

Safer Tourism Foundation

(A company limited by guarantee)

Report and Financial Statements

For the Year Ended 31 March 2024

Charity Number: 1168944

Company Registration Number: 09670319

SAFER TOURISM FOUNDATION

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SAFER TOURISM FOUNDATION

Board of Trustees and Professional Advisers

Charity Registration Number: 1168944

Company Registration Number: 09670319

Trustees

Ailles, Ian Simon

Allis, Anne

Carter, Paul Andrew - Chair appointed 1st January 2024

Deason, Edward Lytton

Lagerweij, Hans Bernard

Parselle, Colin James

Russell, Janet Lesley

Chief Executive Officer

Atkinson, Katherine

Registered Office

Astolat
Coniers Way
Guildford
Surrey
GU4 7HL

Accountants

ExcluServ Limited
133 Deepcut Bridge
Camberley
Surrey
GU16 6SD

Banker:

National Westminster Bank
151 High Street
Guildford GU1 3AH

SAFER TOURISM FOUNDATION

Trustees Report to Safer Tourism Foundation

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 March 2024. The trustees have adopted the provisions of 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) (effective 1 January 2019).

Introduction

This report details the activities, achievements, plans and performance of the Safer Tourism Foundation, a UK based charity established after the deaths of two children, Bobby and Christi Shepherd, who died from carbon monoxide poisoning whilst on holiday in Corfu in 2006. Bobby and Christi's mother, Sharon Wood, worked with Thomas Cook to develop the Safer Tourism Foundation as a positive legacy from this tragedy. Thomas Cook provided the initial funding for the charity.

Public Benefit

The Safer Tourism Foundation works to reduce the number of preventable deaths, injuries and illnesses occurring to British tourists. This is encapsulated in the charity's mission statement:

"To save lives and reduce preventable harm to people on holiday."

The Safer Tourism Foundation aims to influence the practices of a range of organisations within and related to the travel industry to help reduce the risks to tourists. This is done by working directly with travel companies to understand the risks faced by their customers and the procedures in place to mitigate those risks, by encouraging greater collaboration within the industry and with experts outside it, and by building the evidence base of incidents and accidents occurring to tourists in order to identify and prioritise areas for action.

The charity also aims to raise awareness amongst the travelling public of the risks they may face on holiday abroad and how better to manage those risks to keep themselves and their families safe and well. Evidence gathered from travel companies and others suggests that personal decision making and behaviour plays an important role in many accidents occurring abroad and so the Safer Tourism Foundation aims to raise awareness of this and to change traveller behaviour through targeted consumer campaigns and by providing practical, no nonsense advice aimed at a wide range of travellers and holiday types / activities.

The Safer Tourism Foundation works with a wide range of other organisations with expertise relevant to its charitable purposes, including the Consular Service at the Foreign, Commonwealth and Development Office, with industry associations, with organisations working in the field of carbon monoxide awareness and with other charities whose objectives align with our own.

The Trustees have paid due regard to the Charity Commission's guidance on public benefit in deciding the activities undertaken during the year.

Performance and Future Plans

This reporting period saw a significant upturn in activity for the charity, with the reinvigoration of the Safer Tourism Pledge programme and the appointment of new staff to the charity. We were able to collect anonymised customer incident data from all Pledge partner companies and used our analysis of this data to shape our work influencing travel providers and traveller behaviour.

This comprehensive dataset can now form what is effectively a baseline year against which future trends in incidents can be tracked and campaigns and communications shaped. We are hugely grateful to all of our Pledge partner companies for trusting us with this data which is essential to our work.

During the pandemic the Board of Trustees made the decision not to request any financial contributions from Pledge partners towards the Pledge programme of work; as the travel industry returned to a new normal, the Board agreed we would reinstate the requests for financial contributions for the financial year 2023/24. Our gratitude goes to all Pledge partner companies for continuing to contribute financially as well as through expertise, time and data, to the charity's work. We were particularly delighted to welcome TUI and Audley Travel as formal Safer Tourism Pledge partners during the year.

We shared the findings from our data analysis with industry partners at an event kindly hosted by Travelopia in Crawley in November. John Telfer helped to shape a wide-ranging discussion about the potential impacts on customer safety of a changing climate, and we ran a practical workshop showing how the COM-B model of behaviour change might help to shape new interventions to prevent bicycle accidents (on gravelly descents).

