
THE LONG RUN
(A company limited by guarantee)

UNAUDITED

TRUSTEES REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2021

THE LONG RUN
(A company limited by guarantee)

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The following pages do not form part of the statutory financial statements:

Charity Detailed income and expenditure account and summaries

THE LONG RUN
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**REFERENCE AND ADMINISTRATIVE DETAILS OF THE COMPANY, ITS TRUSTEES AND ADVISERS
FOR THE YEAR ENDED 31 DECEMBER 2021**

Trustees	P Feilberg A A Grant L Cottar
Company registered number	09478983
Charity registered number	1171212
Registered office	The Old Tannery Hensington Road Woodstock OX20 1JL

THE LONG RUN
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TRUSTEES' REPORT
FOR THE YEAR ENDED 31 DECEMBER 2021

The Trustees present their annual report together with the financial statements of the The Long Run for the year 1 January 2021 to 31 December 2021. The Annual report serves the purposes of both a Trustees' report and a directors' report under company law. The Trustees confirm that the Annual report and financial statements of the charitable company comply with the current statutory requirements, the requirements of the charitable company's governing document and the provisions of the Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 January 2019).

Since the Company qualifies as small under section 382 of the Companies Act 2006, the Strategic report required of medium and large companies under the Companies Act 2006 (Strategic Report and Directors' Report) Regulations 2013 has been omitted.

Objectives and activities

a. Policies and objectives

The Vision of The Long Run is to envision a world in which 'Business, Nature and People are harmoniously working together for a sustainable future'.

The Mission of The Long Run is to seek to support, connect and inspire nature-based businesses to excel in following the highest standards of sustainability encompassing Conservation, Community, Culture and Commerce (4Cs) and to collectively influence others to take up best practices for a sustainable future worldwide

The principle objectives of the charity are set out in the Memorandum and Articles of Association and continue to promote sustainable development for the benefit of the public worldwide regarding the CC public benefit guidance the followings:.

- The preservation, conservation and the protection of the environment and the prudent use of natural resources.
- The relief of poverty and the improvement of the conditions of life in socially and disadvantaged communities.
- The preservation and advancement of culture, arts and heritage.
- The promotion of sustainable means of achieving economic growth and regeneration.
- The advancement of the education of the public in subjects relating to nature conservation and sustainable development.

Sustainable development means "development which meets the needs of the present without compromising the ability of future generation to meet their own needs".

In setting objectives and planning for activities, the Trustees have given due consideration to general guidance published by the Charity Commission relating to public benefit, including the guidance 'Public benefit: running a charity (PB2)'.

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TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021

Objectives and activities (continued)

b. Strategies for achieving objectives

Taking into consideration the continued uncertainty, and the key areas identified in consultation with members, The Long Run strategic priorities and objectives in 2021 were to:

- Review impact targets and tracking.
- Continue strengthening the Long Run synergies with Preferred by Nature, especially exchange and learning.
- Re-focus The Long Run fund raising strategy to help develop open-source learning material and explore further fundraising opportunities to support members' conservation work
- Continued exchange and knowledge transfer across members.
- Continued support to expand Conservation and Community impacts in members' landscapes as well as across the tourism sector.
- Advocacy and continued leadership and promoting nature-based solution in the light of the biodiversity and climate crisis.

c. Activities undertaken to achieve objectives

The Long Run's activities are as follows:

- Bringing together a global community of people committed to conserve biodiversity and improving the wellbeing of people through small tourism enterprises.
- Promoting learning and exchange.
- Providing technical assistance to help conservancies be change agents.
- Rigorous standard (GER) to mainstream best practices and expanding collective positive impacts.
- Be collective voice to change business attitudes.

Achievements and performance

a. Main achievements of the Company

In 2021, the pandemic continued taking its toll. Despite that, The Long Run members demonstrated resilience creativity (e.g. redeploying their teams, upskilling etc), and continued to drive positive impacts. To support these efforts, The Long Run team particularly focused on supporting work in the 4Cs, building efficiencies, as well as initiating effective ways to demonstrating impacts and inspire others.

