

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
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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 S Jackson Chairman 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 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.

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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' 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 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 £
Income from:					
Charitable activities					
Membership subscriptions	2	203,900	-	203,900	202,800
Other Income	3	3,032	-	3,032	28,557
Total income		<u>206,932</u>	<u>-</u>	<u>206,932</u>	<u>231,357</u>
Expenditure					
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>
Net income/expenditure		62,024	-	62,024	(195)
Reconciliation of funds					
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 £
Fixed assets			
Tangible assets	8	7,500	-
Current assets			
Debtors	9	66,739	60,242
Cash at bank and in hand		49,525	9,338
		<u>116,264</u>	<u>69,580</u>
Creditors: amounts falling due within one year	10	<u>(3,494)</u>	<u>(11,334)</u>
Net current assets		112,770	58,246
Total assets		<u>120,270</u>	<u>58,246</u>
Charity funds			
Unrestricted funds	11	<u>120,270</u>	<u>58,246</u>
Total charity funds		<u>120,270</u>	<u>58,246</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.

2 Subscriptions	2020	2019
	£	£
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>
3 Other Income		
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>
4 Safety Campaigns		
Tyre safety campaigns	<u>95,149</u>	<u>112,527</u>
	<u>95,149</u>	<u>112,527</u>
5 Other expenditure		
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

	Website £
Cost	
at 1 January 2020	15,000
Additions	9,000
At 31 December 2020	<u>24,000</u>
Depreciation	
at 1 January 2020	15,000
Charge for the year	1,500
At 31 December 2020	<u>16,500</u>
Net book value	
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	2020 £	2019 £
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	2020 £	2019 £
Trade creditors	3,494	11,334
	<u>3,494</u>	<u>11,334</u>

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