

<u>Trustees' Annual Report (TAR) and Charity Accounts</u> <u>Year ended December 31st 2023</u>



Charity Number: SC047595 PROTECT OUR WINTERS UK TRUSTEES' ANNUAL REPORT YEAR ENDED 31 DECEMBER 2023

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Report of the Trustees

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Annual Report of the Board of Trustees for the Year Ended 31 December 2023

The Trustees present their annual report and the independently examined financial statements of the charity for the 12 months ended 31st December 2023.

The accounts have been prepared in accordance with the accounting policies set out on pages 11 to 17 and comply with the charity's governing document, applicable laws and the requirements of Statement of Recommended Practice on 'Accounting and Reporting by Charities' issued in 2019.

1. OBJECTIVES AND ACTIVITIES

Who We Are

Protect Our Winters UK is an outdoors climate action charity rooted in our love of the outdoors. We are here to turn passion into action.

Our Mission

We help passionate outdoor people become effective climate advocates to achieve systemic solutions to climate change, protecting our world today and for future generations.

Vision

To achieve 'Net Zero' as close as possible to 2040 (in UK)

To get there, we believe the world must embrace renewable energy, electric transportation, green finance, and a managed decline of fossil fuel extraction.

What we do

We deliver community education and engagement programmes, organisational climate action support, and campaign for systemic policy solutions.

Why we do it

We're in a climate emergency and time to act is running out. Together, outdoors people can be a force for positive change.

2. KEY ACHIEVEMENTS AND PERFORMANCE FOR 2023

Our full 2023 Impact Report can be seen here (<u>Protect Our Winters UK Impact Report</u>) and details all our campaigns, activities and successes in 2023. Highlights are:

Campaigns

Send It for Climate UK General Election Campaign

 In 2023 the focus was to secure the strongest ever party manifestos on climate change by encouraging the outdoor community to send postcards of support. Campaign Wins - 2363 postcards received and delivered to 10 Downing Street and we had a meeting with Kerry McCarthy, now Parliamentary Under-Secretary of State for Climate Change.

British Cycling - 2023

- In the wake of our open letter expressing our profound dismay at British Cycling's ill
 advised alliance with climate destructive fossil fuel giant Shell, we secured a seat at
 the table and engaged in constructive dialogue whilst raising our issues with Shell
 and their abhorrent history.
- Off the back of that meeting we conducted a climate training session for 11 senior members of British Cycling including executives and the CEO. We covered climate change causes, impacts and strategies. We exposed Shell's actions including backtracking on green targets and harmful extraction processes.
- The training was well received. While cautiously optimistic about potential changes, we maintain our critique of partnerships with climate contributing entities like Shell. British Cycling commits to future collaboration but offers no specifics on the Shell partnership. We persist in advocating for its termination.

Community Education

Empowering Engaged community members to take Effective Climate Action

Accredited by the UN-recognised Carbon Literacy Project, **Carbon Literacy Training (CLT)** empowers outdoor enthusiasts with knowledge and tools to comprehend the carbon footprint of their activities and take meaningful action to reduce emissions at a personal, community and organisational level.

Our CLT continues to grow and we have increased our team of trainers from 5 to 6, are running monthly public courses and more corporate courses.

We believe that we are stronger together and inclusivity fuels our progress. Everyone should have a voice in the climate conversation. That is why we have introduced free admission and reserved places for disadvantaged and marginalised groups.

In 2023 we trained over 245 people on 22 courses in how the take climate action, being: 113 individuals from the community; 10 free spaces; 89 staff from outdoors companies; 43 BASI and mountaineering instructors

649 total attendees trained since 2020

Organisational Climate Action Support

The POW Pledge helps organisations to reduce their carbon footprint. In response to new legislation and the growing accessibility of information on climate action, particularly with the new Race to Zero framework, we have evolved the POW Pledge to ensure its enduring impact. This evolution entails transforming the Pledge into a comprehensive guidebook tailored for outdoor brands and organisations. By directing them towards readily available resources and empowering them with actionable measures, the Pledge will facilitate tangible progress towards achieving net zero emissions.

16+ organisations publicly committed to net zero targets 160+ organisations signed up to the Pledge 270+ organisations using the Pledge tools via external provider

Growing our Reach - We've been growing our reach and diversifying our audience to help build our base and increase the scale of impacts. Our community continues to grow and social media and email remain important lines for communicating and engaging with our community.