Collective Impacts

Every year The Long Run seeks to measure the collective impact of its members as they endeavour to continuously expand positive change in their landscape. In 2021, no formal survey was done again, however based on data gathered in 2019 and from new members (privately protected areas underpinned by tourism), The Long Run, through its membership, continues to support:

- Conservation: Helped conserve 23.5-million-acres of nature and over 400 endangered plant and animal species. 82% of its members contribute to creating connectivity in the landscapes.
- Community: Directly impacted 195,000 people globally, employed more than 3400 people and touched the lives of 750,000 people
- Culture: Collaborated and supported cultural expression of more than 158 cultures
- Over 18 million USD were invested by members in conservation and regeneration of biodiversity, community well-being and cultural stewardship.

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TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021

Achievements and performance (continued)

Organizational development

Strengthening the organization through strategic partnership

The Long run continued leveraging its partnerships, particularly with Preferred by Nature. This led to a collaborative project with regards to the development of a platform to make sustainability more accessible to the wider tourism sector, supporting the tourism rebuild better. This is still in process and will be launched in 2022.

Advocacy and leadership

The Long Run team continued to disseminate learnings and knowledge with regards to tourism based PPAs (Privately Protected Areas). For example, through its partnership with UNWTO one planet initiative, The Long Run contributed to several publications such as PARKS and AFD/ Proparco (private sector and biodiversity) and participation to panel discussions including Half Earth Day, International Lands Network and supporting the launch of the Glasgow Declaration on Climate Action in Tourism (of which The Long Run was a founding signatory).

Membership

Activities of The Long Run are divided into four functions (organizational development, membership coordination, technical assistance, and marketing & communication). Membership coordination is core to the organisation and includes screening potential members to ensure alignment and ensuring continuous and supportive engagement of members.

Membership status

At the end of 2021, The Long Run counted 33 Fellow members, 9 GER®, and 35 Affiliates and 17 Partners.

The Long Run welcomed nine new affiliates and partners in 2021.

Opportunities to get involved in The Long Run

The Long Run Travel Partner category, was created in 2020, and continued to grow. The category was established in response to increased enquiries due to, a) the importance of sustainability for resilience, and b) the leadership of The Long Run with regards to responsible tourism and PPAs.

The category aimed to accommodate the needs and interests of these organizations, expand The Long Run's positive impact, and inspire change towards sustainability and climate action more broadly in the tourism sector without diluting the core membership. The category was comprised 17 Partners across the world at the end of 2021. Nine partners joined in 2021 but 5 of them did not renew their partnership in 2022 due to COVID related difficulties and changes in priorities.

Technical assistance and exchange

Providing tailored technical support (online and onsite) remains a core purpose of The Long Run. Our team of experts and a selection of members, help members to shape and reach their sustainability goals. Extensive remote support was provided this year. Although, the pandemic continued to affect the team's ability to travel, three on site visits in Kenya and South Africa were carried out along with remote assessments. On site visits help members establish address sustainability challenges and establish a road map to achieve long term conservation and community development goals.

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TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021

Achievements and performance (continued)

Development of tools to support members' sustainable practices

In response to the increased difficulty to travel and the need to scale up best practice to continue supporting biodiversity conservation and social impact, The Long Run, with support from GIZ on behalf of the German Ministry of Cooperation and Development, developed and tested an online course and resources to support small and medium tourism enterprise reduce their carbon footprint and manage resources consumption (energy and water) more effectively. The course will be accessible as an online self-paced training by early 2022. A performance tracker and dashboard initiated in 2020 were further mainstreamed to track and reduce carbon emissions. Finally, course material aimed at helping tourism enterprises plan strategically for expanding conservation and community impact, was also developed and will be online in the second half of 2022.

Moving towards greater sustainability in the tourism and conservation sector entails the need for greater transparency and better tracking of impact. At the initiative of members, The Long Run tested the implementation of an impact bill, showcasing how traveller's bill spending support the local economy, and to help achieve positive impact on nature, people, and culture at The Long Run destinations.

