

LIFESABEACH.ORG

England & Wales · Charity number 1185046

Details

Status Registered

Legal form CIO

Registered 2019-08-27

Register [View on the Charity Commission register](#)

Contact

Address Procook Ltd
Unit 10
St. Modwen Park
Haresfield
Stonehouse
Gloucester

Phone 01452638810

Email info@lifesabeach.org

Website www.lifesabeach.org

Activities

Objects: TO ADVANCE SUCH CHARITABLE PURPOSES (ACCORDING TO THE LAW OF ENGLAND AND WALES) AS THE TRUSTEES SEE FIT FROM TIME TO TIME IN PARTICULAR BUT NOT LIMITED TO THE CONSERVATION AND PROTECTION OF THE NATURAL ENVIRONMENT AND ADVANCING EDUCATION OF REUSABLE PRODUCTS AND THE IMPORTANCE OF ERADICATING SINGLE-USE PLASTICS

Activities: Funding educational trips and raising awareness on the importance of eradicating single use plastics from our day-to-day lives. Organising and funding beach cleans helps us get out there and remove the plastics left on our beaches to protect and preserve their natural state. Promoting reusable products to minimise the consumption of single use plastics.

Classification

- **How:** Makes Grants To Organisations, Provides Services, Provides Advocacy/advice/information
- **What:** General Charitable Purposes, Environment/conservation/heritage
- **Who:** Children/young People, Other Charities Or Voluntary Bodies, The General Public/mankind

Geography

- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£46,537	£45,165	-	-
2024-03-31	£48,375	£45,448	-	-
2023-03-31	£34,691	£37,701	-	-
2022-03-31	£71,997	£5,644	-	-
2021-03-31	£21,732	£0	-	-

Trustees

Name	Role	Appointed
DANIEL PATRICK O'NEILL	Chair	2019-07-11
Lee Tappenden		2024-04-02
MICHAEL GEORGE ERNEST MELLOR		2019-07-11
Sarah Wheatley		2024-04-02

Accounts



Annual Report 2024-2025

Our Mission:

Life's a Beach is a charitable initiative founded by ProCook, a leading kitchenware retailer, with the mission to combat single-use plastics on British beaches and promote sustainable living through reusable alternatives. The charity was established by ProCook owner Daniel O'Neill, who was inspired to take meaningful action for a more sustainable future.

Plastic pollution is an escalating crisis. According to the *Surfers Against Sewage Marine Litter Report (2014-2020)*, single-use plastics account for an average of 49% of beach litter. Moreover, a plastic bottle discarded today could persist for 450 years in the marine environment (*Seas at Risk, 2017*).

Life's a Beach is dedicated to tackling the plastic pollution crisis through three core objectives to act, educate, and encourage.



We achieve this mission through:

- **Clean-Up Events:** Organizing beach clean-ups in partnership with corporate groups, schools, universities, and like-minded organisations.
- **Education:** Supporting schools in eliminating single-use plastics by providing educational resources and Life's a Beach products.
- **Collaborations and Outreach:** Partnering with key organisations to amplify our message and collectively drive positive change.
- **Sustainable Product Range:** Promoting reusable products through the Life's a Beach range to reduce dependence on single-use plastics.

Funding:

The main source of funding continues to be via royalties on Life's A Beach products sold by ProCook since inception. We have also diversified funding by charging a booking fee to corporate group cleans.

2025 Progress:

This year has marked another incredible chapter for Life's a Beach as we expanded our reach, impact, and internal capacity. We welcomed a new team member, strengthening our ability to deliver meaningful projects and support our growing efforts. Our volunteer network has continued to flourish, driving significant growth not only in the number of beach cleans but also in the scale of our educational projects, empowering more young people to become environmentally conscious.

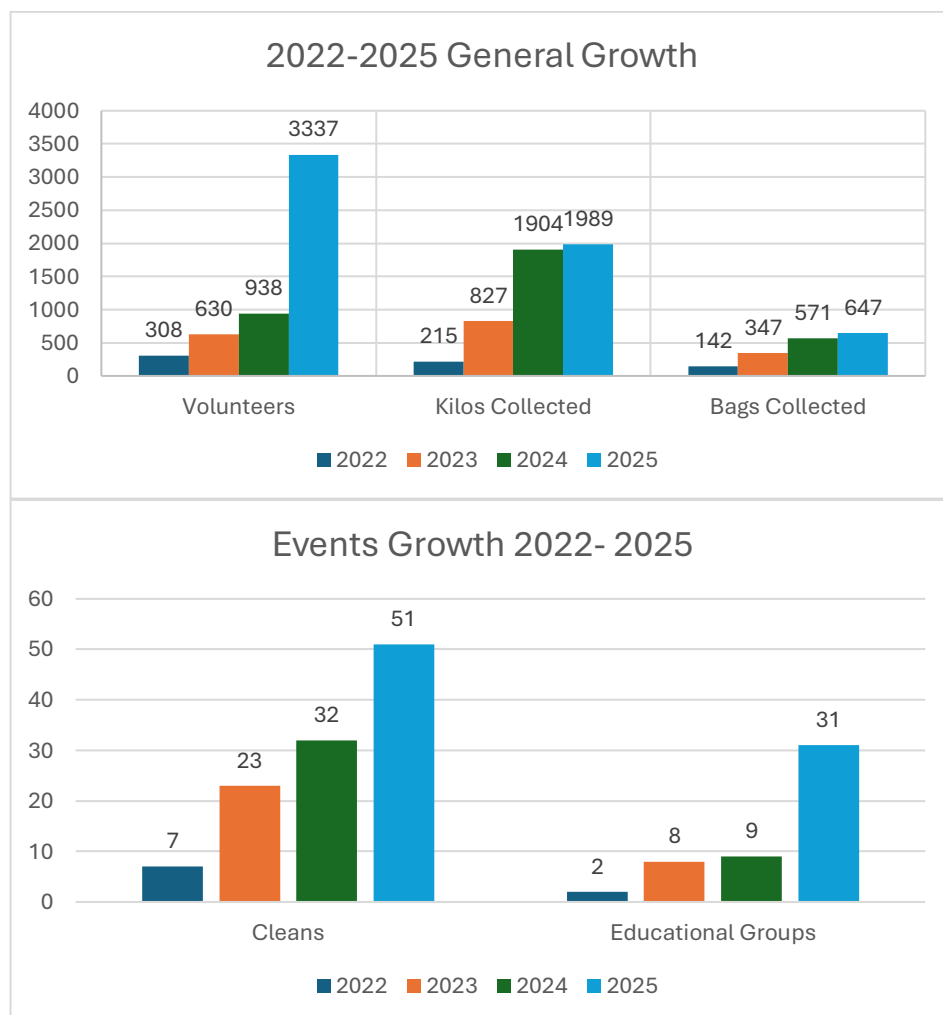
We also advanced our nationwide efforts, making a measurable difference along coastlines through increased clean-ups and engagement in new locations. Additionally, we strengthened existing partnerships and formed new collaborations with like-minded organisations, amplifying our shared commitment to protecting and preserving the natural environment.



Activity:

In 2025, Life's a Beach achieved remarkable progress, continuing its trajectory of year-on-year growth:

- We conducted 51 clean-up events, engaging three and a half times the number of volunteers compared to 2024.
- There were increases in both the number of bags, and kilograms of litter collected, showing a significant step forward in our efforts.
- Increased focus on our educational projects also saw us conduct almost three and a half times more educational group visits compared to last year.



Social media reach has grown in all areas, with increased visitors to the website and improvements across all social media channels. These channels are vital to our mission of education and outreach, raising awareness about single-use plastic and the charity's goals.



ANNUAL REPORT 2025

As we look ahead to 2026, we are confident in our ability to build upon our impressive figures with a focus on increasing not only our corporate clean-up events but also our educational efforts to inspire the next generation.

Our events are designed to bring together people from all cultures, ages, and backgrounds. Through these initiatives, we have strengthened collaborations with like-minded organisations, including Sea Keepers International, DXC, CDW, Forest Green Rovers Community, and others. By nurturing these partnerships year on year, we aim to extend our impact on the plastic pollution crisis and further raise awareness of this pressing environmental issue.

We have massively expanded our educational schools programme this year, hosting a series of talks and workshops focused on raising awareness about single-use plastics and recycling. To enhance accessibility, we have invested in additional educational resources and adapted our current offering where appropriate to be more inclusive to all. To date, we have completed twenty-nine school visits and partnered with twenty children's extra-curricular groups to deliver these initiatives to 5766 children. As part of our efforts, we provide reusable water bottles to every school we visit, helping to reduce reliance on single-use plastic bottles.

In line with our outreach and education mission, we have also engaged with colleges and universities nationwide. To date, we have conducted twenty-one clean-up events, reaching an additional 1,319 students. With an increased focus on engaging community groups, schools, educational societies, and corporate volunteers, we are fulfilling our charitable objective to educate and inspire action. Together, we will work towards a future free from single-use plastics and protect our environment for generations to come.

In Conclusion:

The charity is in excellent standing, showing sustained growth and notable success in fulfilling its ongoing mission. Our continuing efforts to educate and engage communities highlight our commitment to reducing single-use plastics and promoting sustainable practices. With the addition of new staff resources, we are well-positioned to reach new heights, expanding our impact even further. As we look toward 2026, we remain dedicated to building upon this strong foundation. With clear objectives and unwavering focus, we are confident in our ability to thrive and achieve even greater progress toward our goals in the coming year.

REGISTERED CHARITY NUMBER: 1185046

**REPORT OF THE TRUSTEES AND
STATEMENT OF FINANCIAL ACTIVITIES FOR THE PERIOD
1 APRIL 2024 TO 31 MARCH 2025
FOR
LIFE'S A BEACH**

Life's A Beach

Table of Contents

Trustees Annual Report	1
Independent Examiner's Report to the Trustees	2
Statement of Financial Activities	3
Balance Sheet	4
Accounting Policies	5
Notes to the Financial Statements	6 - 7

Charity vision and aims

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The charity's objectives are to act to remove waste from UK beaches and wasteways, to educate and reach out to younger generations about plastic pollution and to encourage reusable alternatives to single-use plastic.

Structure, Governance and Management

The charity is a CIO – Foundation, set up on 27th August 2019, and is governed by four trustees who are responsible for planning the day-to-day activities of the charity. The registered office is Life's A Beach, c/o ProCook Ltd, 10 St. Indurent Park, Gloucester GL10 3EZ.

For the period in question, the trustees were:

Daniel O'Neill (Chair)

Michael Mellor

Sarah Wheatley

Lee Tappenden

All trustees give of their time freely and no remuneration or expenses were paid in the year.

The Trustees are aware of the Charity Commission's guidance on public benefit and have regard to that guidance in their administration of the charity. The Trustees believe that this report provides evidence of the public benefit of the charity's work in the year ended 31st March 2024.

