

FOREVER11

England & Wales - Charity number 1201729

Details

Status Registered

Legal form CIO

Registered 2023-01-26

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

Contact

Address Unit B8
Maritime Business Park
Criterion Way
Pembroke Dock
SA72 6UL

Phone 07444842859

Email info@forever11.co.uk

Website www.forever11.co.uk

Activities

Objects: TO EDUCATE THE PUBLIC IN WALES, FOR THE PUBLIC BENEFIT, ON THE SUBJECTS OF SEA SAFETY, SWIMMING AND WATER AWARENESS AND TO PROMOTE THE SAVING OF LIVES BY THE PROVISION OF INFORMATION, ADVICE AND WORKSHOPS, AND TO MAKE GRANTS TO ORGANISATIONS THAT PROMOTE SEA SAFETY, SWIMMING AND WATER AWARENESS.

Activities: Education and Awareness: Organizing and delivering educational programs, workshops, and campaigns to teach water safety skills, swimming, and first aid. This can include school visits, community events, and media campaigns. Provision of Life saving equipment: Procure and Install life saving equipment at beaches and coastal areas.

Classification

- **How:** Makes Grants To Organisations, Provides Advocacy/advice/information
- **What:** Education/training
- **Who:** Children/young People, Other Charities Or Voluntary Bodies, The General Public/mankind

Geography

- Throughout Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2024-09-30	£39,594	£5,046	-	-
2023-09-30	£24,736	£5,611	-	-

Trustees

Name	Role	Appointed
Carli Newell	Chair	2026-04-01
Claire Charnock		2026-04-01
Gareth Burns		2026-04-01
Lucy Elizabeth Cawley		2023-01-26
Lucy Priscilla Turner		2023-01-26

FOREVER11

England & Wales - Charity number 1201729

Accounts



Registered Charity No: 1201729

REPORT OF THE TRUSTEES AND FINANCIAL STATEMENTS

FOR THE PERIOD OF 01 SEPTEMBER 2023 TO 30 SEPTEMBER 2024

FOREVER11

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1. REPORT OF THE TRUSTEES

The trustees present their report with the financial statements of the charity for the period 01 September 2023 to 30 September 2024. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

2. CHAIRS FOREWORD

As Chairman of Forever11, I am honoured once again to present our annual report, marking the completion of our second year as a registered charity. What began as a deeply personal mission has continued to grow into a powerful movement dedicated to preventing drownings, promoting water safety, and empowering communities across the UK.

In our second year, Forever11 has moved from laying strong foundations to driving measurable impact. Building on the governance and policies established in our first year, we have strengthened our Board of Trustees' role, enhanced our compliance with Charity Commission standards, and embedded best practices to ensure sustainability and accountability in all we do.

Most importantly, our reach has expanded significantly. Through targeted awareness campaigns, training initiatives, and partnerships with schools, local authorities, and community groups, we have equipped even more individuals—particularly young people and high-risk groups—with vital water safety knowledge and lifesaving skills. These efforts reflect our unwavering belief that education and preparedness are the most powerful tools in preventing tragedy.

This year also marked a new phase of collaboration. We are proud to have partnered with leading national organizations and local stakeholders, amplifying our voice and ensuring water safety remains firmly on the public agenda. From grassroots initiatives to national conversations, Forever11 has been recognized as a trusted advocate for change.

Of course, our progress is only possible because of the dedication of our volunteers, supporters, and donors. Your generosity of time, energy, and resources has fuelled every achievement we celebrate in this report. To each of you, I extend my deepest thanks.

Looking ahead, we remain ambitious and forward focused. The challenges of climate change, growing participation in water activities, and persistent gaps in awareness demand that we do more. In the coming year, we will deepen our impact by expanding our training programs, strengthening advocacy for stronger water safety measures, and reaching new communities across the country.

Together, we are making waves of change. With your continued support, I am confident that Forever11 will play a leading role in shaping a safer, more water-aware future—one where every individual has the knowledge and confidence to enjoy the water responsibly.

Thank you for standing with us as we move into this next chapter of growth and impact.

3. EXECUTIVE SUMMARY

This year has been another significant milestone for Forever11. Building on the strong foundations of our first year as a registered charity, we have continued to advance our mission to promote water safety and prevent drownings. Our programs have grown in scale and reach, enabling us to educate and empower even more individuals with essential life-saving knowledge and skills.