Support through exchange

The Long Run's most effective way in driving impact is supporting members' exchange both remotely and face to face. The Long Run encourages members to innovate, brainstorm, learn from each other, and get inspired by one another.

Monthly 4C calls inspire and inform. These dial-in webinars capitalise on the expertise of The Long Run's Members and Partners by providing members with unique viewpoints and insights. To facilitate learning and exchange 14 Calls and webinars were organised, enabling members to share strategies, innovative solutions, and expert insights to sustain 4C work amongst The Long Run community.

Calls were a mix of thematic exchange and expert hosted webinars on diverse topics including topics such the value of conservancy fees, dealing food waste, sustainable investment, the biodiversity value of TLR, becoming carbon neutral, A Ranger's forum, and the Glasgow Tourism Declaration. This in parallel with a series of calls focused on members' 4Cs.

Connecting members with one another and with relevant external organizations is also an important part of The Long Run's mission. To encourage further collaboration with regards to conservation and community development initiatives, the Long Run facilitates regional collaboration. In 2021, one in person two-day East Africa hub meeting was held, at Borana, a GER Member, bringing together eight organizations for knowledge exchange. two series of 4 regional hub meetings were held remotely later in the year, to inform The Long Run strategy, identify areas of collaboration and priority actions for 2022.

Exchange and innovation peaks at The Long Run annual meeting which is a yearly milestone for the community. The members' meeting could not be held in person for the second year in a row and was held successfully remotely. An average of 25-65 participants came together for a series of discussions held over three days, parallel to the COP26 covering including members and global experts covering topics such as:

- Reflecting on the condition for travel to have positive impacts
- tracking impacts accurately
- Sustainable financing of biodiversity conservation
- Opportunities to accelerate biodiversity and climate actions

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TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021

Achievements and performance (continued)

Communication

Our communication and marketing strategy showcases the sustainability commitment of our members and disseminates 4C learning. Through this, The Long Run seeks to drive positive impact on nature and people by encouraging others to embed sustainability at the heart of their operations. As in 2020, in 2021 The Long Run focused on three audiences: Potential members, donors, and Travel Partners.

Drawing on our partnership with Preferred by Nature, The Long Run was able to continue improving its website making, particularly finalising a member area to increase access to resource, call recordings, and case studies.

Communication with our members is core to maintaining a sense of community, transparency, and accountability. In The Loop, The Long Run monthly roundup was sent to keep our members informed of the organization's progress. In addition, an annual report and brochure was produced to showcase the 4Cs work of The Long Run members and inspire to help contribute to addressing/mitigating climate and biodiversity crises by taking a adopting a holistic approach.

In 2021, The Long Run was featured more than 23 times in the press including Conde Nast Traveller, The Telegraph, Financial Times, and the Sunday Times helping disseminate and demonstrate best practices.

Grants and donations

In 2021, the Long Run disbursed restricted funding to support its GER® member Segera's Zeitz Foundation work in supporting local community school infrastructure and forest restoration work in Kenya. £72,205 (2020: £103,469) were disbursed, £7,400 are still to be disbursed. The Long Run received £18,565 funding from GIZ, to support The Long Run develop open resource tools and training to support small and medium tourism enterprise adopt more sustainable practices. In addition, £25,000 donations were received with gratitude from the Parker Fray family and from Preferred by Nature FMBA to support The Long Run operations.

b. Review of activities

Total funds received in 2021 were £190,437 (2020: £245,266). Restricted funds received were £79,605 — these funds were for the purpose of two projects, Tree Planting Project and Conservation and Educational Project. In 2020, the restricted funds were £94,809. £7,400 had been received for Tree Planting Project. In 2021, £72,205 were spent on one Conservation and Education projects as specified by the donor. £7,400 remained to be disbursed on forest restoration in Kenya. The financial position at the balance sheet date was positive of £12,909 (2020: £2,510).

