

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**  
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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 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' 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 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').

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: .....



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

	Notes	Unrestricted Funds	Restricted Funds	Total Funds	Total Funds
		31/12/2021 £	31/12/2021 £	31/12/2021 £	31/12/2020 £
<b>Income from:</b>					
Charitable activities					
Membership subscriptions	2	205,333	-	205,333	203,900
Other Income	3	14,610	-	14,610	3,032
<b>Total income</b>		<u>219,943</u>	<u>-</u>	<u>219,943</u>	<u>206,932</u>
<b>Expenditure</b>					
Expenditure on charitable activities:					
Safety campaigns	4	161,933	-	161,933	95,149
Other expenditure	5	57,863	-	57,863	49,759
Total expenditure		<u>219,796</u>	<u>-</u>	<u>219,796</u>	<u>144,908</u>
<b>Net income/expenditure</b>		147	-	147	62,024
<b>Reconciliation of funds</b>					
Total funds brought forward		120,270	-	120,270	58,246
Total funds carried forward		<u><u>120,417</u></u>	<u><u>-</u></u>	<u><u>120,417</u></u>	<u><u>120,270</u></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		43,012	49,525	
		<u>123,027</u>	<u>116,264</u>	
<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>
<b>Charity funds</b>				
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**  
**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>2021 £</b>	<b>2020 £</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>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.

<b>9 Debtors</b>	<b>2021 £</b>	<b>2020 £</b>
Trade debtors	65,785	41,480
Other debtors and Prepayments	14,230	25,259
	<u>80,015</u>	<u>66,739</u>

<b>10 Creditors: amounts falling due within one year</b>	<b>2021 £</b>	<b>2020 £</b>
Trade creditors	2,131	3,494
Other taxes and social security costs	4,979	-
	<u>7,110</u>	<u>3,494</u>

<b>11 Movement in funds</b>	<b>At 01/01/2021 £</b>	<b>Incoming resources £</b>	<b>Outgoing resources £</b>	<b>Transfers £</b>	<b>At 31/12/2021 £</b>
Unrestricted funds	120,270	219,943	(219,796)	-	120,417
Total funds	<u>120,270</u>	<u>219,943</u>	<u>(219,796)</u>	<u>-</u>	<u>120,417</u>