9	80,015	66,739
Cash at bank and in hand		<u>43,012</u>	<u>49,525</u>
		123,027	116,264
<b>Creditors: amounts falling due within one year</b>	10	<u>(7,110)</u>	<u>(3,494)</u>
<b>Net current assets</b>		115,917	112,770
<b>Total assets</b>		<u><b>120,417</b></u>	<u><b>120,270</b></u>
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Unrestricted funds	11	<u>120,417</u>	<u>120,270</u>
<b>Total charity funds</b>		<u><b>120,417</b></u>	<u><b>120,270</b></u>

Approved by the Board on 28 October 2022 signed on their behalf by:

*Michael Bourne*

M Bourne  
Treasurer

**Tyresafe**  
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**for the year ended 31 December 2020**

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**Preparation of accounts on a going concern basis**

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**Creditors and provisions**

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## Tyresafe

### Notes to the Accounts

#### for the year ended 31 December 2020

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<b>2 Subscriptions</b>	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>
Membership subscriptions	163,333	162,000
Associate subscriptions	23,400	26,000
Commercial membership	7,000	4,000
Car Manufacturer membership	8,000	10,000
Independent garage membership	3,600	1,900
	<u>205,333</u>	<u>203,900</u>
<b>3 Other Income</b>		
Member recharges	-	1,909
Awards sponsorship and sales	3,000	-
Part worn Inspections	4,280	-
Miscellaneous income	7,330	1,123
	<u>14,610</u>	<u>3,032</u>
<b>4 Safety Campaigns</b>		
Tyre safety campaigns	161,933	95,149
	<u>161,933</u>	<u>95,149</u>
<b>5 Other expenditure</b>		
Management charge	35,000	35,000
IT, website and advertising	8,242	-
Travel and accommodation	289	2,410
Postage, stationery and printing	25	1,261
Legal and professional fees	3,718	1,200
Bank charges and interest	165	197
Subscriptions	5,132	5,945
Insurance	572	429
Bad debts and provisions	1,720	462
Cost of meetings	-	308
Sundry	-	1,047
Depreciation	3,000	1,500
	<u>57,863</u>	<u>49,759</u>

#### 6 Staff numbers

The average number of persons employed by the charity during the period amounted to Nil

#### 7 Transactions involving Trustees or other related party

Mr S Jackson, a trustee, was reimbursed expenses totalling £406 (2020:£512) in connection with work carried out for the charity.

**Tyresafe**  
**Notes to the Accounts**  
**for the year ended 31 December 2020**

**8 Tangible fixed assets**

	<b>Website</b>
	<b>£</b>
<b>Cost</b>	
at 1 January 2021	24,000
Additions	-
At 31 December 2021	<u>24,000</u>
<b>Depreciation</b>	
at 1 January 2021	16,500
Charge for the year	3,000
At 31 December 2021	<u>19,500</u>
<b>Net book value</b>	
At 31 December 2021	<u>4,500</u>
At 31 December 2020	<u>7,500</u>

All the company's fixed assets are used to support charitable activities.

**9 Debtors**

	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>
Trade debtors	65,785	41,480
Other debtors and Prepayments	14,230	25,259
	<u>80,015</u>	<u>66,739</u>

**10 Creditors: amounts falling due within one year**

	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>
Trade creditors	2,131	3,494
Other taxes and social security costs	4,979	-
	<u>7,110</u>	<u>3,494</u>

**11 Movement in funds**

	<b>At</b>	<b>Incoming</b>	<b>Outgoing</b>	<b>Transfers</b>	<b>At</b>
	<b>01/01/2021</b>	<b>resources</b>	<b>resources</b>		<b>31/12/2021</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Unrestricted funds	<u>120,270</u>	<u>219,943</u>	<u>(219,796)</u>	<u>-</u>	<u>120,417</u>
Total funds	<u>120,270</u>	<u>219,943</u>	<u>(219,796)</u>	<u>-</u>	<u>120,417</u>

**TYRESAFE**

England & Wales - Charity number 1168354

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# Accounts

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Registered charity number  
1168354

**Tyresafe**  
Charitable Incorporated Organisation  
Trustees' Report and Financial Statements  
for the Year ended 31 December 2020

**Tyresafe**  
**Report and financial statements**  
**Contents**

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**Tyresafe**  
**Legal and Administrative Information**

<b>Charity name</b>	Tyresafe
<b>Charity registration number</b>	1168354
<b>Registered Office and operational address</b>	Peershaws - Berewyk Hall Court White Colne Colchester Essex CO6 2QB
<b>Trustees</b>	Mr S Jackson     Chairman Mr M Bourne Mr J Thrupp Mr S T Hiorns
<b>Independent Examiner</b>	Saffron Chartered Certified Accountants 27 Chaucer Road London E7 9LZ
<b>Bankers</b>	HSBC Bank Plc 27 The Broadway Cheam Sutton SM3 8BJ

## **Tyresafe**

### **Trustees' Report**

#### **Year ended 31 December 2020**

The Trustees present their report and financial statements for the year ended 31 December 2020. This report is prepared in accordance with the Statement of Recommended Practice-Accounting and Reporting by Charities, revised 2019.