Financial review

a. Going concern

After making appropriate enquiries, the Trustees have a reasonable expectation that the Company has adequate resources to continue in operational existence for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing the financial statements. Further details regarding the adoption of the going concern basis can be found in the accounting policies.

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TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021

b. Reserves policy

The Long Run had aimed to start establishing a reserve policy but this has been made difficult by the second year of COVID. This will be an objective in 2022.

c. Future Plans

Based on learnings in 2021, internal reflection and the global context, it is proposed to strengthen efficiencies, and leverage more effectively the opportunities, knowledge, and capacity of our organisation to showcase, and help lead positive change. The focus will be on looking for more effective strategies to accelerate change in the context of the climate and biodiversity emergencies.

Proposed strategies for 2022 are:

Growth in membership – to strengthen impact more widely, disseminate the 4Cs and grow income. To be more effective and efficient we will focus on "easy win" areas where The Long Run would have most impact and is particularly suited to e.g. Africa, Latin America, SE Asia.

Growing awareness and interest in Nature Based Solutions – explore avenues to grow interest in investing in biodiversity conservation/regeneration in priority areas, leveraging our current members, networks and partners. Continue showcasing, disseminating information, and engaging with the corporate sector will be key.

Growth and spread of the 4Cs – focus on spreading the 4Cs concept beyond our membership through other networks and partnerships; especially through travel partners and Preferred by Nature networks. Online training material, the Impact Bills and other tools promoting transparency will be important resources to help spread and inspire others to take up a holistic approach to sustainability.

Growing leadership – encourage building leadership at local levels, empowering people to drive change, especially give members' staff confidence to push for change in their own communities. This by developing resources to help empower people at the local level.

Growing resilience of the organisation - The Long Run will continue focusing on cost efficiencies, exploring opportunities for project funding as well as growing its membership.

Structure, governance and management

a. Constitution

The charity is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

b. Methods of appointment or election of Trustees

The management of the Company is the responsibility of the Trustees who are elected and co-opted under the terms of the Trust deed.

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TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021

Structure, governance and management (continued)

c. Organisational structure and decision-making policies

The Long Run is membership based. The Long Run membership is mainly institutional, but individuals may also be admitted. Institutional members belong broadly to three categories: Fellow Members (nature-based tourism enterprises that own, directly manage or significantly influence the management of a natural area of conservation value); Global Ecosphere Retreats® are (Fellow Members who have achieved recognition from The Long Run as being in compliance with the requirements of the GER® Standard) and Affiliate Members (organizations that are aligned and support The Long Run by providing expertise and assistance in growing The Long Run globally). Partners include Travel Partners, organisations which are committed to sustainability and sell travel.

The directors of the company are also charity trustees for the purpose of charity law.

Measures are in place to ensure that only trustworthy persons are appointed. These include taking up references and carrying out due diligence checks.

The Long Run Board of Trustees is composed of at least three members and no more than 12.

The Trustees meet two to four times a year and are responsible for the strategic direction and policy of charity. At the time of writing the Board had three members, including one GER® member. The Board of Trustees is supported by a Members' Advisory Council, made up of three to six elected GER® members, who meet once to twice a year and ensure that members' consultation in specific strategic matters of the organization.

The board is composed of:

- P. Feilberg
- A. Grant
- L. Cottar

d. Financial risk management

The trustees have considered the major risks to which the charity is exposed and have reviewed those risks and established systems and procedures to manage those risks as follows:

- Ensure its activities are in line with its strategy and mandate and delivered which are regularly reviewed
- Carefully monitor its progress and budget
- Exploring opportunities for diversifying income streams, potentially through fee paying services and increasing focus on grants
- Implement procedures to prevent the charity to be the victim of financial fraud and ensure activities remain in line with The Long Run mission and vision
- Establish regular communication with members

The Long Run is limited by guarantee and is governed by its Memorandum and Articles of Association and registered as charity on 19 January 2017.