Total Social Following: grew from 18,897 to 20,130 Email Subscribers: grew from 2,600 to 5,500

Events

Events attended:17+ Talks delivered: 20+ Estimated reach: 20,000+

-> Magic Mountain; The Mighty Coe; Fort William Mountain Festival; Arcteryx Academy; Blue Earth Summit; ALS Film Screening; Crystal Ski Managers Annual Meeting; Verbier Tourist Board; London Climate Action Week; Thrive Ballater; UK MTB Annual Conference and Scottish MTB Awards; Sport Positive Summit; National Snow Show; Listex; Kendal Mountain Festival; Rapha UCI Event; UCI World Cycling Championships

POW in the Press

In August 2023 we released our report **Downhill from Here: How Climate Change Threatens Cycling as We Know It** which demonstrates how climate change is threatening access to cycling, riders' health and safety and events and experience. This includes insights from high-profile athletes and industry insiders.

Our dedicated efforts to combat the climate crisis have garnered note-worthy attention, earning prominent features in leading publications such as the BBC and the Guardian, as well as acclaimed outdoor platforms such as Single Track World and BASE Mag.

Not only have we been making headlines, but we've also been captivating audiences on television, the internet and through RSS feeds. From our spotlight on BBC's Ski Sunday to our feature on an episode of Positive Action on Outside Online.

3. FINANCIAL REVIEW

Our Charity and our operations are funded through donations from companies, non-profit organisations, universities, and private donations.

For the 12 month period to 31st December 2023:

Income grew by 34% to £261,817. **Expenditure** for the year was £231,825 (23% increase) as we grew the organisation and grew our reach - the resulting surplus increased our reserves by £29,992.

Our primary **source of funds** continues to be *Donations and Gifts* at £187,554 (up 24%) - key Corporate Donors were Crystal (ski holiday company), Boom Power (solar energy company) and Hermetica Black (specialist energy company) - all of whose support is critical to our growth and success.

- With our continued focus on Grants we saw a fivefold increase in General Grants to $\pounds 29,473$; and Grants for Specific Charitable Activities up 28% to $\pounds 7,906$ - focused on the Send It for Climate campaign.

- *Income for the Provision of Charitable Services* increased 88% to £30,824 as we partner to support organisations and their employees in their journey to net zero.

Our primary **expenditure** is our staff and their expenses to attend events. - Staff costs increased by 23% to £192,459 partly due to recruiting a new role of Partnerships Coordinator and partly reflecting performance related pay increases for the team as our income has grown.

- The increase in *Events and Travel* of 58% in 2023 to £16,895 reflects the investment we have made to attend more events to increase our impact and reach.

- *General Expenses* include IT costs and at £10,843 are 14% lower than 2022 when there were external costs to improve our digital platforms.

Statement of the charity's policy on reserves:

The charity will seek to continually re-invest all available funds to develop and execute our strategy.

Our policy is to maintain reserves equal to at least 3 months of expenditure - this provides sufficient flexibility to cover any temporary shortfall in income and will allow the charity to cope and respond immediately to a reasonable range of unforeseen adverse circumstances prior to specific remedial plans being implemented. At 31st December 2023 we had £56,749 of reserves which is 3 months cover.

4. STRUCTURE, GOVERNANCE AND MANAGEMENT

Our eight person board meets quarterly.

According to the Constitution, Trustees can be elected at any Board meeting. Under the constitution there must be a minimum of three and maximum of ten. The Trustees are responsible for the strategic direction and governance of the Charity and the day-to-day management is led by the trustees working hands on with 4 members of staff and a number of key volunteers.

Our growing staff team is:

- **CEO** Lauren McCallum, who works full time across the organisation. Her priorities are: liaise with ambassadors; work with corporate partners; liaise with other climate change NGOs; liaise with other POW Chapters; develop and lead campaigns; attend events and manage the team.
- **Head of Policy and Advocacy** Dom Winter, who works 4 days per week developing and delivering our Carbon Literacy Training programme; developing and managing the POW Pledge for Business and the POW website; supporting campaign development and delivery and on-boarding volunteers.
- **Marketing Manager** Adam Raja, who works 4 days a week focussing on social media, communications and merchandise.
- **Partnership Manager** Ruth Cutts works 4 days focusing on developing partnerships and generating sustainable revenue.