We have deepened our community impact through expanded training sessions, awareness campaigns, and partnerships with both local and national organizations. These collaborations have amplified our message and allowed us to reach new audiences, particularly those most at risk.

Despite the challenges of a rapidly changing environment, Forever11 has not only sustained but strengthened its efforts—supporting a growing number of people to stay safe around water. This year, our work has touched the lives of many, and our momentum continues to build as we look ahead with determination to create an even greater impact in the years to come.

4. ABOUT US

Founded in 2023, Forever11 has been dedicated to preventing drownings and promoting water safety across Pembrokeshire and Wales. We believe that education, awareness, and accessible training are the cornerstones of water safety. Our programs are designed to equip individuals, families, and communities with the skills and knowledge they need to enjoy water activities safely.

Our team consists of passionate professionals, volunteers, and partners who work tirelessly to advance our mission. We are driven by a vision of a world where water safety is universally recognized and where every individual is equipped to protect themselves and others.

5. OUR VISION AND MISSION

Mission:

To promote water safety, prevent drownings, and empower communities with the knowledge and skills to enjoy water responsibly.

Vision:

Eliminate water related fatalities in Pembrokeshire, Wales, and the UK.

6. YEAR IN REVIEW: KEY ACHIEVEMENTS

Expansion of Programs:

This year, we funded a new water safety program tailored to high-risk communities, reaching over 400 participants. These programs focused on essential skills like swimming, water rescue, and CPR, with a special emphasis on children and families.

Volunteer Growth:

Our volunteer base was established, with new volunteers joining our ranks. These dedicated individuals helped us deliver our programs and campaigns, expanding our reach and impact.

Partnerships:

We continue our membership of the Pembrokeshire Water Safety Forum, allowing us to access additional resources, share expertise, and co-create innovative water safety solutions.

7. PROGRAMS AND INITIATIVES

School-Based Water Safety Education:

In partnership with local schools, we funded several sea safety courses (both theoretical and practical). This program reached over 200 students, teaching them essential water safety skills from a young age.

Paddle Safer

In Partnership with Paddle West, we have funded and provided school children with essential water safety tips when using watercraft. This is also part of a recognized award program.

8. PARTNERSHIPS AND COLLABORATIONS

Our success this year has been bolstered by the strong partnerships we have cultivated. We are proud to have worked with the below mentioned, whose support has enabled us to expand our reach and resources.

Key Collaborations:

RNLI:

Jointly worked on projects and provided support for our community workshops.

Welsh Air Ambulance:

Jointly worked on projects and provided support for our community workshops.

Pembroke Dock Harlequins RFC:

Provided a location for many of our events.

Pembrokeshire Water Safety Forum:

Support and shared learning opportunities, delivery of common goals.

Paddle west:

Worked in partnership to provide learners with essential skills and paddle safe award.

9. FINANCIAL OVERVIEW

This year, Forever11 has maintained a stable financial position, with revenues of **£39,594** and expenditures of **£5,046**. Much of our funding comes from generous donations, grants, and fundraising events. Our financial strategy focuses on sustainability and ensuring that the maximum possible amount of our resources goes directly to our programs, whilst also keeping necessary reserves for future programs, fundraising events, and admin costs.

Revenue Sources:	£	39,594
Donations	£	36,812
Grants	£	-
Fundraising Events	£	2,782
Partnerships	£	-
Expenditure Breakdown:	£	5,046
Program Delivery	£	5,046
Awareness Campaigns	£	0
Administrative Costs	£	0
Fundraising Event Costs	£	0

10. LOOKING AHEAD: GOALS FOR NEXT YEAR

As we move into the next year, we are committed to building on our successes and addressing the challenges that remain. Our goals include:

1. **Expanding Our Reach:** We plan to extend our programs to new schools with the overall aim being every primary school in Pembrokeshire, particularly targeting areas with high rates of water-related incidents.
2. **Innovating Our Programs:** We will develop new initiatives focused on emerging water safety risks, including the impacts of climate change on water safety.
3. **Strengthening Advocacy Efforts:** We aim to influence policy at both local and national levels, advocating for stricter water safety regulations and increased public funding for water safety education.
4. **Enhancing Volunteer Engagement:** We will launch a new volunteer development program to better support our volunteers and increase their impact.
5. **Increasing Financial Sustainability:** We will diversify our funding sources by pursuing new grants and partnerships while optimizing our fundraising strategies.