Financial review

The main source of income was from ProCook Ltd, which donates 10% of its income on selected products to the Life's a Beach Charity. This, combined with other donations from ProCook customers amounted to a total of £43,938 of donation income for the period.

Reserves policy

The trustees have reviewed the charity's reserves requirements in light of the employment of one full time individual and the charity's current funding arrangements. The charity currently receives income mainly from ProCook through royalties and donations. The trustees consider it prudent to hold reserves of £32,000, equivalent to a year's annual salary. This reserve provides the charity with sufficient time to resource new product and alternative funding if the agreement with ProCook ends, ensuring continuity of day-to-day operations and ongoing charitable activities.

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF LIFE'S A BEACH

I report to the trustees on my examination of the accounts of the above charity ("the Charity") for the year ended 31 March 2025.

Responsibilities and basis of report

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Charity's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Stephen Sanders FCMA
3 Shire Gardens
Upton Upon Severn
Worcester
WR8 0SX

Date: 30th January 2026

Life's A Beach, charity no. 1185046

	Note	Unrestricted funds	Restricted income funds	Total funds	Prior year funds
Incoming resources					
Income and endowments from donations and legacies	1	46,537	-	46,537	48,375
Resources expended					
Expenditure on charitable activities	2	(45,165)	-	(45,165)	(45,448)
Net income/(expenditure) before investment gains/(losses)		1,372	-	1,372	2,927
Net gains/(losses) on investments		-	-	-	-
Net income/(expenditure)		1,372	-	1,372	2,927
Extraordinary items		-	-	-	-
Transfers between funds		-	-	-	-
Other recognised gains/(losses):					
Gains and losses on revaluation of fixed assets for the charity's own use		-	-	-	-
Other gains/(losses)		-	-	-	-
Net movement in funds		1,372	-	1,372	2,927
Reconciliation of funds:					
Total funds brought forward		91,750	-	91,750	88,823
Total funds carried forward		93,122	-	93,122	91,750

The statement of financial activities includes all gains and losses recognised in the year.

		Unrestricted funds £	Restricted income funds £	Total this year £	Total last year £
Current assets					
Debtors	6	9,741	-	9,741	49,484
Stock		1,200	-	1,200	1,180
Cash at bank and in hand	7	82,836	-	82,836	42,394
Total current assets		93,777	-	93,777	93,058
Creditors: amounts falling due within one year	8	(655)	-	(655)	(1,308)
Net current assets		93,122	-	93,122	91,750
Total assets less current liabilities		93,122	-	93,122	91,750
Creditors: amounts falling due after one year		-	-	-	-
Total net assets		93,122	-	93,122	91,750
Funds of the Charity					
Restricted income funds		-	-	-	-
Unrestricted funds	9	93,122	-	93,122	91,750
Total funds		93,122	-	93,122	91,750

Approved by the Board of Trustees on 30 January 2026 and

Signed on their behalf by:



Daniel O'Neill
Chair

ACCOUNTING POLICIES TO THE FINANCIAL STATEMENTS

Basis of Accounting

The financial statements have been prepared under the historical cost convention, and in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued on 16 July 2014; and with the Charities Act 2011.

Income

Income is included on the Statement of Financial Activities when the charity becomes legally entitled to the resources; and the monetary value can be measured with sufficient reliability.

Expenditure

Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings, they have been allocated to activities on a basis consistent with the use of resources.

Taxation

The charity is exempt from corporation tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the Trustees. Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Volunteer help

The value of any voluntary help received is not included in the accounts but is described in the Trustees' annual report if considered material.

Going Concern

The accounts have been prepared on the Going Concern basis and the Trustees are not aware of any reason why this does not apply.

NOTES TO THE FINANCIAL STATEMENTS

1. Analysis of donations

	Unrestricted funds	Restricted income funds	Total funds	Prior year funds
Donations from:				
10% Donations from Procook sales	19,079	-	19,079	22,548
Other donations	27,457	-	27,457	25,827
Total	46,536	-	46,536	48,375

2. Analysis of expenditure on charitable activities

	Activities undertaken directly	Support costs	Total costs	Prior year costs
Consumables	2,843	-	2,843	1,258
Motor & travel	5,610	-	5,610	6,011
Marketing	80	-	80	1,916
Staff expenses	423	-	423	893
Printing & stationery	2	-	2	229
Bank charges	106	-	106	114
Insurance	920	-	920	930
Water dispenser fabrication	-	-	-	80
IT costs	15	-	15	245
Sundry	679	-	679	238
Total	10,678	-	10,678	11,914

3. Employee costs

	Activities undertaken directly	Total costs	Prior year costs
Salaries and wages	33,754	33,754	32,618
Pension	733	733	916
Total	34,487	34,487	33,534

No employee received emoluments of more than £60,000. There was 1 employee during the year.

4. Governance costs

These are costs associated with the governance arrangements of the charity which relate to the general running of the charity. The costs will normally include internal and external audit, legal advice for trustees and costs associated with constitutional and statutory requirements and any other costs associated with the strategic as opposed to day-to-day management of the charity's activities. No governance costs were incurred during the year.

4. Trustees and Related Parties

No payments or re-imbursements for out-of-pocket expenses were made to Trustees or other third parties during the year.

Life's A Beach, charity no. 1185046

The charity trustees were not paid or received any other benefits as they were not employed by the Charity neither were they reimbursed expenses during the year. No charity trustee received payment for professional or other services supplied to the charity.

5. Fees for examination or audit of the accounts

No amounts were paid for any statutory external scrutiny of accounts or other services provided by the independent examiner as this work was carried out on a voluntary basis.

6. Debtors

	Total funds	Prior year funds
ProCook Ltd	6,464	47,024
Other debtors	3,277	2,460
Total	9,741	49,484

7. Cash and cash equivalents

	Total funds	Prior year funds
Cash at bank	82,836	42,394
Total	82,836	42,394

8. Creditors due within one year

	Total funds	Prior year funds
Trade creditors	655	216
Other creditors	-	1,092
Total	655	1,308

9. Analysis of charitable funds

	Balance 01.04.2024	Incoming Resources	Resources Expended	Transfers between Funds	Balance 31.03.2025
Unrestricted Funds	91,750	46,537	(45,165)	-	93,122
Restricted Funds	-	-	-	-	-
Total	91,750	46,537	(45,165)	-	93,122

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Restricted Funds	-	-	-	-	-
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Accounts



Annual Report 2023-2024

Our Mission:

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Funding:

The main source of funding continues to be via royalties on Life's A Beach products sold by ProCook since inception.

We have also diversified funding by asking for donations from our corporate cleans.

2024 Progress:

This year has been a milestone for Life's a Beach as we've grown significantly in both reach and impact. We've engaged more volunteers than ever before, bringing together passionate individuals to drive our mission forward. Our programs have reached a record number of young people, inspiring the next generation of environmental stewards. With an increased number of beach cleans completed, we've made a tangible difference in protecting our coastlines. Additionally, we've strengthened collaborations and forged new connections with like-minded organizations, further amplifying our efforts to safeguard the environment.



Activity:

In 2024, Life's a Beach achieved remarkable progress, continuing its trajectory of year-on-year growth:

- We conducted 32 beach cleans, engaging three times the number of volunteers compared to 2022.
- Nearly double the amount of litter was collected compared to 2023, marking a significant step forwards in our efforts.

As we look ahead to 2025, we are confident in our ability to build on these impressive figures.

Our events are designed to bring together people from all cultures, ages, and backgrounds. Through these initiatives, we have strengthened collaborations with like-minded organizations, including **Sea Keepers International**, **DEFRA**, **City to Sea**, and others. By fostering these partnerships, we aim to expand our impact on the plastic pollution crisis and further raise awareness of this pressing environmental issue.

With an increased focus on engaging community groups, schools, educational societies, and corporate volunteers, we are fulfilling our charitable objective to educate and inspire action. Together, we can create a future free from single-use plastics and protect our environment for generations to come.



Social media reach has grown massively in all areas, with increased visitors to the website and improvements across all social media channels. These channels are vital to our mission of education and outreach, raising awareness about single-use plastic and the charity's goals.



We have expanded our educational schools programme, hosting a series of talks and workshops focused on raising awareness about single-use plastics and recycling. To enhance accessibility, we have invested in additional resources for our educational content. To date, we have completed nine school visits and partnered with eleven children's extra-curricular groups to deliver these initiatives. As part of our efforts, we provide reusable water bottles to every school we visit, helping to reduce reliance on single-use plastic bottles.

In line with our outreach and education mission, we have also engaged with colleges and universities nationwide. To date, we have conducted eighteen events, reaching a total of 1,048 students.

Additionally, we have made significant progress with our water dispenser scheme. This initiative allows large public venues to install water fountains, enabling the public to refill their bottles instead of using single-use plastics. Looking ahead, we plan to expand this programme in 2025 by introducing water dispensers in major shopping outlets.

In Conclusion:

Overall, the charity is in excellent shape, demonstrating consistent growth and success in achieving its mission. Our ongoing efforts to educate and engage communities, coupled with innovative initiatives like the water dispenser scheme, reflect our commitment to reducing single-use plastics and promoting sustainable practices. As we move into 2025, we remain dedicated to building upon this strong foundation, continuously improving and expanding our impact. With clear goals and an unwavering focus, we are confident in our ability to flourish and make even greater strides toward our targets in the year ahead.

REGISTERED CHARITY NUMBER: 1185046

**REPORT OF THE TRUSTEES AND
STATEMENT OF FINANCIAL ACTIVITIES FOR THE PERIOD
1 APRIL 2023 TO 31 MARCH 2024
FOR
LIFE'S A BEACH**

Life's A Beach

Table of Contents

Trustees Annual Report	1
Independent Examiner's Report to the Trustees	2
Statement of Financial Activities	3
Balance Sheet	4
Accounting Policies	5
Notes to the Financial Statements	6 - 7

Charity vision and aims

Life's a Beach is a charity set up by kitchenware retailer ProCook, to support the eradication of single use plastics from British beaches and the promotion of reusable products. Their purpose is the conservation and protection of the natural environment and advancing education of reusable products and the importance of eradicating single use plastics.

The charity was set up by ProCook founder Daniel O'Neill who was inspired to take positive action towards a more sustainable environment. According to Surfers Against Sewage, Marine Litter Report, 2014-2020 Vision, single use plastics make up on average 49% of beach litter and a plastic bottle discarded on a beach today could last 450 years in the marine environment (Seas at Risk, Single-use Plastics, and the Marine Environment, 2017). Nearly all the 7 million single use coffee cups that are used each day do not get recycled and end up in landfill. Life's a Beach is dedicated to supporting the mission to reduce these numbers through schemes which include education, the promotion of reusable products and organised beach cleans.

The charity's objectives are to act to remove waste from UK beaches and wasteways, to educate and reach out to younger generations about plastic pollution and to encourage reusable alternatives to single-use plastic.