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TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021

Statement of Trustees' responsibilities


The Trustees (who are also the directors of the Company for the purposes of company law) are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year. Under company law, the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the Company and of its incoming resources and application of resources, including its income and expenditure, 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 of the Charities SORP (FRS 102);
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) 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 Company will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the Company's transactions and disclose with reasonable accuracy at any time the financial position of the Company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by order of the members of the board of Trustees on 10 August 2022 and signed on their behalf by:



Digitally signed by Peter Feilberg
DN: cn=Peter Feilberg, c=DK, o=NEPCon Certificering
ApS // CVR:37298425
SN: C=DK; O=NEPCon Certificering ApS //
CVR:37298425; CN=Peter Feilberg
SERIALNUMBER=CVR:37298425-RID:48551235
Location: Hillerød, Danmark
Date: 2022.08.11 04:42:04 +02'00'

P Feilberg
Trustee

THE LONG RUN
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INDEPENDENT EXAMINER'S REPORT
FOR THE YEAR ENDED 31 DECEMBER 2021

Independent examiner's report to the Trustees of The Long Run ('the Company')

I report to the charity Trustees on my examination of the accounts of the Company for the year ended 31 December 2021.

Responsibilities and basis of report

As the Trustees of the Company (and 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 the Company's accounts 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:

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.

This report is made solely to the Company's Trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. My work has been undertaken so that I might state to the Company's Trustees those matters I am required to state to them in an Independent examiner's report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the Company and the Company's Trustees as a body, for my work or for this report.

Signed:

Dated: 10.08.2022

L Butler

FCA

The Old Tannery, Hensington Road, Woodstock OX20 1JL

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**STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 31 DECEMBER 2021**

	Note	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £	Total funds 2020 £
Income from:					
Donations and legacies	3	110,832	79,605	190,437	245,266
Total income		110,832	79,605	190,437	245,266
Expenditure on:					
Raising funds	4	99,134	-	99,134	105,848
Charitable activities	6	8,699	72,205	80,904	120,608
Total expenditure		107,833	72,205	180,038	226,456
Net movement in funds		2,999	7,400	10,399	18,810
Reconciliation of funds:					
Total funds brought forward		2,510	-	2,510	(16,300)
Net movement in funds		2,999	7,400	10,399	18,810
Total funds carried forward		5,509	7,400	12,909	2,510

THE LONG RUN
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REGISTERED NUMBER: 09478983

BALANCE SHEET
AS AT 31 DECEMBER 2021

	Note	2021 £	2020 £
Fixed assets			
Intangible assets	11	113	1,175
Tangible assets	12	863	1,151
		<u>976</u>	<u>2,326</u>
Current assets			
Debtors	13	4,224	1,232
Cash at bank and in hand		36,034	39,040
		<u>40,258</u>	<u>40,272</u>
Creditors: amounts falling due within one year	14	(28,325)	(40,088)
Net current assets		<u>11,933</u>	<u>184</u>
Total assets less current liabilities		<u>12,909</u>	<u>2,510</u>
Net assets excluding pension asset		<u>12,909</u>	<u>2,510</u>
Total net assets		<u>12,909</u>	<u>2,510</u>
Charity funds			
Restricted funds	16	7,400	-
Unrestricted funds	16	5,509	2,510
Total funds		<u>12,909</u>	<u>2,510</u>

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REGISTERED NUMBER: 09478983

BALANCE SHEET (CONTINUED)
AS AT 31 DECEMBER 2021

The Company was entitled to exemption from audit under section 477 of the Companies Act 2006.

The members have not required the company to obtain an audit for the year in question in accordance with section 476 of Companies Act 2006.

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to entities subject to the small companies regime.

The financial statements were approved and authorised for issue by the Trustees on 10 August 2022 and signed on their behalf by:



Digitally signed by Peter Feilberg
DN: cn=Peter Feilberg, o=DK, o=NEPCon
Certifying ApS // CVR:37298425
SN: C=DK, O=NEPCon Certifying ApS //
CVR:37298425, CN=Peter Feilberg
SERIALNUMBER=CVR:37298425-RID.46551235
Location: Hillerød, Denmark
Date: 2022.08.11 04:43:08 +02'00'

P Feilberg
Trustee

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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2021

1. General information

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) - 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), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The Long Run 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.