11. ACKNOWLEDGMENTS

Our achievements this year would not have been possible without the support of our donors, partners, volunteers, and staff. We extend our deepest gratitude to:

- **Our Donors:** Your generosity is the lifeblood of our organization.
- **Our Partners:** Thank you for your collaboration and shared commitment to water safety.
- **Our Volunteers:** Your dedication and passion are at the heart of everything we do.

12. STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The Charity is a Charitable Incorporated Organisation (CIO) and is controlled by the Constitution, its governing document, the foundation registered on 26th January 2023. The governing document has been agreed by the Charity Commission.

Recruitment and appointment of new trustees

There must be at least three charity trustees, and the maximum number of charity trustees is twelve. Nominations to be a charity trustee are sought and notified prior to each Annual General Meeting of the charity. The below information describes the current trustees and terms in office, at the end of term each trustee must retire from office but may be reappointed through election.

<i>Name</i>	<i>Appointed</i>	<i>Term</i>
Mr. Samuel William John (Chair)	26 Jan 2023	5 Years
Miss Lucy Priscilla Turner	26 Jan 2023	5 Years
Mrs. Natalie Joanne John	26 Jan 2023	3 Years
Miss Lucy Elizabeth Cawley	26 Jan 2023	3 Years

Retirees may

seek re-election. The vacancies so arising may be filled by the decision of the members at the Annual General Meeting. Any vacancies not filled at the General Meeting may be filled at any time by the members or the charity trustees; any person appointed shall retire at the next Annual General Meeting and will need to seek re-election.

13. CONTACT INFORMATION

For more information about our work or to get involved, please contact us:

Address: 14 Upper Row, Golden Hill, Pembroke, Pembrokeshire, SA71 4TA

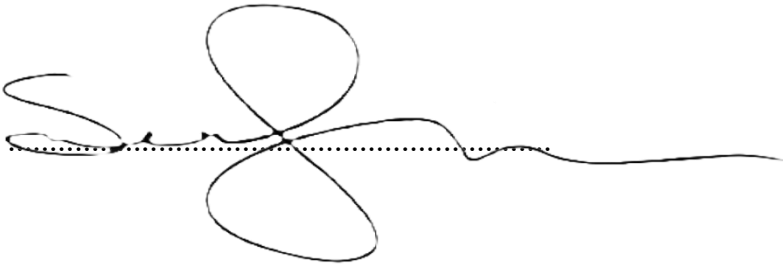
Phone: (+44) 7454313114

Email: Info@forever11.co.uk

Website: www.forever11.co.uk

This report reflects our commitment to transparency, accountability, and continuous improvement. We are proud of what we have accomplished this year and look forward to the continued support of our community as we work towards a safer future for all.

Approved by order of the board of trustees on 09/08/2024 and signed on its behalf by:

A handwritten signature in black ink, consisting of a large, stylized 'S' followed by a series of loops and a long horizontal tail, written over a dotted line.

Samuel William John (Chair of Trustees)

FOREVER11

England & Wales - Charity number 1201729

Accounts



Registered Charity No: 1201729

**REPORT OF THE TRUSTEES AND UNAUDITED FINANCIAL
STATEMENTS**

**FOR THE PERIOD OF 26 JANUARY 2023 TO 30
SEPTEMBER 2023**

FOREVER11

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2. CHAIRS FOREWORD

As Chairman of Forever11, it is my honor and privilege to present this year's annual report. We are united by a common mission: to promote water safety, prevent drownings, and empower communities with the knowledge and skills to enjoy the water responsibly. This mission is not just a professional endeavor for me; it is a deeply personal commitment.

With our registration as a charity, we have created a governance structure at Forever11. A Board of Trustees has been established to oversee and steer the charity and to meet the statutory requirements of the Charity Commission. In executing their duties, Trustees have had full regard for the requirements of Forever11 to fulfil its charitable purposes, which are carried out for the public benefit. We continue to make steady advances on reviewing and putting in place appropriate policies and procedures.

