



Annual Report 2023-2024

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 organizations.
- **Education:** Supporting schools in eliminating single-use plastics by providing educational resources and Life's a Beach products.
- **Collaborations and Outreach:** Partnering with key organizations 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 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

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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").

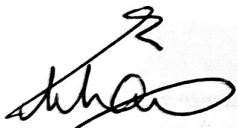
I report in respect of my examination of the Charity's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

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
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

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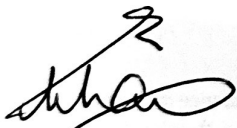
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- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any 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.



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Date: 22/1/25

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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

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NOTES TO THE FINANCIAL STATEMENTS

1. Analysis of donations

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10% Donations from Procook sales	22,548	-	22,548	34,691
Other donations	25,827	-	25,827	-
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	Activities undertaken directly	Support costs	Total costs	Prior year costs
Consumables	1,258	-	1,258	-
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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	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