SAFER TOURISM FOUNDATION

Trustees Report to Safer Tourism Foundation

A key finding from our data analysis was the prevalence of, and potential risk mitigations for, customers travelling with life-threatening food allergies. We developed a specialist workshop on this issue with the help of allergy expert Dr Hazel Gowland, and ran this in-depth systems-based event generously hosted by Hotelplan at their offices in Farnborough in March. We challenged participants to look across the travel product and customer journey to identify areas where additional controls could be introduced to help keep travellers with severe allergies safe. We will continue to work on this issue in 2024/5 and to support industry partners to make improvements as incidents of fatalities from allergies continue to occur and are widely reported in the media.

Another finding driven by our dataset was the frequency with which customers find themselves on a trip or engaged in an activity that moves them way beyond their comfort zone and into a position of danger, sometimes due to changes in physical capacity that often occur naturally over time. We worked with the Sales team at Travelopia to develop bespoke training designed to help sales colleagues ask the right questions in a sensitive manner to establish what type of trip or activity would provide potential customers with the most suitable holiday for them. Feedback from the training was excellent, with most participants saying they would be trying out these techniques in forthcoming sales conversations with customers.

Our communications and campaigns work continues to be driven by a strong understanding of behavioural science, led by our charity's Chief Executive, Katherine Atkinson. Kathy continues to develop this specialty and to encourage travel companies to utilise behavioural science to help keep customers and suppliers safe and well. Kathy was invited to speak at a panel linking safety and sustainability at A World For Travel in Seville in September 2023, and was able to use this opportunity to demonstrate how behaviour change approaches can help address and link the issues presented by climate change and health and safety in travel.

We were delighted to appoint Stephanie Boyle as our new Head of Communications and Campaigns in August 2023 following the departure after five years of Jane Hewin, in May. We thank Jane for all her work with the charity over that time and wish her well in the future.

Stephanie developed a comprehensive strategy to redesign, build and relaunch the charity's brand and website, a project which was completed in early 2024. Our much-improved website, more appropriate branding and clearer messaging have received excellent feedback from partners and we are already reaping benefits in the digital space. We are grateful to Stephanie for making such a difference in her first few months at Safer Tourism.

During the year we continued to be an active Travelaware partner, connecting with the Consular Team at the Foreign, Commonwealth and Development Office. We met colleagues at ABTA and AITO during the year and are grateful to ABTA for donating to us a copy of its Technical Guide for Tourism Accommodation Health and Safety.

We had productive discussions with two insurance providers, AXA and tif Group, as well as an exploratory discussion with underwriters Seventeen Group. We are grateful to each of these companies for approaching our charity's purpose so positively, and for continuing to work with us to explore a future relationship with the insurance industry. This is something we will continue to work towards in 2024/5.

Financial Summary

The financial position of the charity at the year end is set out on page 9. The charity's total expenditure for the year was £106,423. There were two sources of income: £21,000 was received in contributions from Safer Tourism Pledge partner companies (tour operators); £16,509 was generated through accrued interest from the charity's investment of its reserves. The overall deficit for the year was £68,914.

At the end of the year £437,418 remained within the charity's reserves, all being unrestricted reserves. These funds are spread between a number of fixed rate charity savings accounts, in line with our investments and reserves policies (which are reviewed annually). Decisions about investment accounts are made jointly by the Chief Executive, Treasurer and Chair.

The vast majority of charitable expenditure was used to deliver two strategic objectives: influencing the travel industry and raising public awareness about travel risks.

Free reserves at the year end amount to £437,418.

Risk management

The charity has a comprehensive risk register which includes risks related to reputation, resources, management and governance. This register is updated every quarter and reviewed by Trustees Board at each Board meeting. Each risk is assigned to a lead Trustee and has an action plan for managing the risk.

The key risks for the charity are in relation to the potential to generate and sustain sufficient income for the charity over the long term. Contributions towards the charity's funding provided through the Safer Tourism Pledge programme provide

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Trustees Report to Safer Tourism Foundation

valuable core funding, but these contributions only fund a minority of the charity's expenditure. The staff and Trustees continue to seek additional income through work with other sectors.

