

Trustees' Annual Report for the period

From **01/11/2023** Period start date To **31/10/2024** Period end date

Charity name: Plan B

5 Wesley Terrace, Shutta Road, Looe, Cornwall, PL13 1HT 07848 034 350

Charity registration number: 117602

Objectives and Activities

1. For the public benefit, the advancement of education and awareness in the subject of safety planning within outdoor activities.
2. For the public benefit to preserve and protect human life, in particular but not exclusively, by providing equipment, training, technology and other resources for public use and which support the police and rescue services.

Achievements and Performance

	SORP reference	
Continued to work closely with the RNLI to share social media information across all platforms relating to safety at sea.		
Continued to support the RNLI's kayak safety video relating to Dom Jackson which has been released at key points throughout the year including Christmas and Easter. The reach of this video continues to be extremely high reaching several million people.		
Contributed to several news articles and media coverage about the use of PLBs in adventure sports sharing my brother's story and the charity's messages.		
Post regular social media posts on all main platforms Facebook and Instagram that reach thousands of people, sharing messages of safety, my brother's story, contributing to discussions and being open and honest about the issues.		
Produced a children's picture book teaching primary and preschool children about water safety. Working in conjunction with a children's publishing company who donated the book to us, we liaised with major water safety charities including RNLI, RLSS, Above Water, Doing It For Dylan to produce a children's book, teaching resources and curriculum maps for primary and preschools.		

<p>This book has been made available for free to all schools, teachers, home educators and parents both in this country and overseas. The book is called Sami's Beach Rescue. The book was launched in primary schools in Plymouth and Looe and received national and local TV & press coverage with the BBC, ITV and local radio. The book has been downloaded thousands of times reaching hundreds of thousands of children with the water safety messaging from Plan B and all the major water safety charities.</p> <p>Receive numerous messages through social media and email from people who comment that after hearing about my brother or my story they have since gone on and bought PLBs or are taking extra safety precautions.</p> <p>Produced promotional material and leaflets for use on social media and at point of sale or events.</p> <p>To sum up we have reached millions of people around the world with messages of safety in outdoor adventure sports and have impressed upon many people the importance of taking their safety seriously.</p> <p>Liaised with PLB manufacturers to discover how they operate and to make sure that the information we are sharing is accurate.</p>		
--	--	--

Financial Review

Review of the charity's financial position at the end of the period		
See Annual Report already submitted		
Statement explaining the policy for holding reserves stating why they are held		
We are holding the remaining balance in our bank account to continue the work that we are doing.		
Amount of reserves held See Annual Report		
Reasons for holding zero reserves - Not applicable		
Details of fund materially in deficit		
Explanation of any uncertainties about the charity continuing as a going concern		

Additional information (optional)

You may choose to include further statements where relevant about:

<p>The charity's principal sources of funds (including any fundraising) has been through several fundraising events. Primarily in the aftermath of Dominic Jackson's death there was a huge outpouring of donations. Secondly there have been 4 main fundraising events held by Dom's friends to raise money through personal challenges. There have been limited opportunities this year to raise funds.</p>		
---	--	--

Investment policy and objectives including any social investment policy adopted		
There has been no investment policy - all monies have been held in a Lloyds Bank Account.		
There are no principal risks facing the charity - most of our work is carried out online. The main risk would be in handing out advice but we make sure that all advice comes from reputable sources such as RNLI, Coastguard, Mountain Rescue etc. We signpost people to these sites. We also have Public Liability Insurance.		

Structure, Governance and Management

The Trustees were selected from amongst several possible candidates and were chosen for their ability to help administer the charity as well as their closeness to the family and also their love of adventure sports.

Declarations

The trustees declare that they have approved the trustees' report above.		
Signed on behalf of the charity's trustees		
• Signature(s)		
Eleanor Jackson		
Full name(s)		
Eleanor Jackson		
Position (eg Secretary, Chair, etc)		
Volunteer		
• 15 May 2025 Date		