



## 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.

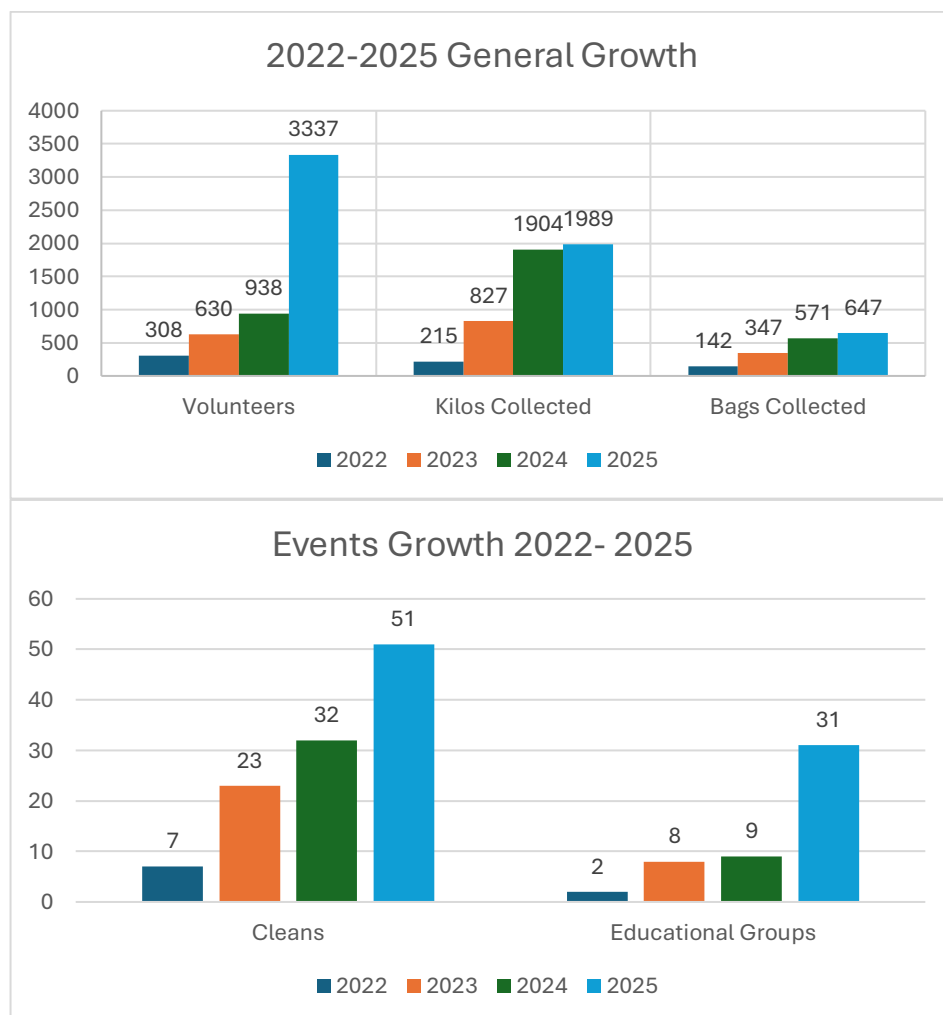
We also advanced our nationwide efforts, making a measurable difference along coastlines through increased clean-ups and engagement in new locations. Additionally, we strengthened existing partnerships and formed new collaborations with like-minded organisations, amplifying our shared commitment to protecting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

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 27<sup>th</sup> 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 31<sup>st</sup> 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
<b>Incoming resources</b>					
Income and endowments from donations and legacies	1	46,537	-	46,537	48,375
<b>Resources expended</b>					
Expenditure on charitable activities	2	(45,165)	-	(45,165)	(45,448)
<b>Net income/(expenditure) before investment gains/(losses)</b>		<b>1,372</b>	<b>-</b>	<b>1,372</b>	<b>2,927</b>
Net gains/(losses) on investments		-	-	-	-
<b>Net income/(expenditure)</b>		<b>1,372</b>	<b>-</b>	<b>1,372</b>	<b>2,927</b>
Extraordinary items		-	-	-	-
Transfers between funds		-	-	-	-
<b>Other recognised gains/(losses):</b>					
Gains and losses on revaluation of fixed assets for the charity's own use		-	-	-	-
Other gains/(losses)		-	-	-	-
<b>Net movement in funds</b>		<b>1,372</b>	<b>-</b>	<b>1,372</b>	<b>2,927</b>
<b>Reconciliation of funds:</b>					
Total funds brought forward		91,750	-	91,750	88,823
<b>Total funds carried forward</b>		<b>93,122</b>	<b>-</b>	<b>93,122</b>	<b>91,750</b>

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 £
<b>Current assets</b>					
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
<b>Total current assets</b>		<b>93,777</b>	<b>-</b>	<b>93,777</b>	<b>93,058</b>
Creditors: amounts falling due within one year	8	(655)	-	(655)	(1,308)
<b>Net current assets</b>		<b>93,122</b>	<b>-</b>	<b>93,122</b>	<b>91,750</b>
<b>Total assets less current liabilities</b>		<b>93,122</b>	<b>-</b>	<b>93,122</b>	<b>91,750</b>
Creditors: amounts falling due after one year		-	-	-	-
<b>Total net assets</b>		<b>93,122</b>	<b>-</b>	<b>93,122</b>	<b>91,750</b>
<b>Funds of the Charity</b>					
Restricted income funds		-	-	-	-
Unrestricted funds	9	93,122	-	93,122	91,750
<b>Total funds</b>		<b>93,122</b>	<b>-</b>	<b>93,122</b>	<b>91,750</b>

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
<b>Total</b>	<b>46,536</b>	<b>-</b>	<b>46,536</b>	<b>48,375</b>

### 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
<b>Total</b>	<b>10,678</b>	<b>-</b>	<b>10,678</b>	<b>11,914</b>

### 3. Employee costs

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

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**

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

**7. Cash and cash equivalents**

	<b>Total funds</b>	<b>Prior year funds</b>
Cash at bank	82,836	42,394
<b>Total</b>	<b>82,836</b>	<b>42,394</b>

**8. Creditors due within one year**

	<b>Total funds</b>	<b>Prior year funds</b>
Trade creditors	655	216
Other creditors	-	1,092
<b>Total</b>	<b>655</b>	<b>1,308</b>

**9. Analysis of charitable funds**

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

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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 31<sup>st</sup> 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

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**Stephen Sanders FCMA**  
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Transfers between funds		-	-	-	-
<b>Other recognised gains/(losses):</b>					
Gains and losses on revaluation of fixed assets for the charity's own use		-	-	-	-
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		Unrestricted funds £	Restricted income funds £	Total this year £	Total last year £
<b>Current assets</b>					
Debtors	6	9,741	-	9,741	49,484
Stock		1,200	-	1,200	1,180
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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**

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**Life's A Beach, charity no. 1185046**

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**6. Debtors**

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

**7. Cash and cash equivalents**

	<b>Total funds</b>	<b>Prior year funds</b>
Cash at bank	82,836	42,394
<b>Total</b>	<b>82,836</b>	<b>42,394</b>

**8. Creditors due within one year**

	<b>Total funds</b>	<b>Prior year funds</b>
Trade creditors	655	216
Other creditors	-	1,092
<b>Total</b>	<b>655</b>	<b>1,308</b>

**9. Analysis of charitable funds**

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