Structure, Governance and Management

The charity is a CIO – Foundation, set up on 27th August 2019, and is governed by four trustees who are responsible for planning the day-to-day activities of the charity. The registered office is Life's A Beach, c/o ProCook Ltd, 10 Indurent Park, Gloucester GL10 3EZ.

For the period in question, the trustees were:

Daniel O'Neill (Chair)

Michael Mellor

Sarah Savery-Smith

Sian Mellor

All trustees give of their time freely and no remuneration or expenses were paid in the year.

The Trustees are aware of the Charity Commission's guidance on public benefit and have regard to that guidance in their administration of the charity. The Trustees believe that this report provides evidence of the public benefit of the charity's work in the year ended 31st March 2024.

Report on Charitable Activities and main achievements

In the year ended 31st March 2024, Life's a Beach major focus has been the raising of funds through its royalty agreement with ProCook, beach cleaning events, and attending schools to raise awareness of the importance of reducing single use plastics. Life's a Beach has also raised their online presence, gaining over a thousand Instagram followers in the year, helping to promote their activity and purpose. The charity has launched its educational program in Gloucestershire primary schools, providing reusable water bottles and educational presentation and materials to encourage children and their families to cut down on their plastic waste and recycle.

Future Plans

Life's a Beach plan to run a greater number of beach cleans with various corporate and educational groups. They aim to boost outreach through increased social media following and by attending various public festivals, spreading awareness about plastic pollution.

Financial review

The main source of income was from ProCook Ltd, which donates 10% of its income on selected products to the Life's a Beach Charity. This, combined with other donations from corporate beach cleans and ProCook, amounted to a total of £48,375 of donation income for the period.

Reserves policy

The trustees have examined the charity's requirements for reserves considering the employment of one individual during March 2024 and consider that the charity does not incur many day-to-day costs, and the donations received are sufficient to cover the cost of one employee and to spend on the direct charitable activities. As a result, it is not necessary to hold a specific level of reserves.

Life's A Beach, charity no. 1185046

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF LIFE'S A BEACH

I report to the trustees on my examination of the accounts of the above charity ("the Charity") for the year ended 31 March 2024

Responsibilities and basis of report

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

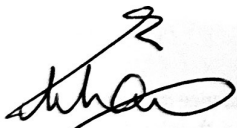
I report in respect of my examination of the Charity's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Stephen Sanders FCMA
3 Shire Gardens
Upton Upon Severn
Worcester
WR8 0SX

Date: 22/1/25

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR 1 APRIL 2023 TO 31 MARCH 2024

	Note	Unrestricted funds £	Restricted income funds £	Total funds £	Prior year funds £
Incoming resources					
Income and endowments from donations and legacies	1	48,375	-	48,375	34,691
Resources expended					
Expenditure on charitable activities	2	(45,448)	-	(45,448)	(37,701)
Net income/(expenditure) before investment gains/(losses)		2,927	-	2,927	(3,010)
Net gains/(losses) on investments		-	-	-	-
Net income/(expenditure)		2,927	-	2,927	(3,010)
Extraordinary items		-	-	-	-
Transfers between funds		-	-	-	-
Other recognised gains/(losses):					
Gains and losses on revaluation of fixed assets for the charity's own use		-	-	-	-
Other gains/(losses)		-	-	-	-
Net movement in funds		2,927	-	2,927	(3,010)
Reconciliation of funds:					
Total funds brought forward		88,823	-	88,823	91,833
Total funds carried forward		91,750	-	91,750	88,823

The statement of financial activities includes all gains and losses recognised in the year.

Life's A Beach, charity no. 1185046
BALANCE SHEET AS AT 31 MARCH 2024

		Unrestricted funds £	Restricted income funds £	Total this year £	Total last year £
Current assets					
Debtors	6	49,484	-	49,484	6,721
Stock		1,180	-	1,180	-
Cash at bank and in hand	7	42,394	-	42,394	82,102
Total current assets		93,058	-	93,058	88,823
Creditors: amounts falling due within one year					
	8	(1,308)	-	(1,308)	-
Net current assets		91,750	-	91,750	88,823
Total assets less current liabilities		91,750	-	91,750	88,823
Creditors: amounts falling due after one year					
		-	-	-	-
Total net assets		91,750	-	91,750	88,823
Funds of the Charity					
Restricted income funds					
		-	-	-	-
Unrestricted funds					
	9	91,750	-	91,750	88,823
Total funds		91,750	-	91,750	88,823

Approved by the Board of Trustees on 22/1/25 and

Signed on their behalf by



Daniel O'Neill
Chair

ACCOUNTING POLICIES TO THE FINANCIAL STATEMENTS

Basis of Accounting

The financial statements have been prepared under the historical cost convention, and in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued on 16 July 2014; and with the Charities Act 2011.

Income

Income is included on the Statement of Financial Activities when the charity becomes legally entitled to the resources; and the monetary value can be measured with sufficient reliability.

Expenditure

Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings, they have been allocated to activities on a basis consistent with the use of resources.

Taxation

The charity is exempt from corporation tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the Trustees. Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Volunteer help

The value of any voluntary help received is not included in the accounts but is described in the Trustees' annual report if considered material.

Going Concern

The accounts have been prepared on the Going Concern basis and the Trustees are not aware of any reason why this does not apply.

NOTES TO THE FINANCIAL STATEMENTS

1. Analysis of donations

	Unrestricted funds	Restricted income funds	Total funds	Prior year funds
Donations from:				
10% Donations from Procook sales	22,548	-	22,548	34,691
Other donations	25,827	-	25,827	-
Total	48,375	-	48,375	34,691

2. Analysis of expenditure on charitable activities

	Activities undertaken directly	Support costs	Total costs	Prior year costs
Consumables	1,258	-	1,258	-
Motor & travel	6,011	-	6,011	1,600
Marketing	1,916	-	1,916	1,923
Staff expenses	893	-	893	3,761
Printing & stationery	229	-	229	60
Bank charges	114	-	114	60
Insurance	930	-	930	186
Water dispenser fabrication	80	-	80	4,536
IT costs	245	-	245	-
Sundry	238	-	238	-
Total	11,914	-	11,914	12,126

3. Employee costs

	Activities undertaken directly	Total costs	Prior year costs
Salaries and wages	32,618	32,618	25,575
Pension	916	916	-
Total	33,534	33,534	25,575

No employee received emoluments of more than £60,000. There was 1 employee during the year.

4. Governance costs

These are costs associated with the governance arrangements of the charity which relate to the general running of the charity. The costs will normally include internal and external audit, legal advice for trustees and costs associated with constitutional and statutory requirements and any other costs associated with the strategic as opposed to day-to-day management of the charity's activities. No governance costs were incurred during the year.

4. Trustees and Related Parties

No payments or re-imbursements for out-of-pocket expenses were made to Trustees or other third parties during the year.

The charity trustees were not paid or received any other benefits as they were not employed by the Charity neither were they reimbursed expenses during the year. No charity trustee received payment for professional or other services supplied to the charity.

5. Fees for examination or audit of the accounts

No amounts were paid for any statutory external scrutiny of accounts or other services provided by the independent examiner as this work was carried out on a voluntary basis.

6. Debtors

	Total funds	Prior year funds
Procook Ltd	47,024	6,721
Other debtors	2,460	
Total	49,484	6,721

7. Cash and cash equivalents

	Total funds	Prior year funds
Cash at bank	42,394	82,102
Total	42,394	82,102

8. Creditors due within one year

	Total funds	Prior year funds
Trade creditors	216	-
Other creditors	1,092	-
Total	1,308	-

9. Analysis of charitable funds

	Balance 01.04.2023	Incoming Resources	Resources Expended	Transfers between Funds	Balance 31.03.2024
Unrestricted Funds	88,823	48,375	(45,448)	-	91,750
Restricted Funds	-	-	-	-	-
Total	88,823	48,375	(45,448)	-	91,750

REGISTERED CHARITY NUMBER: 1185046

**REPORT OF THE TRUSTEES AND
STATEMENT OF FINANCIAL ACTIVITIES FOR THE PERIOD
1 APRIL 2023 TO 31 MARCH 2024
FOR
LIFE'S A BEACH**

Life's A Beach

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Charity vision and aims

Life's a Beach is a charity set up by kitchenware retailer ProCook, to support the eradication of single use plastics from British beaches and the promotion of reusable products. Their purpose is the conservation and protection of the natural environment and advancing education of reusable products and the importance of eradicating single use plastics.

The charity was set up by ProCook founder Daniel O'Neill who was inspired to take positive action towards a more sustainable environment. According to Surfers Against Sewage, Marine Litter Report, 2014-2020 Vision, single use plastics make up on average 49% of beach litter and a plastic bottle discarded on a beach today could last 450 years in the marine environment (Seas at Risk, Single-use Plastics, and the Marine Environment, 2017). Nearly all the 7 million single use coffee cups that are used each day do not get recycled and end up in landfill. Life's a Beach is dedicated to supporting the mission to reduce these numbers through schemes which include education, the promotion of reusable products and organised beach cleans.

The charity's objectives are to act to remove waste from UK beaches and wasteways, to educate and reach out to younger generations about plastic pollution and to encourage reusable alternatives to single-use plastic.

Structure, Governance and Management

The charity is a CIO – Foundation, set up on 27th August 2019, and is governed by four trustees who are responsible for planning the day-to-day activities of the charity. The registered office is Life's A Beach, c/o ProCook Ltd, 10 Indurent Park, Gloucester GL10 3EZ.

For the period in question, the trustees were:

Daniel O'Neill (Chair)

Michael Mellor

Sarah Savery-Smith

Sian Mellor

All trustees give of their time freely and no remuneration or expenses were paid in the year.

The Trustees are aware of the Charity Commission's guidance on public benefit and have regard to that guidance in their administration of the charity. The Trustees believe that this report provides evidence of the public benefit of the charity's work in the year ended 31st March 2024.

Report on Charitable Activities and main achievements

In the year ended 31st March 2024, Life's a Beach major focus has been the raising of funds through its royalty agreement with ProCook, beach cleaning events, and attending schools to raise awareness of the importance of reducing single use plastics. Life's a Beach has also raised their online presence, gaining over a thousand Instagram followers in the year, helping to promote their activity and purpose. The charity has launched its educational program in Gloucestershire primary schools, providing reusable water bottles and educational presentation and materials to encourage children and their families to cut down on their plastic waste and recycle.

Future Plans

Life's a Beach plan to run a greater number of beach cleans with various corporate and educational groups. They aim to boost outreach through increased social media following and by attending various public festivals, spreading awareness about plastic pollution.

Financial review

The main source of income was from ProCook Ltd, which donates 10% of its income on selected products to the Life's a Beach Charity. This, combined with other donations from corporate beach cleans and ProCook, amounted to a total of £48,375 of donation income for the period.

