

Safer Tourism Foundation

(A company limited by guarantee)

Report and Financial Statements For the Year Ended 31 March 2025

Charity Number: 1168944

Company Registration Number: 09670319

SAFER TOURISM FOUNDATION

Contents

Contents

Board of Trustees and Professional Advisers	3
Report of the Trustees	4
Independent Examiner's Report to the Trustees of Safer Tourism Foundation	7
Statement of Financial Activity for the year ended 31 March 2025	8
Balance Sheet as at 31 March 2025	9
Statement of Cash Flow for the year ended 31 March 2025	10
Notes forming part of the Financial Statements for the year ended 31 March 2025	11-15

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 1 st April 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
Independent examiner	Michael Webb FCCA Haines Watts Swindon Limited Old Station House, Station Approach Swindon SN1 3DU

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 2025. 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.

Performance and Future Plans

This reporting period saw a continued increase in activity and public profile for the charity, and an expansion of the Safer Tourism Pledge programme with easyJet Holidays and Simpson Travel becoming new Pledge partners.

We continue to be data driven and we gathered the second (post pandemic) annual collection of anonymised customer incident data from Pledge partner companies and additional operators yet to become Pledge partners.

The findings from this larger dataset (which represented 10.6M traveller journeys) were presented to all data contributors at an event generously hosted by TUI in Luton in October, with participants keen to explore some of the main themes from the dataset. For the first time we identified extreme heat as an increased factor in causing or exacerbating traveller illness and injury, and we developed a deep dive session entitled Hotter Holidays which we delivered twice in the first half of 2025 (the first session kindly hosted by Intrepid in Brixton, and the second hosted by British Airways Holidays in Crawley). Participants identified actions they could take immediately to reduce the risks of heat-related incidents.

As part of the data analysis, we identified an opportunity to develop better ways to record and categorise customer incidents and were grateful to colleagues from Audley Travel, British Airways Holidays and Travelopia for working with us to develop a model taxonomy of incident classification, and also for hosting the working group meetings at Audley and BA Holidays' offices. We were joined in this group by David Atkin (Sanderson Phillips), reflecting a very welcome and constructive new partnership with Atkin Jones. Thank you to them for choosing Safer Tourism as their chosen charity for the year and for the additional donations made to reflect that commitment.

Another very welcome new partnership during the year was confirmed with the Latin American Travel Association (LATA), and we delivered the Holiday Head presentation online to LATA's members in September. Safer Tourism is now working regularly with Atkin Jones and the TRIP Group to help deliver risk and safety insight and expertise to LATA's members.

SAFER TOURISM FOUNDATION

Trustees Report to Safer Tourism Foundation

Our campaigns and communications activity also stepped up a gear during this reporting period. We worked extensively through the year with Cathy Foley to support the Pack Safe Appeal, in memory of Cathy's son Hudson, who died aged 24 from carbon monoxide poisoning whilst at a homestay in Ecuador in August 2023. The Pack Safe Appeal launched in August 2024, a year after Hudson's death, with live coverage on BBC Breakfast and a formal partnership with Safelincs, which is now distributing travel-friendly carbon monoxide (CO) alarms through the Safer Tourism website (Pack Safe page).

We continued to work actively on the Pack Safe Appeal during the latter part of the year, supporting the call by Dr Al Pinkerton MP for the travel advice provided by the FCDO to include more robust and visible advice on the risks of CO poisoning (and the benefits of travellers taking their own alarm). Following a parliamentary roundtable hosted by the All Party Parliamentary CO Group in December, a Westminster Hall debate was secured for February and the FCDO advice changed almost immediately afterwards. We are grateful to everyone who played a part in bringing this issue to greater attention amongst British travellers; there is more to do, however, and the Pack Safe Appeal continues to deliver practical change against ambitious campaign aims.

The theme of food related allergy continues to be an important one for Safer Tourism, as there are cases of fatal anaphylaxis amongst travellers every year. Following our specialist workshop on this subject in March 2024 we continued to develop our relationships with experts in the field during 2024-5, including Dr Paul Turner at Imperial College, who produced the new guidance for the Civil Aviation Authority on the management of food allergies on airlines. We were also delighted to meet Georgie Palmer, whose family experienced the impact of food allergy risk management on a family holiday in May 2024. Georgie has kindly agreed to be our brand ambassador for future campaigning work on food allergies. Life threatening food allergy risk (and risk management) continues as a major theme for our work during 2025-26.

Our media presence improved significantly during the year, with coverage on a range of issues in traditional media including broadcast coverage on BBC and ITV, travel trade titles such as Travel Weekly, TTG and Travel Daily News, and in specialist outlets such as International Travel Insurance Journal and Snack Safely, as well as national media such as the Telegraph, the Mirror and i Paper. Special thanks to the journalists who have helped spread our important messages to travellers and travel industry professionals, including Samantha Mayling (Travel Weekly), Sally Peck (Telegraph) and Sophie Lam (i Paper) all of whom covered multiple stories.