In addition we have freelance contractors working in areas such as Fundraising, Carbon Literacy Training and design for Marketing assets.

In 2023 we had approximately 30 volunteers supporting creating a new platform for our organisational climate resource, keeping our website in order, contributing images and ensuring our content is topnotch. We use remote working tools augmented with regular calls.

There are now **14 POW chapters across the globe**, each with separate governance and missions but with a shared brand and overall ambition.

5. FUTURE PLANS

After the success of our Send It campaign (last year's key priority) this year is a period of focus and growth foundation building

Our priorities for 2024 are:

- Continuing to have **maximum impact against our core mission** - enabling our community to help drive systemic change to tackle climate change.

- We will agree our next **3 year strategy** and be clear about the **"One thing we do"** for our supporters

- We will conduct a **structural review** and change as needs be to ensure we are set up to deliver on our strategy as effectively as possible. This review will also provide a platform for growth and will be a key priority to put us in a good place for the future.

- We will progress recruiting **high profile ambassadors** / **athletes and brands** where the focus will be on partnership and how they can help us as much as we can help them (such as through carbon literacy)

- We will continue to deliver **education programmes**, empowering people in the outdoor community to be informed and confident on climate change issues

- We will target more **grants and foundations** that will enable us to deliver on our mission and support our necessary growth.

- We will recruit an additional **Board member** with a focus on diversity and bring someone in with experience of grants and fundraising, with our previous Trustee in this capacity having stepped down.

DECLARATION

Signed on Behalf of the Charity Trustees

Dime

Simon Dawes - Chair Date: 09/09/24

INDEPENDENT EXAMINER'S REPORT

For the year ended 31 December 2023

Independent Examiner's report to the Trustees of PROTECT OUR WINTERS UK. I report on the financial statements for the year ended 31 December 2023.

Respective responsibilities of Trustees and Examiner

The Trustees are responsible for the preparation of the accounts in accordance with the Charities and Trustees Investment (Scotland) Act 2005 (the act) and the Charities Accounts (Scotland) Regulations 2006 (the Regulations). The Trustees consider that the audit requirements of 10(1)(d) do not apply. It is my responsibility to examine the accounts as required under section 44(1)(c) of the Act and to state whether particular matters have come to my attention.

Basis of Independent Examination

My examination is carried out in accordance with Regulation 11 of the Charities Accounts (Scotland) Regulations 2006. An examination includes a review of the accounting records kept and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts and seeks explanation from the Trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently I do not express an audit opinion on the view given by the accounts.

Independent Examiner's Statement

In connection with my examination, no matter has come to my attention

1. Which gives me reasonable cause to believe that in any material respect, the requirements

(a) to keep accounting records in accordance with the Regulations and

(b) to prepare accounts which agree with the accounting records and

comply with the Regulations have not been met, or

2. to which in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached

3. No trustees were remunerated for their services

Full Name: Krysia Smith

Signed: Date: 30/8/2024 Qualifications: CGMA, BSc(Hons), MICB, DipPM

PROTECT OUR WINTERS UK

SC047595

Statement of Financial Activities Including Income and Expenditure Account

	Notes	2023 Unrestricted funds	2023 Restricted income funds	2023 Total funds	2022 funds
		£	£	£	£
Incoming resources					
Income from:	i	404 477	00.000	047 477	457 500
Donations	3	181,477	36,000		157,568
Charitable Activities	3	30,824	7,906	38,730	22,553
Other trading activities	3	5,322		5,322	15,467
Investments	3	288		288	14
Total		217,911	43,906	261,817	195,602
Resources expended					
Expenditure on:					
Charitable activities	4	204,626	27,199	231,825	188,401
Total		204,626	27,199	231,825	188,401
Net income/movement in funds		13,285	16,707	29,992	7,201
Reconciliation of funds:	I				
Total funds brought forward		22,564	4,193	26,757	19,555
Total funds carried forward		35,849	20,900	56,749	26,757