#### **STRUCTURE GOVERNANCE AND MANAGEMENT**

Tyresafe is a Charitable Incorporated Organisation CIO (number 1168354 ) registered with the Charities Commission to take forward the work of the unincorporated association by the same name. The Members of the CIO are corporate bodies who undertake to act in good faith to further the purposes of the CIO. We must have at-least three trustees and a maximum of six. We aim to have a Board whose skills and diversity mix fit with Tyresafe's strategic direction, core activities and regulatory requirements. Trustees are appointed through an open recruitment process, which includes an interview with the Chair, and at least one other Trustee, followed by ratification by the members of the CIO.

There is an induction process for new trustees which includes an induction pack, introductory sessions with the Chairman and management team. New trustees are supported by more experienced trustees through a 'buddying' system.

The day to day management of the charity is outsourced to C J Association Management Ltd, an independent organisation that consults regularly with the Chairman and reports to the trustees at each of their meetings.

#### **RISK MANAGEMENT**

The trustees have a risk management strategy which comprises:

- An annual review of the principal risks and uncertainties that the charity faces.

- The establishment of policies, systems and procedures to mitigate those risks identified in the annual review.

- Strategic and operational plans and an annual budget, and progress reporting against plans and budget.

- The implementation of procedures designed to minimise or manage any potential impact on the charity should those risks materialise.

The trustees have identified that the major risks are related principally to the membership income. The Trustees have sought to mitigate risk where possible, particularly relating to ensuring that the organisation has access to appropriate professional expertise and management capability, and that there are plans for and investment in achieving financial sustainability.

On this basis the Trustees are satisfied that all material risks are managed effectively and that the charity will be funded adequately for the foreseeable future.

#### **OBJECTIVES AND ACTIVITIES**

The primary objective of the charity is the preservation and protection of health and the saving of lives by providing education to the public on the subject of road safety, to reduce the number of deaths and injuries which occur on public roads, in particular in relation to tyre safety.

#### **ACHIEVEMENTS AND PERFORMANCE**

2020 was utterly extraordinary. Compare 1 January 2020 with the world as it was on 31st December 2020.

TyreSafe had no immunity from the COVID-19 pandemic, either. The annual 2020 plan was concluded and the team set to work, only to have to rip it up and start all over again.

## **Tyresafe**

### **Trustees' Report**

#### **Year ended 31 December 2020**

The onset of the pandemic forced TyreSafe to be more responsive and innovative in the delivery of our potentially life-saving message than ever, which was a real challenge. 'Check your tyres' clearly resonates most when people are driving regularly but as traffic levels dropped by as much as 80% the approach had to be adapted.

TyreSafe developed materials to engage children and families while they were at home during Lockdown 1. As restrictions eased, a high-profile campaign to help motorists prepare for staying safe when getting back on the roads was conceived and delivered, working alongside the DfT, Highways England (now National Highways), National Roads Policing and the Fire Services. ReadyForTheRoad? put TyreSafe at the forefront of a national campaign formed by a partnership of the UK's leading road safety organisations for the first time.

Adaptation and innovation was also essential if for our showcase event of the year – the TyreSafe Briefing. Staging an online TyreSafe Briefing was a tough ask, but what was achieved was a first not only for the charity but also for the tyre industry. This has inspired TyreSafe to make further use of the online video conferencing platforms to create more opportunities for supporters to engage directly with the TyreSafe team.

Not only did the Briefing have to go online but alternative means for delivering the TyreSafe Awards was needed as a gala dinner was unfeasible. Once again, an innovative social media programme meant the most important aspect, recognising the efforts of our supporters to raise awareness of tyre safety, was achieved in an engaging manner.

So, while 2020 was pretty awful for pretty well everyone, TyreSafe continued to break new ground and demonstrate great strength in preparation; innovation; and an ability to enthuse our highly-valued partner relationships to amplify those messages.

#### **Print and Broadcast media**

- A circulation of over 120 million in traditional/broadcast media
- Over 50 hours of broadcast coverage
- YouTube over 30,000 views
- YouTube 96,000 impressions
- YouTube videos viewed for 730 hours
- Twitter Followers 6,737, up 7% from 2019
- Twitter over 2 million impressions
- Twitter profile visits 16,700
- Facebook over 2000 page likes
- Facebook over 25,000 Engaged Users

#### **FINANCIAL REVIEW**

The surplus for the year ended 31 December 2020 is £62K. Total income is £207K whilst total expenditure is £145K. All the funds are unrestricted.

