

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

	Page
Legal and administrative information	1
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.

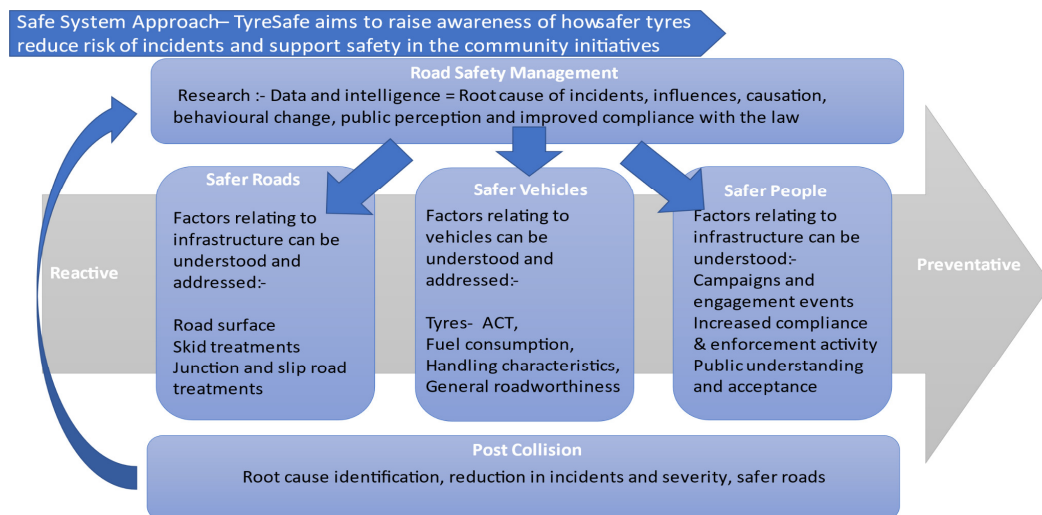
Getting seen

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.

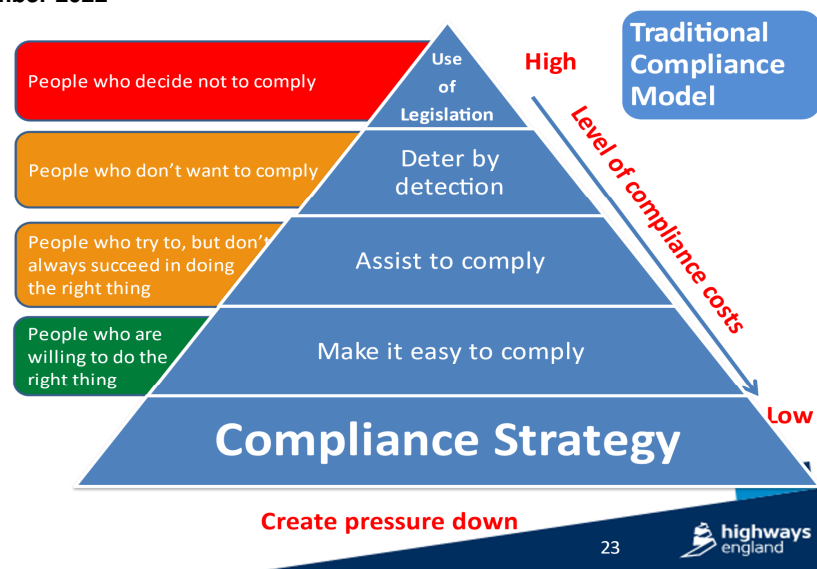
After several years of virtual Briefings, it was great to be back and in person with this year's event, where we reflected on the year that was and gave a sneak peak, into 2023 and celebrated the hard work of our supporters, who continued to champion tyre safety at a time when the country was in such 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' 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 30 October 2023 and signed on their behalf by:

DocuSigned by:

Mr M Bourne

01C2F4F294F2470...

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

Tyresafe
Balance Sheet
as at 31 December 2022

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

2 Subscriptions	2022	2021
	£	£
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>
3 Project Income		
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>
4 Safety Campaigns		
Tyre safety campaigns	226,610	161,933
	<u>226,610</u>	<u>161,933</u>
5 Other expenditure		
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>

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 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

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

	2022 £	2021 £
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

	2022 £	2021 £
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

	At 01/01/2022 £	Incoming resources £	Outgoing resources £	Transfers £	At 31/12/2022 £
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>