Governing document: Incorporation

Safer Tourism Foundation is a registered charity and incorporated as a company limited by guarantee. It has been registered as an independent charity since August 2016. It is governed by its Memorandum and Articles of Association.

Structure and Governance

The Safer Tourism Foundation is overseen by a Board of Trustees, who act in a voluntary capacity. There are currently seven Trustees, who are recruited through open advertisement (usually through Linked In), and shortlisted against the person spec. All potential Trustees are then interviewed prior to their appointment by the Chief Executive and the Chair. All new Trustees receive key documentation related to the role of a charity trustee and they have an induction meeting with the Chief Executive to brief them on the charity's purpose and strategy. The Board meets four times a year, usually in London. There is a succession plan for all Trustees to ensure further recruitment and a smooth handover at the end of each Trustee's term of appointment.

The Board of Trustees held four meetings during the year, in line with the Foundation's Articles of Association. Ian Ailles, our founding Chair, stepped down from his role after serving 6 years, and we welcomed Paul Carter as our new Chair. We are hugely grateful to Ian for all his support during the set-up phase of the charity and we are delighted that he will continue to be a Trustee for a while longer.

The Safer Tourism Foundation is a small charity with two staff, each of whom works 0.6 Full Time Equivalent. Staff salaries are reviewed once a year, usually in the spring, with any salary increases taking into account current price inflation, and the charity's financial position (affordability)

This report of the Trustees has been prepared taking advantage of the small companies' exemption of section 415A of the Companies Act 2006. It was approved, and authorised for issue by the Board on 28 October 2024 and signed on its behalf by



Paul Carter
Chairman

SAFER TOURISM FOUNDATION

Independent Examiner's Report to the Trustees of Safer Tourism Foundation

Independent Examiner's Report to the Trustees of Safer Tourism Foundation

I report to the charity trustees on my examination of the accounts of the company for the year ended 31 March 2024 which are set out on pages 8 to 16.

Responsibilities and basis of report

As the charity trustees of the company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your company's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

I have completed my examination. I confirm that no 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 company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act 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; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

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.



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Date 28 October 2024

SAFER TOURISM FOUNDATION

Statement of Financial Activities (incorporating income and expenditure) for the year ended 31 March 2024

		Unrestricted 2024	Restricted 2024	Total Funds 2024	Total Funds 2023
	Notes	£	£	£	£
Income and endowments from:					
Donations and legacies	2	21,000	-	21,000	-
Income from investments	3	16,509	-	16,509	6,955
Total income and endowments		37,509	-	37,509	6,955
Expenditure on:					
Charitable activities	4	106,423	-	106,423	91,255
Total Expenditure		106,423	-	106,423	91,255
Net Income/(expenditure) for the year		(68,914)	-	(68,914)	(84,300)
Transfer between funds		-	-	-	-
Net movement of funds		(68,914)	-	(68,914)	(84,300)
Reconciliation of funds					
Total funds brought forward	14	506,332	-	506,332	590,632
Total funds carried forward		437,418	-	437,418	506,332

All recognised gains and losses are included in the above Statement of Financial Activities. All income and expenditure derives from continuing activities.

SAFER TOURISM FOUNDATION

Balance Sheet as at 31 March 2024

	Notes	31-Mar-24 £	31-Mar-23 £
Fixed Assets			
Tangible assets	10	-	-
Current Assets			
Debtors and prepayments	11	6,089	2,406
Cash at bank and in hand	12	440,788	507,723
		446,877	510,129
Creditors: Amounts falling due within one year	13	(9,459)	(3,797)
Net Current Assets /(liabilities)		437,418	506,332
Net Assets /(liabilities)		437,418	506,332
The funds of the charity:			
Restricted Funds	14	-	-
Unrestricted Funds	14	437,418	506,332
Total charity funds		437,418	506,332

For the year ended 31 March 2024 the Charity was entitled to exemption under sections 477 of the Companies Act 2006 relating to small companies. Trustees' responsibilities:

- (i) The trustees have not required the Charity to obtain an audit of its accounts for the year in question in accordance with section 476;
- (ii) The trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These financial statements have been prepared in accordance with the provisions of the Companies Act 2006 applicable to companies' subject to the small companies' regime. They were approved, and authorised for issue, by the trustees on 28 October 2024 and signed on their behalf by:



Paul Carter
Chairman

The notes on pages 11 - 16 form part of these financial statements.