Reserves policy

The trustees have examined the charity's requirements for reserves considering the employment of one individual during March 2024 and consider that the charity does not incur many day-to-day costs, and the donations received are sufficient to cover the cost of one employee and to spend on the direct charitable activities. As a result, it is not necessary to hold a specific level of reserves.

Life's A Beach, charity no. 1185046

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF LIFE'S A BEACH

I report to the trustees on my examination of the accounts of the above charity ("the Charity") for the year ended 31 March 2024

Responsibilities and basis of report

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

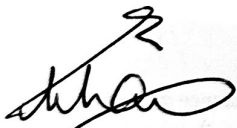
I report in respect of my examination of the Charity's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Stephen Sanders FCMA
3 Shire Gardens
Upton Upon Severn
Worcester
WR8 0SX

Date: 22/1/25

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR 1 APRIL 2023 TO 31 MARCH 2024

	Note	Unrestricted funds £	Restricted income funds £	Total funds £	Prior year funds £
Incoming resources					
Income and endowments from donations and legacies	1	48,375	-	48,375	34,691
Resources expended					
Expenditure on charitable activities	2	(45,448)	-	(45,448)	(37,701)
Net income/(expenditure) before investment gains/(losses)		2,927	-	2,927	(3,010)
Net gains/(losses) on investments		-	-	-	-
Net income/(expenditure)		2,927	-	2,927	(3,010)
Extraordinary items		-	-	-	-
Transfers between funds		-	-	-	-
Other recognised gains/(losses):					
Gains and losses on revaluation of fixed assets for the charity's own use		-	-	-	-
Other gains/(losses)		-	-	-	-
Net movement in funds		2,927	-	2,927	(3,010)
Reconciliation of funds:					
Total funds brought forward		88,823	-	88,823	91,833
Total funds carried forward		91,750	-	91,750	88,823

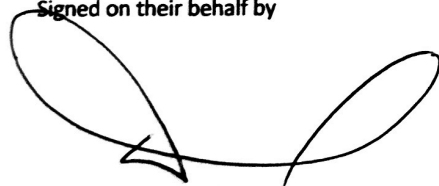
The statement of financial activities includes all gains and losses recognised in the year.

Life's A Beach, charity no. 1185046
BALANCE SHEET AS AT 31 MARCH 2024

		Unrestricted funds £	Restricted income funds £	Total this year £	Total last year £
Current assets					
Debtors	6	49,484	-	49,484	6,721
Stock		1,180	-	1,180	-
Cash at bank and in hand	7	42,394	-	42,394	82,102
Total current assets		93,058	-	93,058	88,823
Creditors: amounts falling due within one year					
	8	(1,308)	-	(1,308)	-
Net current assets		91,750	-	91,750	88,823
Total assets less current liabilities		91,750	-	91,750	88,823
Creditors: amounts falling due after one year					
		-	-	-	-
Total net assets		91,750	-	91,750	88,823
Funds of the Charity					
Restricted income funds					
		-	-	-	-
Unrestricted funds					
	9	91,750	-	91,750	88,823
Total funds		91,750	-	91,750	88,823

Approved by the Board of Trustees on 22/1/25 and

Signed on their behalf by



Daniel O'Neill
Chair

ACCOUNTING POLICIES TO THE FINANCIAL STATEMENTS

Basis of Accounting

The financial statements have been prepared under the historical cost convention, and in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued on 16 July 2014; and with the Charities Act 2011.

Income

Income is included on the Statement of Financial Activities when the charity becomes legally entitled to the resources; and the monetary value can be measured with sufficient reliability.

Expenditure

Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings, they have been allocated to activities on a basis consistent with the use of resources.

Taxation

The charity is exempt from corporation tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the Trustees. Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Volunteer help

The value of any voluntary help received is not included in the accounts but is described in the Trustees' annual report if considered material.

Going Concern

The accounts have been prepared on the Going Concern basis and the Trustees are not aware of any reason why this does not apply.

NOTES TO THE FINANCIAL STATEMENTS

1. Analysis of donations

	Unrestricted funds	Restricted income funds	Total funds	Prior year funds
Donations from:				
10% Donations from Procook sales	22,548	-	22,548	34,691
Other donations	25,827	-	25,827	-
Total	48,375	-	48,375	34,691

2. Analysis of expenditure on charitable activities

	Activities undertaken directly	Support costs	Total costs	Prior year costs
Consumables	1,258	-	1,258	-
Motor & travel	6,011	-	6,011	1,600
Marketing	1,916	-	1,916	1,923
Staff expenses	893	-	893	3,761
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Bank charges	114	-	114	60
Insurance	930	-	930	186
Water dispenser fabrication	80	-	80	4,536
IT costs	245	-	245	-
Sundry	238	-	238	-
Total	11,914	-	11,914	12,126

3. Employee costs

	Activities undertaken directly	Total costs	Prior year costs
Salaries and wages	32,618	32,618	25,575
Pension	916	916	-
Total	33,534	33,534	25,575

No employee received emoluments of more than £60,000. There was 1 employee during the year.

4. Governance costs

These are costs associated with the governance arrangements of the charity which relate to the general running of the charity. The costs will normally include internal and external audit, legal advice for trustees and costs associated with constitutional and statutory requirements and any other costs associated with the strategic as opposed to day-to-day management of the charity's activities. No governance costs were incurred during the year.

4. Trustees and Related Parties

No payments or re-imbursements for out-of-pocket expenses were made to Trustees or other third parties during the year.

The charity trustees were not paid or received any other benefits as they were not employed by the Charity neither were they reimbursed expenses during the year. No charity trustee received payment for professional or other services supplied to the charity.

5. Fees for examination or audit of the accounts

No amounts were paid for any statutory external scrutiny of accounts or other services provided by the independent examiner as this work was carried out on a voluntary basis.

6. Debtors

	Total funds	Prior year funds
Procook Ltd	47,024	6,721
Other debtors	2,460	
Total	49,484	6,721

7. Cash and cash equivalents

	Total funds	Prior year funds
Cash at bank	42,394	82,102
Total	42,394	82,102

8. Creditors due within one year

	Total funds	Prior year funds
Trade creditors	216	-
Other creditors	1,092	-
Total	1,308	-

9. Analysis of charitable funds

	Balance 01.04.2023	Incoming Resources	Resources Expended	Transfers between Funds	Balance 31.03.2024
Unrestricted Funds	88,823	48,375	(45,448)	-	91,750
Restricted Funds	-	-	-	-	-
Total	88,823	48,375	(45,448)	-	91,750

Accounts

LIFE'S A BEACH 2022-23 TRUSTEE REPORT

MISSION STATEMENT

Life's a Beach is a charity set up by kitchenware retailer ProCook, to support the eradication of single use plastics from British beaches and the promotion of reusable products.

The charity was founded by ProCook owner Daniel O'Neill who was inspired to take positive action towards a more sustainable environment.

The plastic pollution crisis is ever growing, and we must act in order to protect our planet. According to the Surfers Against Sewage, Marine Litter Report 2014-2020, single use plastics make up on average 49% of beach litter. We also know that a plastic bottle discarded on a beach today could last 450 years in the marine environment, according to Seas at Risk, Single-use Plastics and the Marine Environment, 2017.

Life's a Beach is dedicated to reducing these shocking numbers through our core missions to act, educate, and encourage. We achieve this through the following three key areas of focus:

Beach Cleans and Litter Picks: To remove waste from our beautiful UK beaches and waterways.

Education: To educate and reach out to all generations about plastic pollution.

Sustainable Products: To encourage reusable alternatives to single use plastic

FUNDING

The main source of funding continues to be via royalties on Life's A Beach products sold by ProCook since inception.

We have also diversified funding by asking for donations from our corporate cleans.

ACTIVITY

2023 has been a hugely successful year for the charity mainly due to the activities of Sophie Chappell who has driven improvement in all of our targeted areas. The increased resource of seasonal interns has also helped the charity move forwards.

Social media reach has grown massively in all areas, with double the visitors to the website and massive improvements across all social media channels. These channels are vital to our mission of education and outreach, raising awareness about single-use plastic and the charity's goals.

We have undertaken 23 beach cleans, more than 3 times what we achieved in 2022 and look set to improve on this in 2024. We are already on track to collect more than double the amount of litter collected in 2023, in 2024.

Our beach cleans and litter pick events have seen increased community and corporate engagement. We went from 305 volunteers in 2022, to 630 in 2023. We will again aim for this level of growth as we move into 2024. Our events are focused on engaging all different types of people from all cultures, ages, and backgrounds. Our increased focus on community groups, schools, educational

societies, and corporate business volunteers, means that we are fulfilling our charity objective to engage and educate as many people as possible.

In addition to this, we have initiated our educational school's programme. We host educational talks and workshops aimed at educating about single-use plastics and recycling. We have rolled out this programme at seven schools to date, as well as multiple summer schools, and children's extra-curricular groups. We have supplied reusable water bottles to seven schools to date, to prevent children using single-use plastic bottles.

We have also launched a water dispenser scheme where large public venues can work with us to install a water fountain that the public can use to refill bottles, rather than relying upon single-use plastic. We have implemented this scheme with three venues to date and expect to grow this in 2024.

The charity is in great shape and has not just recovered but grown since the Covid shutdown. We will continue to build upon our charitable objectives, strengthening our programmes and seeing them flourish as we head into 2024.

REGISTERED CHARITY NUMBER: 1185046

REPORT OF THE TRUSTEES AND
STATEMENT OF FINANCIAL ACTIVITIES FOR THE PERIOD
1 APRIL 2022 TO 31 MARCH 2023
FOR
LIFE'S A BEACH

Life's A Beach

Table of Contents

Trustees Annual Report	1
Independent Examiner's Report to the Trustees	2
Statement of Financial Activities	3
Balance Sheet	4
Accounting Policies	5
Notes to the Financial Statements	6 - 7

Charity vision and aims

Life's a Beach is a charity set up by kitchenware retailer ProCook, to support the eradication of single use plastics from British beaches and the promotion of reusable products. Their purpose is the conservation and protection of the natural environment and advancing education of reusable products and the importance of eradicating single use plastics.

The charity was set up by ProCook founder Daniel O'Neill who was inspired to take positive action towards a more sustainable environment. According to Surfers Against Sewage, Marine Litter Report, 2014-2020 Vision, single use plastics make up on average 49% of beach litter and a plastic bottle discarded on a beach today could last 450 years in the marine environment (Seas at Risk, Single-use Plastics, and the Marine Environment, 2017). Nearly all the 7 million single use coffee cups that are used each day do not get recycled and end up in landfill. Life's a Beach is dedicated to supporting the mission to reduce these numbers through schemes which include education, the promotion of reusable products and organised beach cleans.

The charity's objectives are to act to remove waste from UK beaches and wasteways, to educate and reach out to younger generations about plastic pollution and to encourage reusable alternatives to single-use plastic.