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

Balance Sheet

		2023	2023 Restricted		
		Unrestricted	income		
	Notes	funds	funds	Total 2023	Total 2022
		£	£	£	£
Current assets					
Stocks	8	703	-	703	2,550
Debtors	9	4,184	-	4,184	11,205
Cash at bank and in hand		45,946	20,900	66,846	22,456
Total current assets		50,833	20,900	71,733	36,211
Creditors: amounts falling due within					
one year	10	14,984	-	14,984	9,454
Net current assets/(liabilities)		35,849	20,900	56,749	26,757
Funds of the Charity					
Restricted income funds	11		20,900	20,900	4,193
Unrestricted funds		35,849		35,849	22,564
Total funds		35,849	20,900	56,749	26,757

<u>Treasurer</u>

Full Name:

Marianne Maitland

martent

Date:

Signed:

20/08/24

Notes to the Financial Statement for the year ended 31st December 2023

1 Accounting policies

Charity Information : Protect our Winters UK is a Scottish Charitable Incorporated Organisation.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's governing document, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended), FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS102") and the Charities SORP "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).

The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities not to prepare a Statement of Cash Flows.

The financial statements have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations but which has since been withdrawn.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest \pounds .

The financial statements have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to these accounts.

The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.4 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Electronic cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

The trustees consider it impractical to measure the value of volunteer help and consequently, as permitted by the SORP, their value is not recognised in the financial statements but is described in the trustees' annual report.

1.5 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement, and the amount of the obligation can be measured reliably.

Expenditure is classified by type of spend.

1.6 Stocks

Merchandise stocks held for sale have been valued at historical cost which is lower than net realisable value.

1.7 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

2 Critical accounting estimates and judgements

There are no estimates that the trustees consider significant for the accounts.

3 Income

			2023 Unrestricted funds £	2023 Restricted income funds £	2023 Total funds £	2022 £
Donations:	Donations and gifts		151,554	36,000	187,554	151,077
	Gift Aid		450	-	450	1,491
	General grants		29,473	-	29,473	5,000
		Total	181,477	36,000	217,477	157,568
Charitable Activities	Grants for Specific Charitable Act	tivities	-	7,906	7,906	6,193
	Provision of Charitable Services		30,824	-	30,824	16,360
		Total	30,824	7,906	38,730	22,553
Other trading	Merchandise Sales					
activities:			5,322	-	5,322	15,467
		Total	5,322	-	5,322	15,467
Investments	Bank Interest		288	-	288	14
		Total	288	-	288	14
TOTAL INCO	ME		217,911	43,906	261,817	195,602

All income in 2022 was unrestricted except for £16,467 of restricted funds which may only be used for purposes specified by the donors. These restricted funds were:

- £9,300 to subsidise and expand delivery of Carbon Literacy Training (£3,693 unspent at 31/12/22); and

- £7,167 to expand, improve and market the POW Pledge (£500 unspent at 31/12/22)

4 Expenditure - Charitable Activities

		2023		2022			
	Unrestricted funds	Restricted income funds	Total funds	Unrestricted funds	Restricted income funds	Total funds	
Expenditure on charitable activities:	£	£	£	£	£	£	
Staff Costs	166,900	25,559	192,459	150,569	5,608	156,177	
Events and Travel	16,895		16,895	10,666		10,666	
General - Admin and IT	9,203	1,640	10,843	5,990	6,667	12,657	
Advertising and Marketing	7,994		7,994	889		889	
Merchandise	2,401		2,401	6,994		6,994	
Insurance	1,107		1,107	893		893	
Independent Examination	125		125	125		125	
Total expenditure on charitable activities	204,626	27,199	231,825	176,126	12,275	188,401	

The only fee paid to the Independent Examiner was for the Independent Examination.

5 Trustees

The charity's insurance policy includes Management Liability Insurance for its trustees. No other remuneration was paid to the trustees or to any connected persons during the year.

6 Employees

	2023	2022
6.1 Staff Costs	£	£
Salaries	130,830	104,469
Social security costs	8,870	6,253
Pension costs (defined contribution scheme)	4,957	3,837
Freelance Staff	47,551	41,442
Training	250	177
Total staff costs	192,459	156,177

6.2 Average headcount in the year		This year	Last year
6.2 Average headcount in the year		Number	Number
	Total	4	4

7 Taxation

The charity is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects.