2.2 Income

All income is recognised once the Company has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

2.3 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

Expenditure on raising funds includes all expenditure incurred by the Company to raise funds for its charitable purposes and includes costs of all fundraising activities events and non-charitable trading.

Expenditure on charitable activities is incurred on directly undertaking the activities which further the Company's objectives, as well as any associated support costs.

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**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2021**

2. Accounting policies (continued)

2.3 Expenditure (continued)

Grants payable are charged in the year when the offer is made except in those cases where the offer is conditional, such grants being recognised as expenditure when the conditions attaching are fulfilled. Grants offered subject to conditions which have not been met at the year end are noted as a commitment, but not accrued as expenditure.

All expenditure is inclusive of irrecoverable VAT.

2.4 Research and development

Development costs are capitalised within intangible assets where they can be identified with a specific product or project anticipated to produce future benefits, and are amortised on the straight line basis over the anticipated life of the benefits arising from the completed product or project.

Deferred research and development costs are reviewed annually, and where future benefits are deemed to have ceased or to be in doubt, the balance of any related research and development is written off to the Statement of financial activities.

2.5 Intangible assets and amortisation

Intangible assets costing £NIL or more are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably.

Intangible assets are initially recognised at cost. After recognition, under the cost model, intangible assets are measured at cost less any accumulated amortisation and any accumulated impairment losses.

Amortisation is provided on intangible assets at rates calculated to write off the cost of each asset on a straight-line basis over its expected useful life.

Amortisation is provided on the following basis:

Development expenditure	-	%
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2.6 Tangible fixed assets and depreciation

Tangible fixed assets costing £NIL or more are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably.

Tangible fixed assets are initially recognised at cost. After recognition, under the cost model, tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. All costs incurred to bring a tangible fixed asset into its intended working condition should be included in the measurement of cost.

Depreciation is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives, .

Depreciation is provided on the following basis:

Computer equipment	-
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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2021

2. Accounting policies (continued)

2.7 Debtors

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

2.8 Cash at bank and in hand

Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

2.9 Liabilities and provisions

Liabilities are recognised when there is an obligation at the Balance sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

Liabilities are recognised at the amount that the Company anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

Provisions are measured at the best estimate of the amounts required to settle the obligation. Where the effect of the time value of money is material, the provision is based on the present value of those amounts, discounted at the pre-tax discount rate that reflects the risks specific to the liability. The unwinding of the discount is recognised in the Statement of financial activities as a finance cost.

2.10 Financial instruments

The Company 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 with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

2.11 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Company and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Company for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

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3. Income from donations and legacies

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £	<i>Total funds 2020 £</i>
Donations	110,832	79,605	190,437	245,266
<i>Total 2020</i>	<i>150,457</i>	<i>94,809</i>	<i>245,266</i>	

4. Expenditure on raising funds

Costs of raising voluntary income

	Unrestricted funds 2021 £	Total funds 2021 £	<i>Total funds 2020 £</i>
Consultancy fee	35,560	35,560	37,205
Sub contractors fee	-	-	11,213
Costs of raising voluntary income - wages and salaries	60,450	60,450	54,375
Costs of raising voluntary income - NI	3,124	3,124	3,055
	99,134	99,134	<i>105,848</i>

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5. Analysis of grants

	Grants to Individuals 2021 £	Total funds 2021 £	Total funds 2020 £
Project costs	72,205	72,205	103,469
	<hr/>	<hr/>	<hr/>
<i>Total 2020</i>	<hr/> 103,469 <hr/>	<hr/> 103,469 <hr/>	

6. Analysis of expenditure on charitable activities

Summary by fund type

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £	Total funds 2020 £
Raising donations and legacies	8,699	72,205	80,904	120,608
	<hr/>	<hr/>	<hr/>	<hr/>
<i>Total 2020</i>	<hr/> 17,139 <hr/>	<hr/> 103,469 <hr/>	<hr/> 120,608 <hr/>	