The importance of water safety cannot be overstated. Water, in its many forms, is a source of life, joy, and recreation. Yet, it also holds inherent dangers, particularly for those who are unprepared or unaware. Every year, preventable drownings claim hundreds of lives in the UK, leaving families and communities devastated. Our work is driven by the belief that these tragedies can be averted through education, awareness, and proactive safety measures.

Over the past year, Forever11 has made significant strides in expanding our reach and impact. We have launched new programs tailored to high-risk communities, partnered with local and national organizations, and advanced our public awareness campaigns. Our water safety training sessions have equipped Hundreds with essential life-saving skills.

These achievements would not have been possible without the unwavering support of our volunteers, donors, and partners. To each of you, I extend my heartfelt gratitude. Your contributions of time, resources, and expertise have fueled our mission and enabled us to make a tangible difference in the lives of so many.

As we look to the future, we are both inspired and challenged. Climate change, population growth, and increased water-related activities present new risks that we must address. At the same time, we are committed to deepening our impact by reaching more communities, enhancing our educational initiatives, and advocating for stronger water safety regulations.

I am confident that with your continued support, we can meet these challenges head-on and build a safer, more water-conscious world. Together, we can ensure that everyone—regardless of age, ability, or background—can enjoy the water safely.

Thank you for standing with us in this critical work. Let us continue to make waves of change, protecting lives and creating a future where water safety is a shared

responsibility and a universal priority.

3. EXECUTIVE SUMMARY

This year has been a landmark one for Forever11, firstly becoming a registered charity, and With a continued focus on our mission to promote water safety and prevent drownings, we have expanded our programs, deepened our community impact, and built stronger partnerships. Despite the challenges posed by an ever-changing global landscape, our organization has not only survived but thrived, helping hundreds of individuals learn how to stay safe around water.

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Vision:

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6. YEAR IN REVIEW: KEY ACHIEVEMENTS

Becoming a registered charity:

In January this Year, Forever11 became a UK registered charity, this was a huge achievement for the charity, its trustees, and supporters.

Expansion of Programs:

This year, we funded a new water safety program tailored to high-risk communities, reaching over 200 participants. These programs focused on essential skills like swimming, water rescue, and CPR, with a special emphasis on children and families.

Volunteer Growth:

Our volunteer base was established, with over 30 new volunteers joining our ranks. These dedicated individuals helped us deliver our programs and campaigns, expanding our reach and impact.

Partnerships:

We became a member of the Pembrokeshire Water Safety Forum, allowing us to access additional resources, share expertise, and co-create innovative water safety solutions.

7. PROGRAMS AND INITIATIVES

School-Based Water Safety Education:

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This year, Forever11 has maintained a stable financial position, with revenues of **£24,736** and expenditures of **£5,611**. Much of our funding comes from generous donations, grants, and fundraising events. Our financial strategy focuses on sustainability and ensuring that the maximum possible amount of our resources goes directly to our programs, whilst also keeping necessary reserves for future programs, fundraising events, and admin costs.

Revenue Sources:	£	24,736	
			23.79
Donations	£	5,885	%
Grants	£	-	0.00%
			76.21
Fundraising Events	£	18,852	%
Partnerships	£	-	0.00%

Expenditure Breakdown:	£	5,611	
Program Delivery	£	-	0.00%
Awareness Campaigns	£	379	6.75%
Administrative Costs	£	285	5.09%
			88.16
Fundraising Event Costs	£	4,947	%

10. LOOKING AHEAD: GOALS FOR NEXT YEAR

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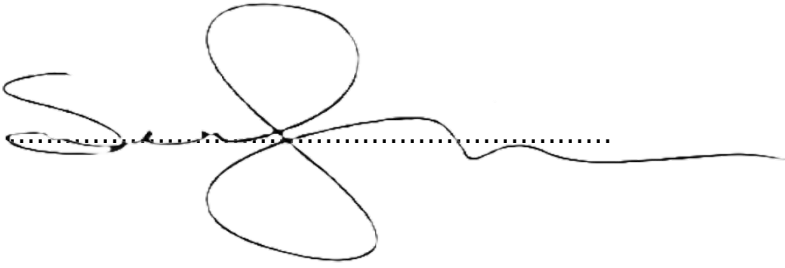
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A handwritten signature in black ink, consisting of a large loop at the top, a horizontal line with a dotted section in the middle, and a long, wavy tail extending to the right.

Samuel William John (Chair of Trustees)

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