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Statement of Cash Flow as at 31 March 2024

	31-Mar-24	31-Mar-23
	£	£
Net cash flow from operating activities	(66,935)	(84,194)
Cash flow from investing activities		
Net cash flow from investing activities	-	-
Net increase / (decrease) in cash and cash equivalents	(66,935)	(84,194)
Cash and cash equivalents at 1 Apr 2023	507,723	591,917
Cash and cash equivalents at 31 Mar 2024	440,788	507,723
Cash and cash equivalents consists of:		
Cash at bank and in hand	440,788	507,723
Cash and cash equivalents at 31 Mar 2024	440,788	507,723
	-	-

Reconciliation of net income / (expenditure) to net cash flow from operating activities

	31-Mar-24	31-Mar-23
	£	£
Net income / (expenditure) for year / period	(68,914)	(84,300)
Decrease in debtors	(3,683)	1,455
Increase / (decrease) in creditors	5,662	(1,349)
Net cash flow from operating activities	(66,935)	(84,194)

SAFER TOURISM FOUNDATION

Notes to the Financial Statements as at 31 March 2024

1) Accounting Policies

(a) Basis of preparation of financial statements

Safer Tourism Foundation is a company registered in England and Wales. The address of the registered office is given in the charity information on page 3 of these financial statements. The nature of the charity's operations and principal activities are set out in the Trustees Report.

The charity constitutes a public benefit entity as defined by FRS 102. 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), the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011, the Companies Act 2006 and UK Generally Accepted Account Practice.

The financial statements are prepared on a going concern basis under the historical cost convention. The financial statements are presented in sterling which is the functional currency of the charity and rounded to the nearest £.

(b) Company status

Safer Tourism Foundation is a private company limited by guarantee. In the event of the Charity being wound up, the liability in respect of guarantee is limited to £1 per member of the Charity.

(c) Fund accounting

Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

(d) Income

All income is 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. Income from the sale of goods and services is recognised on delivery.

Income tax recoverable on Gift Aid donations is recognised at the time of receipt of the donations.

(e) Expenditure

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure is recognised when there is a legal or constructive obligation to make payments to third parties, it is probable that the settlement will be required, and the amount of the obligation can be measured reliably.

Support costs, which cannot be directly attributed to particular activities, have been apportioned proportionately on a basis consistent with the use of the resources. Governance costs include the costs of servicing the Board of Trustees' meetings, independent examination and strategic planning.

(f) Tangible fixed assets and depreciation

All assets costing more than £150 are capitalised.

Tangible fixed assets are stated at cost less depreciation. Cost includes costs directly attributable to making the asset capable of operating as intended.

Depreciation is provided on all tangible fixed assets to the nearest month starting in the month of acquisition, at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Computer equipment	3 years
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Notes to the Financial Statements as at 31 March 2024

(g) Debtors and prepayments

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

(h) 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 to settle the obligation can be measured or estimated reliably.

(i) Financial instruments

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

(j) Pension contributions

Safer Tourism Foundation does not maintain a staff pension scheme but, instead, contributes to individual staff personal pension plans. The charge to the Statement of Financial Activities represents the amounts payable to the funds during the year.

(k) Tax

The charity is an exempt charity within the meaning of schedule 3 of the Charities Act 2011 and is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes.

The charity is not registered for VAT purposes. Irrecoverable VAT is charged as an expense against the activity for which expenditure arose.

(l) Going Concern

The financial statements have been prepared on a going concern basis as the trustees believe that no material uncertainties exist. The trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure is sufficient with the level of reserves for the charity to be able to continue as a going concern.