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7. Analysis of expenditure by activities

	Grant funding of activities 2021 £	Support costs 2021 £	Total funds 2021 £	<i>Total funds 2020 £</i>
Raising donations and legacies	72,205	8,699	80,904	120,608
<i>Total 2020</i>	103,469	17,139	120,608	

Analysis of support costs

	Activities 2021 £	Total funds 2021 £	<i>Total funds 2020 £</i>
Depreciation	1,350	1,350	1,350
Legal and professional fees	-	-	2,000
Social media marketing	-	-	4,065
Travel and subsistence	912	912	1,035
Telephone and internet	328	328	98
Advertising	-	-	235
Computer and software costs	2,096	2,096	695
Accountancy fees	3,600	3,600	6,000
Subscriptions	-	-	817
Bank charges	413	413	844
	8,699	8,699	17,139

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NOTES TO THE FINANCIAL STATEMENTS
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8. Independent examiner's remuneration

	2021	<i>2020</i>
	£	<i>£</i>
Fees payable to the Company's independent examiner for the independent examination of the Company's annual accounts	3,600	<i>6,000</i>

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NOTES TO THE FINANCIAL STATEMENTS
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9. Staff costs

	2021 £	2020 £
Wages and salaries	60,450	54,375
Social security costs	3,124	3,055
	<u>63,574</u>	<u>57,430</u>

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9. Staff costs (continued)

The average number of persons employed by the Company during the year was as follows:

	2021	2020
Management	<u>1</u>	<u>1</u>

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2021 No.	2020 No.
In the band £60,001 - £70,000	1	-

10. Trustees' remuneration and expenses

During the year, no Trustees received any remuneration or other benefits (2020 - £NIL).

During the year ended 31 December 2021, no Trustee expenses have been incurred (2020 - £NIL).

11. Intangible assets

	Develop- ment £
Cost	
At 1 January 2021	5,312
At 31 December 2021	<u>5,312</u>
Amortisation	
At 1 January 2021	4,137
Charge for the year	1,062
At 31 December 2021	<u>5,199</u>
Net book value	
At 31 December 2021	<u>113</u>
At 31 December 2020	<u>1,175</u>

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**NOTES TO THE FINANCIAL STATEMENTS
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12. Tangible fixed assets

	Computer equipment £
Cost or valuation	
At 1 January 2021	1,439
At 31 December 2021	<u>1,439</u>
Depreciation	
At 1 January 2021	288
Charge for the year	288
At 31 December 2021	<u>576</u>
Net book value	
At 31 December 2021	<u>863</u>
At 31 December 2020	<u>1,151</u>

13. Debtors

	2021 £	2020 £
Due within one year		
Trade debtors	3,700	775
Prepayments and accrued income	524	457
	<u>4,224</u>	<u>1,232</u>

14. Creditors: Amounts falling due within one year

	2021 £	2020 £
Payments received on account	21,951	28,295
Trade creditors	21	500
Other taxation and social security	2,753	1,673
Other creditors	-	3,620

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14. Creditors: Amounts falling due within one year (continued)

	2021 £	2020 £
Accruals and deferred income	3,600	6,000
	<u>28,325</u>	<u>40,088</u>

15. Financial instruments

	2021 £	2020 £
Financial assets		
Financial assets measured at fair value through income and expenditure	<u>36,034</u>	<u>39,040</u>

Financial assets measured at fair value through income and expenditure comprise....