#### **Reserves policy**

In the Trustees' view, the reserves should provide the charity with adequate financial stability and the means for it to meet its charitable objectives for the foreseeable future.

The Trustees have examined the charity's requirement for free reserves in light of the major risks to the organisation and its working capital requirements. The major risks include the impact of reduced public sector funding and the uncertainties surrounding future funding.

## **Tyresafe**

### **Trustees' Report**

#### **Year ended 31 December 2020**

With these factors in mind, the Trustees propose to maintain the charity's free reserves at a level which is at least equivalent to three months' operational expenditure, currently £20,000. The Trustees review the amount of reserves that are required to ensure the charity's future and to fulfil the organisation's continuing obligations on a quarterly basis at their Trustees meeting.

Total free reserves as at 31 December 2020 were £120K.

#### **PUBLIC BENEFIT STATEMENT**

The trustees confirm that they have complied with the duty in Section 17 of The Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission in determining the activities undertaken by the charity. The charity's charitable purpose is detailed in its objects, which is the preservation and protection of health and the saving of lives.

Delivery of public benefit is achieved by providing education to the public on the subject of road safety, to reduce the number of deaths and injuries which occur on public roads, in particular in relation to tyre safety.

#### **STATEMENT OF TRUSTEES' REPONSIBILITIES**

The Charities Act 2011 requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing these financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charities SORP;
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable UK Accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business

The trustees are responsible for keeping sufficient accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as we are aware:

- There is no relevant information of which the Charity's Examiner is unaware; and
- The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant information and to establish that the Examiner is aware of that information.

Approved by the Trustees and signed on their behalf by:



S Jackson  
Chairman

31 October 2021

**Tyresafe**  
**Registered number: 1168354**  
**Independent Examiner's Report To The Trustees of**  
**Tyresafe**

I report to the trustees on my examination of the accounts of Tyresafe for the year ended 31 December 2020.

**Responsibilities and basis of report**

As the charity trustees you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Charity's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the Charity as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Name: M Ravat  
Professional Body: ACCA

Saffron Accountancy Services Limited  
Address: 27 Chaucer Road, London, E7 9LZ

Date: 31 October 2021

**Tyresafe**  
**Statement of Financial Activities**  
**for the year ended 31 December 2020**

	Notes	Unrestricted Funds	Restricted Funds	Total Funds	Total Funds
		31/12/2020 £	31/12/2020 £	31/12/2020 £	31/12/2019 £
<b>Income from:</b>					
Charitable activities					
Membership subscriptions	2	203,900	-	203,900	202,800
Other Income	3	3,032	-	3,032	28,557
<b>Total income</b>		<u>206,932</u>	<u>-</u>	<u>206,932</u>	<u>231,357</u>
<b>Expenditure</b>					
Expenditure on charitable activities:					
Safety campaigns	4	49,838	-	49,838	102,527
Other expenditure	5	95,070	-	95,070	129,025
Total expenditure		<u>144,908</u>	<u>-</u>	<u>144,908</u>	<u>231,552</u>
<b>Net income/expenditure</b>		62,024	-	62,024	(195)
<b>Reconciliation of funds</b>					
Total funds brought forward		58,246	-	58,246	58,441
Total funds carried forward		<u><u>120,270</u></u>	<u><u>-</u></u>	<u><u>120,270</u></u>	<u><u>58,246</u></u>

**Tyresafe  
Balance Sheet  
as at 31 December 2020**

	Notes	2020 £	2019 £
<b>Fixed assets</b>			
Tangible assets	8	7,500	-
<b>Current assets</b>			
Debtors	9	66,739	60,242
Cash at bank and in hand		<u>49,525</u>	<u>9,338</u>
		116,264	69,580
<b>Creditors: amounts falling due within one year</b>			
	10	<u>(3,494)</u>	<u>(11,334)</u>
<b>Net current assets</b>		112,770	58,246
<b>Total assets</b>		<u><b>120,270</b></u>	<u><b>58,246</b></u>
<b>Charity funds</b>			
Unrestricted funds	11	<u>120,270</u>	<u>58,246</u>
<b>Total charity funds</b>		<u><b>120,270</b></u>	<u><b>58,246</b></u>

Approved by the Trustees and signed on their behalf by:



S Jackson  
Chairman

31 October 2021

**Tyresafe**  
**Notes to the Accounts**  
**for the year ended 31 December 2020**

**1 Accounting policies**

The principal accounting policies adopted, judgements and key sources of estimation of uncertainty in the preparation of the financial statements are as follows:

***Accounting convention***

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (second edition effective 1 January 2019) - (Charities SORP (FRS102)), Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

Tyresafe meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s). These financial statements have been drawn up in the historical accounting basis.