8 Stocks

	2023 Stock
	For resale
Stocks for other trading activities:	£
Opening	2,550
Added in period	-
Expensed in period	- 1,847
Closing	703

Stock held is POW branded Merchandise for resale by our Merchandise partner. During 2023 our merchandise partner changed and as a result there was a change from POW owning the stock to our Partner owning any new stock.

9 Debtors and Prepayments

	2023	2022
	£	£
Trade debtors	2,911	10,213
Prepayments	1,273	991
Total falling due within 1 year	4,184	11,205

10 Creditors and accruals

	2023 £	2022 £
Trade creditors	3,512	-
Taxation and social security	10,334	8,839
Other creditors	1,137	616
Total falling due within 1 year	14,984	9,454

11 Restricted Funds

	Purpose and Restrictions	Fund balances brought forward	Income	Expend iture	Fund balances carried forward
Fund names		£	£	£	£
Crystal	Expanding and delivering POW's Carbon Literacy Training Programme	-	35,000	- 14,600	20,400
Other funds (no other Material Individual Funds)	Carbon Literacy Training and POW Pledge expansion and delivery: Send It Campaign Development and delivery	4,193	8,906	- 12,599	500
	Total Funds	4,193	43,906	- 27,199	20,900

11.1 Details of Material Funds held and Movements during 2023

11.2 Details of Material Funds and Movements during 2022

	Purpose and Restrictions	Fund balances brought forward	Income	Expend iture	Fund balances carried forward
Fund names		£	£	£	£
Other funds (no Material Individual	Carbon Literacy Training and POW Pledge expansion and				
Funds)	delivery	-	16,467	- 12,275	4,193
	Total Funds	-	16,467	- 12,275	4,193

12 Transactions with Trustees and Related Parties

12.1 Trustee remuneration and benefits

None of the trustees have been paid any remuneration or received any other benefits from an employment with their charity or a related entity.

12.2 Trustees' expenses

	2023	2022
Type of expenses reimbursed	£	£
Travel	549	698
Subsistence	10	6
TOTAL	559	704
Number of trustees reimbursed for expenses or who had expenses paid by the charity	1	1

12.3 Transaction(s) with related parties

There have been no related party transactions in the reporting period or prior period.

13 Prior Period Adjustment

The prior year has been restated as previously the accounts were prepared on a cash accounting basis. This year the accounts are being prepared on an accruals basis therefore the prior year has been restated to ensure the figures are comparable.

Reconciliation of funds per previous GAAP to funds determined under FRS 102

	Start of period 1/1/22 £	End of period 31/12/22 £
Fund balances as previously stated	£22,028	£22,456
Adjustments:		
Stocks	£3,903	£2,550
Debtors due within one year	£10,070	£11,205
Creditors due within one year	-£16,446	-£9,454
Fund balance as restated	£19,555	£26,757

Reconciliation of net income/(net expenditure) per previous GAAP to net income/(net expenditure) under FRS 102

	2022
	£
Net income/(expenditure) as previously stated	£428
Adjustments:	
Income	
Donations	-£1,798
Charitable Activities	£600
Other trading activities	£1,944
Other - Vat Received and Payable to HMRC	-£3,897
Expenditure - Charitable Activities	£9,923
2022 net income/(expenditure) as restated	£7,201

Reference and administrative Details

Registered charity name: Protect Our Winters UK

Charity registration number: SC 047595

Registered address:

13/3 Clarendon Crescent, Edinburgh EH4 1PU Email: <u>contact@protectourwinters.uk</u> Website: <u>www.protectourwinters.uk</u>

Charity Trustees are:

- 1. Simon Dawes (Chair) appointed 1st September 2022
- 2. Alexander (Sandy) Trust
- 3. Scott Burrows (Secretary)
- 4. Adam Hall
- 5. Edward Finlay
- 6. Hannah Bailey Appointed October 2020
- 7. Marianne Maitland (Treasurer) appointed June 2021
- 8. Tom Mountford appointed 1st December 2022

Other Trustees who served during the year were:

1. Emma Bracegirdle - appointed May 2023 resigned May 2024

Independent examiner:

Krysia Smith ADD Accounting Solutions Limited 12 Loaning Crescent Peebles EH45 9JR