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16. Statement of funds

Statement of funds - current year

	Balance at 1 January 2021 £	Income £	Expenditure £	Balance at 31 December 2021 £
Unrestricted funds				
General Funds - all funds	2,510	110,832	(107,833)	5,509
Restricted funds				
Restricted Funds - all funds	-	79,605	(72,205)	7,400
Total of funds	2,510	190,437	(180,038)	12,909

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**NOTES TO THE FINANCIAL STATEMENTS
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16. Statement of funds (continued)

Statement of funds - prior year

	<i>Balance at 1 April 2020 £</i>	<i>Income £</i>	<i>Expenditure £</i>	<i>Balance at 31 December 2020 £</i>
Unrestricted funds				
General Funds - all funds	(24,960)	150,457	(122,987)	2,510
	<u> </u>	<u> </u>	<u> </u>	<u> </u>
Restricted funds				
Restricted Funds - all funds	8,660	94,809	(103,469)	-
	<u> </u>	<u> </u>	<u> </u>	<u> </u>
Total of funds	<u>(16,300)</u>	<u>245,266</u>	<u>(226,456)</u>	<u>2,510</u>

17. Summary of funds

Summary of funds - current year

	<i>Balance at 1 January 2021 £</i>	<i>Income £</i>	<i>Expenditure £</i>	<i>Balance at 31 December 2021 £</i>
General funds	2,510	110,832	(107,833)	5,509
Restricted funds	-	79,605	(72,205)	7,400
	<u>2,510</u>	<u>190,437</u>	<u>(180,038)</u>	<u>12,909</u>

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**NOTES TO THE FINANCIAL STATEMENTS
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17. Summary of funds (continued)

Summary of funds - prior year

	<i>Balance at 1 April 2020</i>	<i>Income</i>	<i>Expenditure</i>	<i>Balance at 31 December 2020</i>
	£	£	£	£
General funds	(24,960)	150,457	(122,987)	2,510
Restricted funds	8,660	94,809	(103,469)	-
	<u>(16,300)</u>	<u>245,266</u>	<u>(226,456)</u>	<u>2,510</u>

18. Analysis of net assets between funds

Analysis of net assets between funds - current year

	Unrestricted funds 2021	Restricted funds 2021	Total funds 2021
	£	£	£
Tangible fixed assets	863	-	863
Intangible fixed assets	113	-	113
Current assets	32,858	7,400	40,258
Creditors due within one year	(28,325)	-	(28,325)
Total	<u>5,509</u>	<u>7,400</u>	<u>12,909</u>

Analysis of net assets between funds - prior year

	<i>Unrestricted funds 2020</i>	<i>Total funds 2020</i>
	£	£
Tangible fixed assets	1,151	1,151
Intangible fixed assets	1,175	1,175
Current assets	40,272	40,272
Creditors due within one year	(40,088)	(40,088)
Total	<u>2,510</u>	<u>2,510</u>

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**INCOME AND EXPENDITURE ACCOUNT
FOR THE YEAR ENDED 31 DECEMBER 2021**

	2021 £	2021 £	2020 £	2020 £
Income				
Donations restricted	79,605		94,809	
Donations unrestricted	43,583		63,793	
Membership fees	62,542		73,361	
On-site visit incomes	4,000		2,750	
Reimbursement from members	707		2,814	
JRS grants	-		7,739	
	<u>190,437</u>		<u>245,266</u>	
Gross income in the reporting period	<u>190,437</u>		<u>245,266</u>	
Less:				
Charitable activities				
Project costs	72,205		103,469	
	<u>72,205</u>		<u>103,469</u>	
Support and governance costs				
Consultancy fee	35,560		37,205	
Sub contractors fee	-		11,213	
Wages and salaries	60,450		54,375	
Employers NI	3,124		3,055	
Legal and professional fees	-		2,000	
Social media marketing	-		4,065	
Travel and subsistence	912		1,035	
Telephone and internet	328		98	
Advertising	-		235	
Computer and software costs	2,096		695	
Accountancy fees	3,600		6,000	
Subscriptions	-		817	
Bank charges	413		844	
	<u>106,483</u>		<u>121,637</u>	

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INCOME AND EXPENDITURE ACCOUNT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021

	2021 £	2021 £	2020 £	2020 £
Depreciation				
Depreciation	1,350		1,350	
		1,350		1,350
Total expenditure		180,038		226,456
Net income before taxation for the reporting period		10,399		18,810
Net income for the reporting period		10,399		18,810