Structure, Governance and Management

The charity is a CIO – Foundation, set up on 27th August 2019, and is governed by four trustees who are responsible for planning the day-to-day activities of the charity. The registered office is Life's A Beach, c/o ProCook Ltd, 10 St. Modwen Park, Gloucester GL10 3EZ.

For the period in question, the trustees were:

Daniel O'Neill (Chair)

Michael Mellor

Sarah Savery-Smith

Sian Mellor

All trustees give of their time freely and no remuneration or expenses were paid in the year.

The Trustees are aware of the Charity Commission's guidance on public benefit and have regard to that guidance in their administration of the charity. The Trustees believe that this report provides evidence of the public benefit of the charity's work in the year ended 31st March 2023.

Report on Charitable Activities and main achievements

In the year ended 31st March 2023, Life's a Beach major focus has been the raising of funds through its royalty agreement with ProCook, beach cleaning events, and attending schools to raise awareness of the importance of reducing single use plastics. Life's a Beach has also raised their online presence, gaining over a thousand Instagram followers in the year, helping to promote their activity and purpose. The charity has launched its educational program in Gloucestershire primary schools, providing reusable water bottles and educational presentation and materials to encourage children and their families to cut down on their plastic waste and recycle.

Future Plans

Life's a Beach plan to run a greater number of beach cleans with various corporate and educational groups. They aim to boost outreach through increased social media following and by attending various public festivals, spreading awareness about plastic pollution.

Financial review

The main source of income was from ProCook Ltd, which donates 10% of its Income on selected products to the Life's a Beach Charity. This, combined with other donations from ProCook customers amounted to a total of £11,545 of donation income for the period.

Reserves policy

The trustees have examined the charity's requirements for reserves in light of the employment of one individual during March 2023 and consider that the charity does not incur many day-to-day costs, and the donations received are sufficient to cover the cost of one employee and to spend on the direct charitable activities. As a result, it is not necessary to hold a specific level of reserves.

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF LIFE'S A BEACH

I report to the trustees on my examination of the accounts of the above charity ("the Charity") for the year ended 31 March 2023

Responsibilities and basis of report

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Charity's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Stephen Sanders FCMA
3 Shire Gardens
Upton Upon Severn
Worcester
WR8 0SX

14/3/24

Date:

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR 1 APRIL 2021 TO 31 MARCH 2023

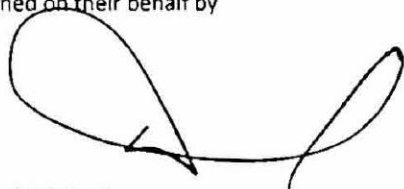
	Note	Unrestricted funds £	Restricted income funds £	Total funds £	Prior year funds £
Incoming resources					
Income and endowments from donations and legacies	1	34,691	-	34,691	48,851
Resources expended					
Expenditure on charitable activities	2	(37,701)	-	(37,701)	(5,644)
Net income/(expenditure) before investment gains/(losses)		(3,010)	-	(3,010)	43,207
Net gains/(losses) on investments		-	-	-	-
Net income/(expenditure)		(3,010)	-	(3,010)	43,207
Extraordinary items		-	-	-	-
Transfers between funds		-	-	-	-
Other recognised gains/(losses):					
Gains and losses on revaluation of fixed assets for the charity's own use		-	-	-	-
Other gains/(losses)		-	-	-	-
Net movement in funds		(3,010)	-	(3,010)	43,207
Reconciliation of funds:					
Total funds brought forward		91,833	-	91,833	48,626
Total funds carried forward		88,823	-	88,823	91,833

The statement of financial activities includes all gains and losses recognised in the year.

		Unrestricted funds £	Restricted income funds £	Total this year £	Total last year £
Current assets					
Debtors	6	6,721	-	6,721	31,746
Cash at bank and in hand	7	82,102	-	82,102	60,087
Total current assets		88,823	-	88,823	91,833
Creditors: amounts falling due within one year					
		-	-	-	-
Net current assets		88,823	-	88,823	91,833
Total assets less current liabilities		88,823	-	88,823	91,833
Creditors: amounts falling due after one year					
		-	-	-	-
Total net assets		88,823	-	88,823	91,833
Funds of the Charity					
Restricted income funds		-	-	-	-
Unrestricted funds	8	88,823	-	88,823	91,833
Total funds		88,823	-	88,823	91,833

Approved by the Board of Trustees and

Signed on their behalf by



Daniel O'Neill
Chair

ACCOUNTING POLICIES TO THE FINANCIAL STATEMENTS

Basis of Accounting

The financial statements have been prepared under the historical cost convention, and in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued on 16 July 2014; and with the Charities Act 2011.

Income

Income is included on the Statement of Financial Activities when the charity becomes legally entitled to the resources; and the monetary value can be measured with sufficient reliability.

Expenditure

Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings, they have been allocated to activities on a basis consistent with the use of resources.

Taxation

The charity is exempt from corporation tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the Trustees. Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Volunteer help

The value of any voluntary help received is not included in the accounts but is described in the Trustees' annual report if considered material.

Going Concern

The accounts have been prepared on the Going Concern basis and the Trustees are not aware of any reason why this does not apply.

NOTES TO THE FINANCIAL STATEMENTS

1. Analysis of donations

	Unrestricted funds	Restricted income funds	Total funds	Prior year funds
Donations from:				
10% Donations from Procook sales	34,691	-	34,691	48,851
Other ProCook donations	-	-	-	-
Total	34,691	-	34,691	48,851

2. Analysis of expenditure on charitable activities

	Activities undertaken directly	Support costs	Total costs	Prior year costs
Sponsorships	-	-	-	3,500
Motor & travel	1,600	-	1,600	-
Marketing	1,923	-	1,923	-
Staff expenses	3,761	-	3,761	-
Printing & stationery	60	-	60	-
Bank charges	60	-	60	-
Insurance	186	-	186	-
Water dispenser fabrication	4,536	-	4,536	-
Professional Fees and expenses	-	-	-	221
Total	12,126	-	12,126	3,721

3. Employee costs

	Activities undertaken directly	Total costs	Prior year costs
Salaries and wages	25,575	25,575	1,590
Social Security costs	-	-	333
Total	25,575	25,575	1,923

No employee received emoluments of more than £60,000. There was 1 employee during the year, whose employment commenced in March 2022.

4. Governance costs

These are costs associated with the governance arrangements of the charity which relate to the general running of the charity. The costs will normally include internal and external audit, legal advice for trustees and costs associated with constitutional and statutory requirements and any other costs associated with the strategic as opposed to day-to-day management of the charity's activities. No governance costs were incurred during the year.

4. Trustees and Related Parties

No payments or re-imbursements for out-of-pocket expenses were made to Trustees or other third parties during the year.

The charity trustees were not paid or received any other benefits as they were not employed by the Charity neither were they reimbursed expenses during the year. No charity trustee received payment for professional or other services supplied to the charity.

5. Fees for examination or audit of the accounts

No amounts were paid for any statutory external scrutiny of accounts or other services provided by the independent examiner as this work was carried out on a voluntary basis.

6. Debtors

	Total funds	Prior year funds
Procook Ltd	6,721	31,746
Total	6,721	31,746

7. Cash and cash equivalents

	Total funds	Prior year funds
Cash at bank	82,102	60,087
Total	82,102	60,087

8. Analysis of charitable funds

	Balance 01.04.2022	Incoming Resources	Resources Expended	Transfers between Funds	Balance 31.03.2023
Unrestricted Funds	91,833	34,691	(37,701)	-	88,823
Restricted Funds	-	-	-	-	-
Total	91,833	34,691	(37,701)	-	88,823

9. Prior year adjustment

The reported comparative total funds for the period ending 31 March 2022 have been reduced by £23,146 from £114,979 to £91,833 as donation income to the value of £23,146 was included in the 2022 statement of financial activities when in fact it should have been reported as donation income in the current 2023 statement of financial activities. This adjustment is solely a timing adjustment of the donation income and the total funds of £88,823 reported as at 31 March 2023 remain unaffected.

REGISTERED CHARITY NUMBER: 1185046

REPORT OF THE TRUSTEES AND
STATEMENT OF FINANCIAL ACTIVITIES FOR THE PERIOD
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LIFE'S A BEACH

Life's A Beach

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Charity vision and aims

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The charity was set up by ProCook founder Daniel O'Neill who was inspired to take positive action towards a more sustainable environment. According to Surfers Against Sewage, Marine Litter Report, 2014-2020 Vision, single use plastics make up on average 49% of beach litter and a plastic bottle discarded on a beach today could last 450 years in the marine environment (Seas at Risk, Single-use Plastics, and the Marine Environment, 2017). Nearly all the 7 million single use coffee cups that are used each day do not get recycled and end up in landfill. Life's a Beach is dedicated to supporting the mission to reduce these numbers through schemes which include education, the promotion of reusable products and organised beach cleans.

The charity's objectives are to act to remove waste from UK beaches and wasteways, to educate and reach out to younger generations about plastic pollution and to encourage reusable alternatives to single-use plastic.

Structure, Governance and Management

The charity is a CIO – Foundation, set up on 27th August 2019, and is governed by four trustees who are responsible for planning the day-to-day activities of the charity. The registered office is Life's A Beach, c/o ProCook Ltd, 10 St. Modwen Park, Gloucester GL10 3EZ.

For the period in question, the trustees were:

Daniel O'Neill (Chair)

Michael Mellor

Sarah Savery-Smith

Sian Mellor

All trustees give of their time freely and no remuneration or expenses were paid in the year.

The Trustees are aware of the Charity Commission's guidance on public benefit and have regard to that guidance in their administration of the charity. The Trustees believe that this report provides evidence of the public benefit of the charity's work in the year ended 31st March 2023.

Report on Charitable Activities and main achievements

In the year ended 31st March 2023, Life's a Beach major focus has been the raising of funds through its royalty agreement with ProCook, beach cleaning events, and attending schools to raise awareness of the importance of reducing single use plastics. Life's a Beach has also raised their online presence, gaining over a thousand Instagram followers in the year, helping to promote their activity and purpose. The charity has launched its educational program in Gloucestershire primary schools, providing reusable water bottles and educational presentation and materials to encourage children and their families to cut down on their plastic waste and recycle.

Future Plans

Life's a Beach plan to run a greater number of beach cleans with various corporate and educational groups. They aim to boost outreach through increased social media following and by attending various public festivals, spreading awareness about plastic pollution.

Financial review

The main source of income was from ProCook Ltd, which donates 10% of its Income on selected products to the Life's a Beach Charity. This, combined with other donations from ProCook customers amounted to a total of £11,545 of donation income for the period.

Reserves policy

The trustees have examined the charity's requirements for reserves in light of the employment of one individual during March 2023 and consider that the charity does not incur many day-to-day costs, and the donations received are sufficient to cover the cost of one employee and to spend on the direct charitable activities. As a result, it is not necessary to hold a specific level of reserves.