2) Grants, donations and legacies

	Unrestricted	Restricted	Total Funds 31 March 2024	Total Funds 31 March 2023
	£	£	£	£
Grants and Donations	21,000	-	21,000	-
	21,000	-	21,000	-

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Notes to the Financial Statements as at 31 March 2024

3) Income from investments

	Unrestricted	Restricted	Total Funds 31 March 2024	Total Funds 31 March 2023
	£	£	£	£
Interest - deposits	16,509	-	16,509	6,955
	16,509	-	16,509	6,955

4) Analysis of expenditure on charitable activities

	Activities undertaken directly	Support costs	Total Funds 31 March 2024	Total Funds 31 March 2023
	£	£	£	£
Building the evidence	-	11,751	11,751	9,647
Influence travel industry	710	42,486	43,196	34,658
Public awareness	4,800	41,630	46,430	42,386
Evaluation and impact	-	5,046	5,046	4,564
	5,510	100,913	106,423	91,255

5) Allocation of support costs

	Building the evidence	Influence travel industry	Public Awareness	Evaluation and impact	Total Funds 31 March 2024	Total Funds 31 March 2023
	£	£	£	£	£	£
Governance	437	1,164	1,164	146	2,910	1,216
Staff costs	9,398	36,214	35,358	4,261	85,231	80,790
Finance	1,023	2,728	2,728	341	6,819	6,394
Information technology	543	1,448	1,448	181	3,619	1,559
Office costs	91	242	242	30	605	613
Other	259	690	690	87	1,724	683
	11,751	42,486	41,630	5,046	100,908	91,255

*Basis of support costs allocation is on staff time.

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Notes to the Financial Statements as at 31 March 2024

6) Governance costs

	Unrestricted	Restricted	Total Funds 31 March 2024	Total Funds 31 March 2023
	£	£	£	£
Independent examination	1,140	-	1,140	-
Trustee expenses	710	-	710	46
Bank charges	52	-	52	42
AGM and board meeting costs	75	-	75	148
Company secretarial and legal fees	933	-	933	904
Other	-	-	-	76
	2,910	-	2,910	1,216

7) Employee remuneration

Payroll Details:	2024 Total	2023 Total
	£	£
Wages and Salaries	79,904	75,824
Social Security Costs	3,061	2,723
Pension contributions	2,269	2,243
	85,234	80,790

	2024 Number	2023 Number
Chief Executive Officer	1	1
Head of Communications and Campaigns	1	1
Total	2	2

No employee received remuneration of more than £60,000.

8) Trustees' and key management personnel remuneration and expenses

No members of the Board of Trustees received or waived any remuneration (2023: £nil). one member of the Board of Trustees received reimbursements of expenses for £710 for travel (2023: £46).

The total amount of employee benefits received by key management personnel is £54,299 (2023: £50,651). The charity considers its key management personnel to comprise of the Chief Executive Officer.

9) Related Party Transactions

There were no related party transactions in the current year and prior year.

SAFER TOURISM FOUNDATION

Notes to the Financial Statements as at 31 March 2024

10) Tangible Fixed Assets

	Computer equipment £	Total 2024 £
Cost:		
At 1 April 2023	2,211	2,211
Additions	-	-
At 31 March 2024	2,211	2,211
Accumulated Depreciation:		
At 1 April 2023	2,211	2,211
Charge for the year	-	-
At 31 March 2024	2,211	2,211
Net book value:		
At 31 March 2023	-	-
At 31 March 2024	-	-

11) Debtors and prepayments

	31-Mar-24 £	31-Mar-23 £
Trade Debtors	3,000	-
Prepayments and accrued income	3,089	2,406
	6,089	2,406

12) Cash at bank and in hand

	31-Mar-24 £	31-Mar-23 £
Current Account	18,356	4,471
Long term deposits	422,432	503,252
	440,788	507,723

13) Creditors: Falling due within one year

	31-Mar-24 £	31-Mar-23 £
Trade Creditors	6,506	71
Accruals	2,790	1,500
PAYE/ NI Payable	-	1,931
Pension Payable	163	295
	9,459	3,797

SAFER TOURISM FOUNDATION

Notes to the Financial Statements as at 31 March 2024

14) Movement in Funds

Current Year	At 1 April 2023 £	Income £	Expenditure £	At 31 March 2024 £
Unrestricted Funds				
General fund	506,332	37,509	(106,423)	437,418
Total Funds	506,332	37,509	(106,423)	437,418

-

Prior Year	At 1 April 2022 £	Income £	Expenditure £	At 31 March 2023 £
Unrestricted Funds				
General fund	590,632	6,955	(91,255)	506,332
Total Funds	590,632	6,955	(91,255)	506,332