

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.

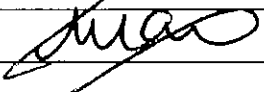
Independent examiner's statement

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

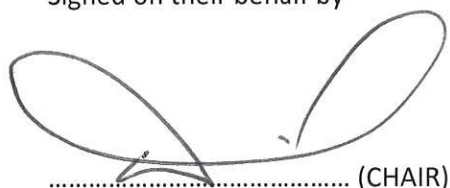
The statement of financial activities includes all gains and losses recognised in the year

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