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF LIFE'S A BEACH

I report to the trustees on my examination of the accounts of the above charity ("the Charity") for the year ended 31 March 2023

Responsibilities and basis of report

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

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I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

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- the accounts did not accord with the accounting records; or
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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.



Stephen Sanders FCMA
3 Shire Gardens
Upton Upon Severn
Worcester
WR8 0SX

14/3/24

Date:

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR 1 APRIL 2021 TO 31 MARCH 2023

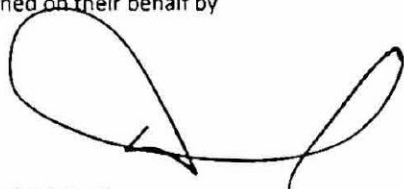
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Incoming resources					
Income and endowments from donations and legacies	1	34,691	-	34,691	48,851
Resources expended					
Expenditure on charitable activities	2	(37,701)	-	(37,701)	(5,644)
Net income/(expenditure) before investment gains/(losses)		(3,010)	-	(3,010)	43,207
Net gains/(losses) on investments		-	-	-	-
Net income/(expenditure)		(3,010)	-	(3,010)	43,207
Extraordinary items		-	-	-	-
Transfers between funds		-	-	-	-
Other recognised gains/(losses):					
Gains and losses on revaluation of fixed assets for the charity's own use		-	-	-	-
Other gains/(losses)		-	-	-	-
Net movement in funds		(3,010)	-	(3,010)	43,207
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Total funds brought forward		91,833	-	91,833	48,626
Total funds carried forward		88,823	-	88,823	91,833

The statement of financial activities includes all gains and losses recognised in the year.

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Debtors	6	6,721	-	6,721	31,746
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Total current assets		88,823	-	88,823	91,833
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Net current assets		88,823	-	88,823	91,833
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Total net assets		88,823	-	88,823	91,833
Funds of the Charity					
Restricted income funds		-	-	-	-
Unrestricted funds	8	88,823	-	88,823	91,833
Total funds		88,823	-	88,823	91,833

Approved by the Board of Trustees and

Signed on their behalf by



Daniel O'Neill
Chair

ACCOUNTING POLICIES TO THE FINANCIAL STATEMENTS

Basis of Accounting

The financial statements have been prepared under the historical cost convention, and in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued on 16 July 2014; and with the Charities Act 2011.

Income

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Expenditure

Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings, they have been allocated to activities on a basis consistent with the use of resources.

Taxation

The charity is exempt from corporation tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the Trustees. Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Volunteer help

The value of any voluntary help received is not included in the accounts but is described in the Trustees' annual report if considered material.

Going Concern

The accounts have been prepared on the Going Concern basis and the Trustees are not aware of any reason why this does not apply.

NOTES TO THE FINANCIAL STATEMENTS

1. Analysis of donations

	Unrestricted funds	Restricted income funds	Total funds	Prior year funds
Donations from:				
10% Donations from Procook sales	34,691	-	34,691	48,851
Other ProCook donations	-	-	-	-
Total	34,691	-	34,691	48,851

2. Analysis of expenditure on charitable activities

	Activities undertaken directly	Support costs	Total costs	Prior year costs
Sponsorships	-	-	-	3,500
Motor & travel	1,600	-	1,600	-
Marketing	1,923	-	1,923	-
Staff expenses	3,761	-	3,761	-
Printing & stationery	60	-	60	-
Bank charges	60	-	60	-
Insurance	186	-	186	-
Water dispenser fabrication	4,536	-	4,536	-
Professional Fees and expenses	-	-	-	221
Total	12,126	-	12,126	3,721

3. Employee costs

	Activities undertaken directly	Total costs	Prior year costs
Salaries and wages	25,575	25,575	1,590
Social Security costs	-	-	333
Total	25,575	25,575	1,923

No employee received emoluments of more than £60,000. There was 1 employee during the year, whose employment commenced in March 2022.

4. Governance costs

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4. Trustees and Related Parties

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The charity trustees were not paid or received any other benefits as they were not employed by the Charity neither were they reimbursed expenses during the year. No charity trustee received payment for professional or other services supplied to the charity.

5. Fees for examination or audit of the accounts

No amounts were paid for any statutory external scrutiny of accounts or other services provided by the independent examiner as this work was carried out on a voluntary basis.

6. Debtors

	Total funds	Prior year funds
Procook Ltd	6,721	31,746
Total	6,721	31,746

7. Cash and cash equivalents

	Total funds	Prior year funds
Cash at bank	82,102	60,087
Total	82,102	60,087

8. Analysis of charitable funds

	Balance 01.04.2022	Incoming Resources	Resources Expended	Transfers between Funds	Balance 31.03.2023
Unrestricted Funds	91,833	34,691	(37,701)	-	88,823
Restricted Funds	-	-	-	-	-
Total	91,833	34,691	(37,701)	-	88,823

9. Prior year adjustment

The reported comparative total funds for the period ending 31 March 2022 have been reduced by £23,146 from £114,979 to £91,833 as donation income to the value of £23,146 was included in the 2022 statement of financial activities when in fact it should have been reported as donation income in the current 2023 statement of financial activities. This adjustment is solely a timing adjustment of the donation income and the total funds of £88,823 reported as at 31 March 2023 remain unaffected.

Accounts

LIFE'S A BEACH TRUSTEE REPORT - JANUARY 2023

MISSION STATEMENT

Life's a Beach is a charity set up by kitchenware retailer ProCook, to support the eradication of single use plastics from British beaches and the promotion of reusable products.

The charity has been set up by ProCook owner Daniel O'Neill who was inspired to take positive action towards a more sustainable environment. According to Surfers Against Sewage, Marine Litter Report, 2014-2020 Vision, single use plastics make up on average 49% of beach litter and a plastic bottle discarded on a beach today could last 450 years in the marine environment (Seas at Risk, Single-use Plastics and the Marine Environment, 2017). Nearly all the 7 million single use coffee cups that are used each day do not get recycled and end up in landfill. Life's a Beach is dedicated to supporting the mission to reduce these shocking numbers through schemes which include education, the promotion of reusable products and organised beach cleans.

FUNDING

The main source of funding continues to be via royalties on Life's A Beach products sold by ProCook since inception.

ACTIVITY TO DATE

Due to the Coronavirus pandemic, the activities of the charity stalled. We agreed to recruit a new manager in 2022 and duly appointed Sophie Chappell who joined the charity and has enabled us to push ahead with our planned activities and made huge progress:

Web, PR and Social Media

All channels fully updated.

Instagram pre-planned posting minimum every 2 days.

Facebook – 6-7 posts per week.

LinkedIn – 6-7 posts per week.

A huge increase in followers across all channels.

10 separate articles written and published in a variety of publications and trade press – Punchline, Business and Innovation Magazine x 3, Western Mercury, Somerset Live, Retail Times, Housewares Live, A1 Retail

Social Media Goals

Keep steady posts and activity going but focus on growing LinkedIn as we believe this is our best way to attract 'serious' interest from contacts who can help spread the L.A.B message, take physical action in conjunction with us, promote us to relevant contacts. We have agreed to upgrade to a Premium subscription for £349.00 + VAT. We feel LinkedIn is the most likely source for developing collaborations such as Printwaste, Universities, Sustainability Groups, Influencers, and Companies who will engage with us.

Social Media Goal:

Instagram – Steady growth – say plus 20%

Facebook – Steady growth – say plus 20%

LinkedIn – To reach 1000 followers that will be directed to all our initiatives / blog posts etc

BEACH CLEANS

There had been no beach cleans since August 2019 and only one other in May 2019.

We had no risk assessments / safeguarding policy / CRB checks / equipment levels were low.

Beach Cleans

6 completed with over 200kgs of waste cleared:

Slimbridge – Gloucester and Sharpness Canal – May '23 – ProCook / Venture Canoe Hire / Printwaste

Bideford – ProCook shop / Torrington Girl Guides

Weston-Super-Mare Beach – ProCook / Printwaste

Swansea – Uni of Swansea / Marine Conservation Society

Bideford – In conjunction with Uni of Bristol

Falmouth

Approximately 12 in the pipeline for 2023.

Beach Clean Goals

Start booking cleans April – Oct 2023 – 7-month period.

Promote our beach clean 'package' to schools, universities, and corporates via all channels but pushing hardest on mailers and LinkedIn.

Aim for a minimum of 10 cleans in the next summer period – we will aim to have these in the plan by end of March, although it is unlikely that organisations will commit to dates and small print detail until then.

WATER DISPENSERS

Water Dispensers

10 units produced and delivered – 9 available.

1 unit due to be installed at Bristol Aquarium imminently along with LAB info board. Unit is being placed in retail area with high footfall, annual visitors to site is 700,000.

1 will go to Grange Primary School as part of the LAB water bottle in initiative, with 3 to follow as the other sites come online.

Water Dispenser Goals

The immediate goal is to get Bristol set-up and working and get photography, feedback, quotes etc.

To place remaining 6 units before March by creating pdf flyer using Bristol imagery and promoting this to high footfall venues. A quick search on Linked In shows how easy it is to find Head of Visitor experiences at major museums, we can connect with these people and then promote direct to them.

SCHOOLS PROJECT

Schools Project

Agreement in place for first school – 3 to follow.

Educational presentations to key stage 1 kids, key stage 2 kids, and teachers all done and signed off by Charlotte.

Planned delivery of school 1 in January.

Schools Project Goals

Get pilot scheme underway as soon as possible.

Create case study and spread the idea across Gloucestershire via LinkedIn, direct mail and direct contact.

Establish demand and budget needed to create a roll-out strategy commencing in Sept 2023.

Other goals and thoughts for the next six months that fall under the Act, Educate, Encourage headings:

Cheltenham Food and Drink Festival and Frampton Fair 2023

We intend to have stands that offers a water dispenser connected to the mains water that the public can use for free. This will fulfil one of our charitable objectives of encouraging reusable products rather than single use. We will also sell our reusable product range to further this mission.

We will also have printed educational material that can educate the public on why they should consider cutting down on their single-use waste. It will also raise awareness about the charity and what we do. Staff on the stand will engage the public to further our educational messaging.

With a footfall of 19k people at Cheltenham Food and Drink Festival 25k at Frampton Fair, these two events will boost our outreach exponentially.

Stockists

We have some strong leads for B2B sales including:

Russko Haven / Butlins / Hollywood Bowl

Natural History Museum – 5,300,000 annual visitors

Bristol Aquarium – 700,000 annual visitors

Mountain Warehouse – 300 stores

RESOURCES

ProCook will continue to support the charity with accounting, HR, eCommerce and PR services. The trustees will continue to offer their services free of charge in support of Sophie.