**Critical accounting judgements and estimates**

In preparing these financial statements, management has made judgements, estimates and assumptions that affect the application of the charities accounting policies and the reported assets, liabilities, income and expenditure and the disclosures made in the financial statements. Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

**Preparation of accounts on a going concern basis**

The trustees consider there are no material uncertainties about the Charity's ability to continue as a going concern. The review of our financial position, reserves levels and future plans gives Trustees confidence the charity remains a going concern for the foreseeable future. In reaching this conclusion, the trustees have considered the impact of Covid-19 on the Charity and have reviewed cash flow forecasts covering a period of one year from the date of approval of these accounts.

**Income recognition**

All incoming resources are included in the Statement of Financial Activities when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

**Expenditure**

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to that category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

**Fixed Assets**

Fixed assets are depreciated, in equal annual instalments, over their economic lives at the following rates:

Website : 33% Straight line

**Financial instruments**

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments, including trade and other debtors and creditors are initially recognised at transaction value and subsequently measured at their settlement value.

**Trade debtors**

Trade and other debtors are recognised at the settlement amount. Prepayments are valued at the amount prepaid net of any trade discounts due.

**Creditors and provisions**

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably.

## Tyresafe

### Notes to the Accounts

#### for the year ended 31 December 2020

#### Fund Accounting: Funds held by the charity are:

**Unrestricted funds:** These are general funds which can be used in accordance with the charitable objects at the discretion of the trustees.

**Restricted funds:** These are funds subject to specific trusts generally declared by the donor or funds raised for a specific purpose. Currently the charity does not hold any restricted funds.

#### Leasing

Rentals payable are charged on a time basis over the term of the lease.

<b>2 Subscriptions</b>	<b>2020</b>	<b>2019</b>
	<b>£</b>	<b>£</b>
Membership subscriptions	162,000	162,000
Associate subscriptions	26,000	23,400
Commercial membership	4,000	4,000
Car Manufacturer membership	10,000	10,000
Independent garage membership	1,900	3,400
	<u>203,900</u>	<u>202,800</u>
<b>3 Other Income</b>		
Member recharges	1,909	1,508
Awards sponsorship and sales	1,123	26,397
Miscellaneous income		652
	<u>3,032</u>	<u>28,557</u>
<b>4 Safety Campaigns</b>		
Tyre safety campaigns	<u>95,149</u>	<u>112,527</u>
	<u>95,149</u>	<u>112,527</u>
<b>5 Other expenditure</b>		
Management charge	35,000	75,000
IT, website and advertising	-	3,000
Travel and accommodation	2,410	3,541
Postage, stationery and printing	1,261	4,784
Legal and professional fees	1,200	4,553
Bank charges and interest Subscriptions	197	161
Insurance	5,945	8,493
Bad debts and provisions	429	309
Cost of meetings	462	16,218
Sundry	308	1,621
Depreciation	1,047	928
	<u>1,500</u>	<u>417</u>
	<u>49,759</u>	<u>119,025</u>

#### 6 Staff numbers

The average number of persons employed by the charity during the period amounted to Nil

#### 7 Transactions involving Trustees or other related party

Mr S Jackson, a trustee, was reimbursed expenses totalling £512 (2019:£935) in connection with work carried out for the charity.

**Tyresafe**  
**Notes to the Accounts**  
**for the year ended 31 December 2020**

**8 Tangible fixed assets**

	<b>Website</b>
	<b>£</b>
<b>Cost</b>	
at 1 January 2020	15,000
Additions	9,000
At 31 December 2020	<u>24,000</u>
<b>Depreciation</b>	
at 1 January 2020	15,000
Charge for the year	1,500
At 31 December 2020	<u>16,500</u>
<b>Net book value</b>	
At 31 December 2020	<u>7,500</u>
At 31 December 2019	<u>-</u>

All the company's fixed assets are used to support charitable activities.

**9 Debtors**

	<b>2020</b>	<b>2019</b>
	<b>£</b>	<b>£</b>
Trade debtors	41,480	34,054
Other debtors and Prepayments	25,259	26,188
	<u>66,739</u>	<u>60,242</u>

**10 Creditors: amounts falling due within one year**

	<b>2020</b>	<b>2019</b>
	<b>£</b>	<b>£</b>
Trade creditors	3,494	11,334
	<u>3,494</u>	<u>11,334</u>

**11 Movement in funds**

	<b>At</b>	<b>Incoming</b>	<b>Outgoing</b>	<b>Transfers</b>	<b>At</b>
	<b>01/01/2020</b>	<b>resources</b>	<b>resources</b>		<b>31/12/2020</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Unrestricted funds	<u>58,246</u>	<u>206,932</u>	<u>(144,908)</u>	<u>-</u>	<u>120,270</u>
Total funds	<u>58,246</u>	<u>206,932</u>	<u>(144,908)</u>	<u>-</u>	<u>120,270</u>