

Registered charity number
1168354

Tyresafe
Charitable Incorporated Organisation
Trustees' Report and Financial Statements
for the Year ended 31 December 2023

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 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 2023

The Trustees present their report and financial statements for the year ended 31 December 2023. 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

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.

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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.

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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.

29/10/2024

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

Signed by:

Mr M Bourne

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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 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 £
Income from:					
Charitable activities					
Membership subscriptions	2	219,850	-	219,850	208,366
Project Income	3	18,449	-	18,449	76,626
Total income		<u>238,299</u>	<u>-</u>	<u>238,299</u>	<u>284,992</u>
Expenditure					
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>
Net income/expenditure		(36,984)	-	(36,984)	3,196
Reconciliation of funds					
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 £
Fixed assets				
Tangible assets	8		-	1,500
Current assets				
Debtors	9	91,989	121,944	
Cash at bank and in hand		4,044	33,534	
		<u>96,033</u>	<u>155,478</u>	
Creditors: amounts falling due within one year	10	<u>(9,404)</u>	<u>(33,364)</u>	
Net current assets			86,629	122,113
Total assets			<u>86,629</u>	<u>123,613</u>
Charity funds				
Unrestricted funds	11		86,629	123,613
Total charity funds			<u>86,629</u>	<u>123,613</u>

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.

2 Subscriptions	2023	2022
	£	£
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>
3 Project Income		
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>
4 Safety Campaigns		
Tyre safety campaigns	196,477	226,610
	<u>196,477</u>	<u>226,610</u>
5 Other expenditure		
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>
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		
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

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

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

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

	2023 £	2022 £
10 Creditors: amounts falling due within one year		
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	At 01/01/2023 £	Incoming resources £	Outgoing resources £	Transfers £	At 31/12/2023 £
Unrestricted funds	123,613	238,299	(275,283)	-	86,629
Total funds	<u>123,613</u>	<u>238,299</u>	<u>(275,283)</u>	<u>-</u>	<u>86,629</u>