**REPORT OF THE TRUSTEES AND
STATEMENT OF FINANCIAL ACTIVITIES FOR THE PERIOD
1 APRIL 2021 TO 31 MARCH 2022
FOR
LIFE'S A BEACH**

Life's A Beach

Table of Contents

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Independent Examiner's Report to the Trustees	2
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Balance Sheet	4
Accounting Policies	5
Notes to the Financial Statements	6 - 7

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The charity's objectives are to act to remove waste from UK beaches and wasteways, to educate and reach out to younger generations about plastic pollution and to encourage reusable alternatives to single-use plastic.

Structure, Governance and Management

The charity is a CIO – Foundation, set up on 27th August 2019, and is governed by four trustees who are responsible for planning the day-to-day activities of the charity. The registered office is Life's A Beach, Davy Way, Waterwells, Gloucester, GL2 2BY.

For the period in question, the trustees were:

Daniel O'Neill (Chair)

Michael Mellor

Sarah Savery-Smith

Sian Mellor

All trustees give of their time freely and no remuneration or expenses were paid in the year.

The Trustees are aware of the Charity Commission's guidance on public benefit and have regard to that guidance in their administration of the charity. The Trustees believe that this report provides evidence of the public benefit of the charity's work in the year ended 31st March 2022.

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Financial review

The main source of income was from Procook Ltd, which donates 10% of its income on selected products to the Life's a Beach Charity. This, combined with other donations from Procook customers amounted to a total of £71,997 of donation income for the period.

Reserves policy

The trustees have examined the charity's requirements for reserves in light of the employment of one individual during March 2022 and consider that the charity does not incur many day-to-day costs, and the donations received are sufficient to cover the cost of one employee and to spend on the direct charitable activities. As a result, it is not necessary to hold a specific level of reserves.

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF LIFE'S A BEACH

I report to the trustees on my examination of the accounts of the above charity ("the Charity") for the year ended 31 March 2022

Responsibilities and basis of report

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Charity's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Stephen Sanders FCMA
3 Shire Gardens
Upton Upon Severn
Worcester
WR8 0SX

Date: 23.1.23

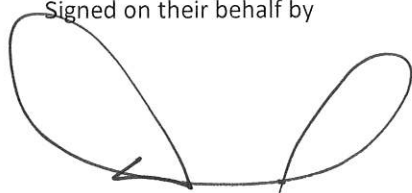
	Note	Unrestricted funds £	Restricted income funds £	Total funds £	Prior year funds £
Incoming resources					
Income and endowments from donations and legacies	1	71,997	-	71,997	21,732
Resources expended					
Expenditure on charitable activities	2	(5,644)	-	(5,644)	-
Net income/(expenditure) before investment gains/(losses)		66,353	-	66,353	21,732
Net gains/(losses) on investments		-	-	-	-
Net income/(expenditure)		66,353	-	66,353	21,732
Extraordinary items		-	-	-	-
Transfers between funds		-	-	-	-
Other recognised gains/(losses):					
Gains and losses on revaluation of fixed assets for the charity's own use		-	-	-	-
Other gains/(losses)		-	-	-	-
Net movement in funds		66,353	-	66,353	21,732
Reconciliation of funds:					
Total funds brought forward		48,626	-	48,626	26,894
Total funds carried forward		114,979	-	114,979	48,626

The statement of financial activities includes all gains and losses recognised in the year.

		Unrestricted funds £	Restricted income funds £	Total this year £	Total last year £
Current assets					
Debtors	6	54,892	-	54,892	48,626
Cash at bank and in hand	7	60,087	-	60,087	-
Total current assets		114,979	-	114,979	48,626
Creditors: amounts falling due within one year					
		-	-	-	-
Net current assets		114,979	-	114,979	48,626
Total assets less current liabilities		114,979	-	114,979	48,626
Creditors: amounts falling due after one year					
		-	-	-	-
Total net assets		114,979	-	114,979	48,626
Funds of the Charity					
Restricted income funds		-	-	-	-
Unrestricted funds	8	114,979	-	114,979	48,626
Total funds		114,979	-	114,979	48,626

Approved by the Board of Trustees on 24 / 01 / 2023 and

Signed on their behalf by



Daniel O'Neill
Chair

ACCOUNTING POLICIES TO THE FINANCIAL STATEMENTS

Basis of Accounting

The financial statements have been prepared under the historical cost convention, and in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued on 16 July 2014; and with the Charities Act 2011.

Income

Income is included on the Statement of Financial Activities when the charity becomes legally entitled to the resources; and the monetary value can be measured with sufficient reliability.

Expenditure

Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings, they have been allocated to activities on a basis consistent with the use of resources.

Taxation

The charity is exempt from corporation tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the Trustees. Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Volunteer help

The value of any voluntary help received is not included in the accounts but is described in the Trustees' annual report if considered material.

Going Concern

The accounts have been prepared on the Going Concern basis and the Trustees are not aware of any reason why this does not apply.

NOTES TO THE FINANCIAL STATEMENTS

1. Analysis of donations

	Unrestricted funds	Restricted income funds	Total funds	Prior year funds
Donations from:				
10% Donations from Procook sales	24,420	-	24,420	20,496
Other ProCook donations	47,577	-	47,577	1,235
Total	71,997	-	71,997	21,732

2. Analysis of expenditure on charitable activities

	Activities undertaken directly	Support costs	Total costs	Prior year costs
Sponsorships	-	3,500	3,500	-
Professional Fees and expenses	-	221	221	-
Total	-	3,721	3,721	-

3. Employee costs

	Activities undertaken directly	Total costs	Prior year costs
Salaries and wages	1,590	1,590	-
Social Security costs	333	333	-
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No payments or re-imbursements for out-of-pocket expenses were made to Trustees or other third parties during the year.

The charity trustees were not paid or received any other benefits as they were not employed by the Charity neither were they reimbursed expenses during the year. No charity trustee received payment for professional or other services supplied to the charity.

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No amounts were paid for any statutory external scrutiny of accounts or other services provided by the independent examiner as this work was carried out on a voluntary basis.

6. Debtors

	Total funds	Prior year funds
Procook Ltd	54,892	48,626
Total	54,892	48,626

7. Cash and cash equivalents

	Total funds	Prior year funds
Cash at bank	60,087	-
Total	60,087	-

8. Analysis of charitable funds

	Balance 01.04.2021	Incoming Resources	Resources Expended	Transfers between Funds	Balance 31.03.2022
Unrestricted Funds	48,626	71,997	(5,644)	-	114,979
Restricted Funds	-	-	-	-	-
Total	48,626	71,997	-	-	114,979

**REPORT OF THE TRUSTEES AND
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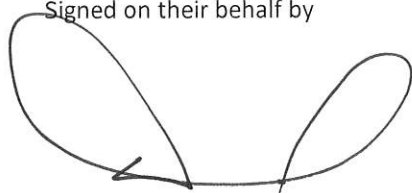
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Restricted Funds	-	-	-	-	-
Total	48,626	71,997	-	-	114,979

Accounts

TRUSTEE'S REPORT JAN 2022

Charity Name: LIFES A BEACH.ORG

Registration Number: 1185046

Davy Way, Waterwells, Quedgeley, GL2 2BY

Trustees: Daniel O'Neill, Mike Mellor, Sian Mellor and Sarah Savery-Smith

MISSION STATEMENT

Life's a Beach is a charity set up by kitchenware retailer ProCook, to support the eradication of single use plastics from British beaches and the promotion of reusable products.

The charity has been set up by ProCook owner Daniel O'Neill who was inspired to take positive action towards a more sustainable environment. According to Surfers Against Sewage, Marine Litter Report, 2014-2020 Vision, single use plastics make up on average 49% of beach litter and a plastic bottle discarded on a beach today could last 450 years in the marine environment (Seas at Risk, Single-use Plastics and the Marine Environment, 2017). Nearly all the 7 million single use coffee cups that are used each day do not get recycled and end up in landfill. Life's a Beach is dedicated to supporting the mission to reduce these shocking numbers through schemes which include education, the promotion of reusable products and organised beach cleans.

FUNDING

Our startpoint as at the date of this report is approximately £62,000.00 raised via royalties on Life's A Beach products sold by ProCook since inception. It is anticipated that Life's A Beach products should continue to generate royalties to the tune of around £50-60K over the next 12 months.

ACTIVITY TO DATE

Due to the Coronavirus pandemic, the activities of the charity have remained at a low level although we have:

- Designed and installed and 2 x workplace Life's A Beach water dispensers to prevent the use of plastic drinking bottles.
- Carried out 1 x organised beach cleans (2 cancelled due to COVID restrictions)
- Ongoing discussion with local schools on the provision of reusable water bottles.
- Sponsored an Atlantic rower, Lara Vafiadis to raise awareness around single use plastics in our oceans.

The website is fully operational, we have some stock of high viz jackets and litter picking equipment and ProCook are well stocked on the current Life's A Beach product range.

The range consists of reusable items that replace single use products that are associated with beach pollution. We believe that by focussing on the beach impact rather than wider pollution issues, we can make people think about the difference that their actions can make on something very relatable.

- Life's A Beach Products are:
- Reusable water bottles

- Reuseable Metal straws
- Reusable dishwasher proof coffee cups
- Reusable Bamboo lunch boxes and children's crockery

Although, there has been little in the way of organised events during the pandemic, the team has continued to work on ideas and these form part of the ongoing plans.

RESOURCES

ProCook will continue to support the charity with accounting, web, PR services. The trustees will continue to offer their services free of charge. It was agreed at the General Meeting that an enthusiastic graduate with a strong interest in the environment would be a huge asset to the charity and would make a huge impact in pushing the proposed initiatives along. See planned use of funds (separate spreadsheet) and job description at the end of this document.

PLANNED ACTIVITY

The key activities planned for the coming year are as follows:

School and Corporate Beach Cleans

Life's A Beach own a number of litter pickers, high viz vests and printed refuse sacks to enable schools or businesses to undertake beach cleans and the charity supplies this equipment free of charge. During Covid, beach cleans have been every hard to organise but it is our aim is to organise at least 6 beach cleans during 2022. Organisations will be incentivised by proactive messaging, supply of free reusable water bottles, T-shirts, and a prize for the best litter collector.

Promotion via direct contact, targeted e-mails / PR / Instagram

Provision of Reusable Bottles within Schools - Combining education about litter / single use plastics

A scheme to roll out to Gloucestershire schools to replace single use plastic bottles by providing free Life's A Beach bottles. Kids to be educated about single use plastics as part of the handover. Consideration needed on badging bottles, refill stations, style of tops.

Incentive - free water bottles for the children. T-shirts for staff. Provision of educational presentation by L.A.B representative.

Promotion via direct contact, targeted e-mails / PR / Instagram

Beach Cafe Refill Stations

Scheme encourage a small number of high profile beach cafes to take discounted water fill-stations and stop selling water in plastic bottles. Cafes can recoup lost sales by offering Lifes A Beach product which they can buy at trade prices.