We should like to offer our sincere thanks to all of our Pledge partners and our other partners for all of their support during the year, both financial and non-financial (e.g. the use of meeting rooms). Thank you also to the Foreign, Commonwealth and Development Office for a constructive ongoing relationship (including as a Travel Aware partner) and especially this year for responding so promptly to the request for a change to travel advice in relation to carbon monoxide risk.

Financial Summary

The charity's total expenditure for the year was £103,847. There were three sources of income: £37,500 was received in contributions from Safer Tourism Pledge partner companies (tour operators); £500 was received from non-Pledge partnerships and donations; and £16,920 was generated through accrued interest from the charity's investment of its reserves. The overall deficit for the year was £48,927.

The charity operates a Nat West current account for day to day expenditure. The charity's reserves 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 £388,491.

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 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.

SAFER TOURISM FOUNDATION

Trustees Report to Safer Tourism Foundation

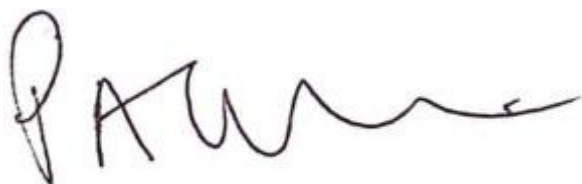
Structure and Governance

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. Paul Carter completed his first full year as Chair.

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 summer, 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 23rd October 2025, and signed on its behalf by



Paul Carter
Chairman

SAFER TOURISM FOUNDATION

Statement of Financial Activities (incorporating income and expenditure) for the year ended 31 March 2025

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 2025 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 which gives me cause to believe that:

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 Charities SORP (FRS102).

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.



Michael Webb FCCA

Haines Watts Swindon Limited
Old Station House
Station Approach
Swindon
SN1 3DU

Date 04 December 2025

SAFER TOURISM FOUNDATION

Statement of Financial Activities (incorporating income and expenditure) for the year ended 31 March 2025

		Unrestricted 2025 £	Restricted 2025 £	Total Funds 2025 £	Total Funds 2024 £
	Notes				
Income and endowments from:					
Donations and legacies	2	38,000	-	38,000	21,000
Income from investments	3	16,920	-	16,920	16,509
Total income and endowments		54,920	-	54,920	37,509
Expenditure on:					
Charitable activities	4	103,847	-	103,847	106,423
Total Expenditure		103,847	-	103,847	106,423
Net Income/(expenditure) for the year		(48,927)	-	(48,927)	(68,914)
Transfer between funds		-	-	-	-
Net movement of funds		(48,927)	-	(48,927)	(68,914)
Reconciliation of funds					
Total funds brought forward	14	437,418	-	437,418	506,332
Total funds carried forward		388,491	-	388,491	437,418

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

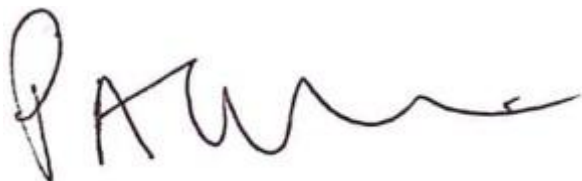
Balance Sheet as at 31 March 2025

	Notes	31-Mar-25 £	31-Mar-24 £
Fixed Assets			
Tangible assets	10	-	-
Current Assets			
Debtors and prepayments	11	31,743	6,089
Cash at bank and in hand	12	361,058	440,788
		<u>392,801</u>	<u>446,877</u>
Creditors: Amounts falling due within one year	13	<u>(4,310)</u>	<u>(9,459)</u>
Net Current Assets /(liabilities)		388,491	437,418
Net Assets /(liabilities)		<u><u>388,491</u></u>	<u><u>437,418</u></u>
The funds of the charity:			
Restricted Funds	14	-	-
Unrestricted Funds	14	388,491	437,418
Total charity funds		<u><u>388,491</u></u>	<u><u>437,418</u></u>

For the year ended 31 March 2025 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 23rd October 2025 and signed on their behalf by:



Paul Carter
Chairman

SAFER TOURISM FOUNDATION

Notes to the Financial Statements as at 31 March 2017

The notes on pages 10 - 15 form part of these financial statements.

SAFER TOURISM FOUNDATION

Statement of Cash Flow as at 31 March 2025

	31-Mar-25	31-Mar-24
	£	£
Net cash flow from operating activities	(79,730)	(66,935)
Cash flow from investing activities		
Net cash flow from investing activities	-	-
Net increase / (decrease) in cash and cash equivalents	(79,730)	(66,935)
Cash and cash equivalents at 1 Apr 2024	440,788	507,723
Cash and cash equivalents at 31 Mar 2025	361,058	440,788
Cash and cash equivalents consists of:		
Cash at bank and in hand	361,058	440,788
Cash and cash equivalents at 31 Mar 2025	361,058	440,788
	-	-

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

	31-Mar-25	31-Mar-24
	£	£
Net income / (expenditure) for year / period	(48,927)	(68,914)
Decrease in debtors	(25,654)	(3,683)
Decrease in creditors	(5,149)	5,662
Net cash flow from operating activities	(79,730)	(66,935)

SAFER TOURISM FOUNDATION

Notes to the Financial Statements as at 31 March 2025

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
--------------------	---------

SAFER TOURISM FOUNDATION

Notes to the Financial Statements as at 31 March 2025

(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 2025	Total Funds 31 March 2024
	£	£	£	£
Grants and Donations	38,000	-	38,000	21,000
	<u>38,000</u>	<u>-</u>	<u>38,000</u>	<u>21,000</u>

3) Income from investments

	Unrestricted	Restricted	Total Funds 31 March 2025	Total Funds 31 March 2024
	£	£	£	£
Interest - deposits	16,920	-	16,920	16,509
	<u>16,920</u>	<u>-</u>	<u>16,920</u>	<u>16,509</u>

SAFER TOURISM FOUNDATION

Notes to the Financial Statements as at 31 March 2025

4) Analysis of expenditure on charitable activities

	Activities undertaken directly	Support costs	Total Funds 31 March 2025	Total Funds 31 March 2024
	£	£	£	£
Building the evidence	-	11,344	11,344	11,751
Influence travel industry	669	42,541	43,210	43,196
Public awareness	1,022	43,162	44,184	46,430
Evaluation and impact	-	5,109	5,109	5,046
	1,691	102,156	103,847	106,423

5) Allocation of support costs

	Building the evidence	Influence travel industry	Public Awareness	Evaluation and impact	Total Funds 31 March 2025	Total Funds 31 March 2024
	£	£	£	£	£	£
Governance	385	1,026	1,026	128	2,565	2,910
Staff costs	9,687	38,121	38,742	4,556	91,106	85,234
Finance	1,037	2,765	2,765	346	6,912	6,819
Information technology	44	118	118	15	295	3,619
Office costs	86	230	230	29	575	605
Other	105	281	281	35	703	1,724
	11,344	42,541	43,162	5,109	102,156	100,908

*Basis of support costs allocation is on staff time.

6) Governance costs

	Unrestricted	Restricted	Total Funds 31 March 2025	Total Funds 31 March 2024
	£	£	£	£
Independent examination	1,470	-	1,470	1,140
Trustee expenses	-	-	-	710
Bank charges	102	-	102	52
AGM and board meeting costs	275	-	275	75
Company secretarial and legal fees	718	-	718	933
	2,565	-	2,565	2,910

SAFER TOURISM FOUNDATION

Notes to the Financial Statements as at 31 March 2025

7) Employee remuneration

Payroll Details:	2025 Total £	2024 Total £
Wages and Salaries	85,118	79,904
Social Security Costs	3,575	3,061
Pension contributions	2,413	2,269
	91,106	85,234

	2025 Number	2024 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 (2024: £nil). No member of the Board of Trustees received reimbursements of expenses for travel (2024: £710).

The total amount of employee benefits received by key management personnel is £54,051 (2024: £54,299). 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.

10) Tangible Fixed Assets

	Computer equipment £	Total 2025 £
Cost:		
At 1 April 2024	2,211	2,211
Additions	-	-
At 31 March 2025	2,211	2,211
Accumulated Depreciation:		
At 1 April 2024	2,211	2,211
Charge for the year	-	-
At 31 March 2025	2,211	2,211
Net book value:		
At 31 March 2024	-	-
At 31 March 2025	-	-

SAFER TOURISM FOUNDATION

Notes to the Financial Statements as at 31 March 2025

11) Debtors and prepayments

	31-Mar-25	31-Mar-24
	£	£
Trade Debtors	28,000	3,000
Prepayments and accrued income	3,743	3,089
	<u>31,743</u>	<u>6,089</u>

12) Cash at bank and in hand

	31-Mar-25	31-Mar-24
	£	£
Current Account	38,059	18,356
Long term deposits	322,999	422,432
	<u>361,058</u>	<u>440,788</u>

13) Creditors: Falling due within one year

	31-Mar-25	31-Mar-24
	£	£
Trade Creditors	1,372	6,506
Accruals	2,775	2,790
Pension Payable	163	163
	<u>4,310</u>	<u>9,459</u>

14) Movement in Funds

Current Year	At 1 April 2024 £	Income £	Expenditure £	At 31 March 2025 £
Unrestricted Funds				
General fund	437,418	54,920	(103,847)	388,491
Total Funds	<u>437,418</u>	<u>54,920</u>	<u>(103,847)</u>	<u>388,491</u>

Prior 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	<u>506,332</u>	<u>37,509</u>	<u>(106,423)</u>	<u>437,418</u>