Incentive discounted water dispenser / Life's A Beach trade prices / Free staff T-shirts

Promotion via direct contact the SRA / PR / Instagram

JOB DESCRIPTION:

Head of Operations and Project Delivery - Life's A Beach - An Environmental Charity

We are looking for a self-motivated individual who is passionate about the environment and making a difference to represent a new well funded charity and to use these funds to action planned initiatives to fulfil the charity's mission. This is not a fund raising role and you will never be asked to undertake fund-raising duties, however you will need the tenacity to motivate others and inspire them to take positive action.

Life's A Beach is committed to reducing the use of single use plastics, particularly those associated with beach and sea pollution through 3 primary initiatives.

- School and Corporate Beach Cleans.
- Education Within Schools including provision of reusable drinking bottles to eliminate single use plastics in the school environment.
- Encouraging Beach Cafe's to reject the sale of single use plastics and provide water bottle refill stations.

With the backing of ProCook Ltd, a large cooking and kitchenware business, the charity is well funded and has access to a pre-existing range of sustainable products. It also benefits from accounting, I.T support, website development from ProCook's head office just off Junction 12 of the M5 in South Gloucestershire. The job can be primarily home based although a desk will be made available at ProCook head office and your presence there will be expected at least once a week.

You will need a good understanding of marketing across all channels including social media, be prepared to create and deliver presentations to a variety of audiences, from large groups of schoolchildren, to business leaders at boardroom level. As well as taking responsibility for promoting a delivering initiatives, you will be the principal voice of the charity and control the marketing channels as well as reporting the charity's activities to the trustees.

KEY ATTRIBUTES REQUIRED

A passion for the environment and a desire to make a difference and educate others to enable them to make a difference.

Excellent communicator who is prepared to present in person in a group environment.

Good literacy and basic numeracy.

Good understanding of basic computer software including the ability to create and edit Powerpoint (or similar) type presentations.

Excellent organisational skills with the ability to manage your own time and budget.

An understanding of social media and the ability to prepare posts on key social channels - Instagram, Facebook, Linked-In

PACKAGE

On target earning of £25,000 p.a plus expenses.

Matched pension contribution up to 5% of salary.

Fully expensed mobile phone with unlimited data.

25 days holiday.

**REPORT OF THE TRUSTEES AND
STATEMENT OF FINANCIAL ACTIVITIES FOR THE PERIOD
1 APRIL 2020 TO 31 MARCH 2021
FOR
LIFE'S A BEACH**

TABLE OF CONTENTS

TRUSTEES ANNUAL REPORT	<u>2</u>
INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES	<u>4</u>
STATEMENT OF FINANCIAL ACTIVITIES FOR THE PERIOD ENDED 31 MARCH 2021.....	<u>5</u>
BALANCE SHEET AS AT 31 MARCH 2021.....	<u>6</u>
NOTES TO THE FINANCIAL STATEMENTS.....	<u>7</u>

ANNUAL REPORT OF THE TRUSTEES FOR THE YEAR 1 APRIL 2020 TO 31ST MARCH 2021

CHARITY VISION AND AIMS

Life's a Beach is a charity set up by kitchenware retailer ProCook, to support the eradication of single use plastics from British beaches and the promotion of reusable products.

The charity has been set up by ProCook owner Daniel O'Neill who was inspired to take positive action towards a more sustainable environment. According to Surfers Against Sewage, Marine Litter Report, 2014-2020 Vision, single use plastics make up on average 49% of beach litter and a plastic bottle discarded on a beach today could last 450 years in the marine environment (Seas at Risk, Single-use Plastics and the Marine Environment, 2017). Nearly all the 7 million single use coffee cups that are used each day do not get recycled and end up in landfill. Life's a Beach is dedicated to supporting the mission to reduce these shocking numbers through schemes which include education, the promotion of reusable products and organised beach cleans.

STRUCTURE, GOVERNANCE AND MANAGEMENT

The charity is a CIO – Foundation, set up on 27th August 2019, and is governed by four trustees who are responsible for planning the day-to-day activities of the charity.

For the period in question, the trustees were:

Daniel O'Neill (Chair)
Michael Mellor
Sarah Savery-Smith
Sian Mellor

All trustees give of their time freely and no remuneration or expenses were paid in the year.

The Trustees are aware of the Charity Commission's guidance on public benefit and have regard to that guidance in their administration of the charity. The Trustees believe that this report provides evidence of the public benefit of the charity's work in the year ended 31st March 2021.

REPORT ON CHARITABLE ACTIVITIES

Please see attached Trustees Report.

FINANCIAL REVIEW

The main source of income was from Procook Ltd, which donates 10% of its income on selected products to the Life's a Beach Charity. This, combined with other donations from Procook customers amounted to a total of £21,732 of donation income for the period.

Reserves policy

The charity does not incur many day-to-day costs, as the donations received are spent almost exclusively on the direct charitable activities, as a result it is not necessary to hold a specific level of reserves

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF LIFE'S A BEACH

I report to the trustees on my examination of the accounts of the above charity ("the Charity") for the year ended **31/03/2021**

Responsibilities and basis of report

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Charity's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

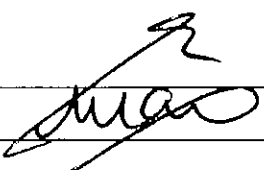
Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Signed:



Date:

28/1/22

S J Sanders FCMA
3 Shire Gardens
Upton Upon Severn
Worcs
WR8 0SX

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR 1 APRIL 2020 TO 31 MARCH 2021

Statement of financial activities				
	Unrestricted funds	Restricted income funds	Total funds	Prior year funds
	£	£	£	£
Incoming resources				
Income and endowments from:				
Donations and legacies (Note 2)	21,732	-	21,732	31,069
Total	21,732	-	21,732	31,069
Resources expended (Note 3)				
Expenditure on:				
Charitable activities	-	-	-	4,175
Total	-	-	-	4,175
Net income/(expenditure) before investment gains/(losses)	21,732	-	21,732	26,894
Net gains/(losses) on investments	-	-	-	-
Net income/(expenditure)	21,732	-	21,732	26,894
Extraordinary items	-	-	-	-
Transfers between funds	-	-	-	-
Other recognised gains/(losses):				
Gains and losses on revaluation of fixed assets for the charity's own use	-	-	-	-
Other gains/(losses)	-	-	-	-
Net movement in funds	21,732	-	21,732	26,894
Reconciliation of funds:				
Total funds brought forward	26,894	-	26,894	-
Total funds carried forward	48,626	-	48,626	26,894

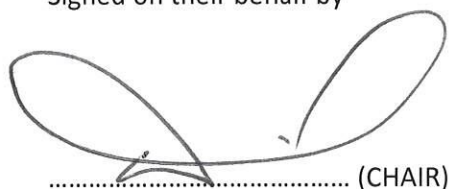
The statement of financial activities includes all gains and losses recognised in the year

BALANCE SHEET AS AT 31 MARCH 2021

Balance sheet				
	Unrestricted funds	Restricted income funds	Total this year	Total last year
	£	£	£	£
Current assets				
Debtors (Note 5)	48,626	-	48,626	26,894
Cash at bank and in hand	-	-	-	-
Total current assets	48,626	-	48,626	26,894
Creditors: amounts falling due within one year	-	-	-	-
Net current assets/(liabilities)	48,626	-	48,626	26,894
Total assets less current liabilities	48,626	-	48,626	26,894
Creditors: amounts falling due after one year	-	-	-	-
Total net assets / (liabilities)	48,626	-	48,626	26,894
Funds of the Charity (note 6)				
Restricted income funds		-	-	-
Unrestricted funds	48,626		48,626	26,894
Total funds	48,626	-	48,626	26,894

28/01/2022
 Approved by the Board of Trustees on [DATE] and

Signed on their behalf by

 (CHAIR)

Daniel O'Neill

NOTES TO THE FINANCIAL STATEMENTS

1. ACCOUNTING POLICIES

(a) Basis of Accounting

The financial statements have been prepared under the historical cost convention, and in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued on 16 July 2014; and with the Charities Act 2011

(b) Income

Income is included on the SoFA when the charity becomes legally entitled to the resources; and the monetary value can be measured with sufficient reliability.

(c) Expenditure

Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

(d) Taxation

The charity is exempt from corporation tax on its charitable activities.

(e) Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the Trustees. Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

(f) Volunteer help

The value of any voluntary help received is not included in the accounts but is described in the Trustees' annual report if considered material.

(j) Going Concern

The accounts have been prepared on the Going Concern basis and the Trustees are not aware of any reason why this does not apply

2. ANALYSIS OF DONATIONS

Note 2	Unrestricted funds £	Restricted income funds £	Total funds £	Prior year funds £
Analysis of donations				
Donations from:				
10% Donations from Procook sales	21,732	-	21,732	31,069
and other donations	-	-	-	-
Other	-	-	-	-
Total	21,732	-	21,732	31,069

NOTES TO THE FINANCIAL STATEMENTS (continued)

3. ANALYSIS OF EXPENDITURE ON CHARITABLE ACTIVITIES

Note 3	Activities undertaken directly £	Support costs £	Total funds £	Prior year funds £
Analysis of Charitable Expenditure				
Beach Cleans	-	-	-	727
Professional Fees	-	-	-	3,448
Total	-	-	-	4,175

4. GOVERNANCE COSTS

These are costs associated with the governance arrangements of the charity which relate to the general running of the charity. The costs will normally include internal and external audit, legal advice for trustees and costs associated with constitutional and statutory requirements and any other costs associated with the strategic as opposed to day-to-day management of the charity's activities. No governance costs were incurred during the year.

4.1 Trustees and Related Parties

No payments or re-imbursements for out-of-pocket expenses were made to Trustees or other third parties during the year

The charity trustees were not paid or received any other benefits as they were not employed by the Charity neither were they reimbursed expenses during the year. No charity trustee received payment for professional or other services supplied to the charity.

4.2 Fees for examination or audit of the accounts

No amounts were paid for any statutory external scrutiny of accounts or other services provided by the independent examiner as this work was carried out on a voluntary basis

5. DEBTORS

Note 5	Total funds £	Prior year funds £
Debtors		
Procook Ltd	48,626	26,894
Total	48,626	26,894

The donations through sales of Procook products are held in the Procook Ltd bank account until paid over to the charity.

Payment was made to the Life's a Beach account of outstanding funds from Procook after the year end

NOTES TO THE FINANCIAL STATEMENTS (*continued*)

6. ANALYSIS OF CHARITABLE FUNDS

Note 6	Balance 01.04.2020 £	Incoming Resources £	Resources Expended £	Transfers between Funds £	Balance 31.03.2021 £
Charitable Funds					
Unrestricted Funds	26,894	21,732	0	-	48,626
Restricted Funds	-	-	-	-	-
Total	26,894	21,732	0	-	48,626

