



THE WESTERN FRONT WAY

REPORT OF THE TRUSTEES AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 SEPTEMBER 2019

Charity number 1174793

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The Western Front Way

Report of the Trustees for the year ended 30 September 2019

REFERENCE AND ADMINISTRATION DETAILS

Charity registration number: 1174793
Principal address: c/o PO Box 625, Tonbridge, Kent, TN9 9QF

Trustees

The trustees who served during the year and to date of this report were:

Kirsty Buchanan-Gregory (appointed 1 May 2019)
Amanda Carpenter
Andrew Gillespie
Thomas Heap
Rory Forsyth
Laura Lestoquoy (appointed 14 November 2018)
Alison Mills
Charles Pike – Chair
Sir Anthony Seldon

STRUCTURE, GOVERNANCE AND MANAGEMENT

The charity is a charitable incorporated organisation (CIO) governed by its constitution dated 20 September 2017. The charity was registered with the Charity Commission on 22 September 2017.

The charity is governed by the board of trustees. The board meets twice annually (and quarterly if required) and decides on the strategic direction the charity should take, the performance targets that should be set and examines the recent activities and performance of the charity. The day to day operations of the charity are delegated to the acting CEO and acting Development Director, roles fulfilled by two Trustees (Rory Forsyth and Amanda Carpenter). In 2019 and 2020, more of the work was/is being done overseas by our partners and lessened the day to day need for our input. Their principle role has been gaining permissions, spreading the message of the pathway, erecting plaques and promotion. Our principle partners are; Peter Slosse - Head of Ypres Tourism, Véronique Bon – Head of tourist office Albert, John Desrosieres – Head of Veteran Affairs Canada at Vimy Ridge, François Bergez – Director Somme Tourism.

Recruitment & appointment of trustees

Trustees are recruited in conjunction with ongoing needs and skills analysis to provide balanced and informed Governance for the Charity. No more than 12 and no less than 3 persons may be elected. Appointments are agreed by the Trustees for a fixed term after which Trustees may be re-elected.

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OBJECTIVES AND ACTIVITIES

The objects of The Western Front Way as set out in its constitution are:

- (1) To advance the education of the public in the history of the First World War with particular reference to the Western Front (being the battle front which stretched from the Channel coast in the north to the Swiss border in the south.
- (2) To promote good citizenship for the benefit of the public at large by remembering all those who gave their lives in battle along the route of the Western Front during the First World War and the establishment of a permanent way marked path along the entire length of the Western Front.

Public benefit

The trustees have complied with the duty in section 4 of the 2011 Charities Act to have due regard to guidance published by the Charity Commission, including public benefit guidance. We have referred to the Charity Commission's general guidance on public benefit when reviewing our aims and objectives and in planning our future activities.

The charity furthers its charitable purposes for the public benefit as follows:

The charity is set up to benefit the general public, and young people in particular, across the UK especially the descendants of those individuals who took part in the First World War. Relatives of those who served from Commonwealth and other countries will certainly be included.

The charity's purpose is beneficial because it will enable the general public to gain understanding and knowledge of the First World War with particular reference to the historical significance of the Western Front and the loss of life in the battles on both sides of the conflict. It will enable individuals of all ages to gain greater understanding and knowledge of the impact of the conflict and the importance of reconciliation and the need for peaceful discourse between nations.

Through production of materials such as guides, and an app, the Charity will support the wider discussion and teaching of the First World War in UK and international schools offering additional resources to schools for us both in the classroom and during visits to the battlefields and areas along the Western Front.

Individuals will also gain health benefits – physical, emotional and mental wellbeing – by walking along the permanent way marked path.

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ACHIEVEMENTS AND PERFORMANCE

During 2018 – 2019 the WFW have had some notable achievements.

The entire Belgian sector, running from Nieuwpoort on the coast to Armentieres on the French border is now mapped, plaqued and marked with over 450 waymarkers. This initiative was driven by the three frontier towns, and their respective tourist offices of Nieuwpoort, Diksmuide and Ypres. The WFW involvement was critical, and the team worked closely with the tourist offices to ensure completion. WFW signboards are now in place in these three towns, and we have been delighted with the warmth of the welcome we have received. The WFW logo has been amended to more accurately reflect the Belgium involvement in the project.

The WFW board attended the inaugural walk in Auchy Les Mines with the mayor and other business leaders and walkers in July 2018. Subsequently Trustees were invited to attend a plaque opening in Auchy Les Mines, and an unveiling in Diksmuide in Belgium.

During a planned trip in April 2019, a small team from WFW (Rory Forsyth, Amanda Carpenter and Laura Lestoquoy) delivered plaques and information board to a number of locations along the route including Albert, Peronne and at Vimy Ridge.

Laura Lestoquoy, was joined by two of her teaching colleagues in Summer 2019 and spent three weeks visiting sites, leaving information and gathering support from key members of the local community.

One of the principal challenges the charity has faced has been 'how to share the route with walkers' in a way that is accessible and accurate but also produced in a timely way. Gaining route permissions proved almost impossible so the Trustees decided to move to a 'plaque to plaque' approach which allows walkers and cyclists to plot their own journeys between the permanent marker plaques.

Rory Forsyth was commissioned to hand drawn indicative maps, and the website now has an overall route, 4 detailed routes and an indicative cycle route.

The Charity continues to receive positive press coverage both in the UK and abroad, and interest is spreading further afield.

COVID-19

The charity has not suffered a significant impact from the Coronavirus pandemic, as we have no paid staff or premises, and are not reliant on current grant funding streams. An event planned to launch the formal opening of Belgian part of the route in Ypres was cancelled, as was the WFW celebration and launch planned for April 2020. The planned bike ride led by Trustee Tom Heap also planned for April 2020 has had to be postponed till 2021. All virtual communications such as Newsletters and social media have continued and Board meetings are now held virtually via Zoom.

We do not at this stage anticipate any significant impact on revenue for 2020-21 period.

The Western Front Way

Report of the Trustees for the year ended 30 September 2019

FINANCIAL REVIEW

During the year ended 30 September 2019, the charity had net receipts of £1,023 (2018: £9,450).

At 30 September 2019, cash at bank of £10,473 (2018: £9,450) was held, of which £3,405 (2018: £nil) related to restricted funds and £7,068 (2018: £9,450) unrestricted funds.

Related party transactions

During the year, 4 trustees (2018: 2) were reimbursed a total of £14,139 (2018: £2,447) for travel and other expenses incurred on behalf of the charity. In addition, 2 trustees (2018: 0) were paid a total of £34,800 (2018: £nil) for consultancy and support services to the charity.

Reserves policy

The policy of the charity is to have free reserves of £5,000 to fund its work. As at 30 September 2019 the assets of the charity are considered adequate to fulfil its obligations and the trustees consider the state of our financial affairs to be satisfactory.

Approved by the trustees and signed on their behalf by



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Charles Pike
Chair of the Board of Trustees
16 July 2020

The Western Front Way

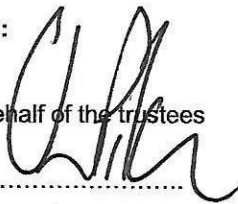
Receipts and Payments Account for the year ended 30 September 2019

| | Unrestricted funds | Restricted funds | Total Funds | Total & unrestricted funds |
|--|-----------------------|---------------------|----------------|----------------------------------|
| | 2019 £ | 2019 £ | 2019 £ | 2018 £ |
| RECEIPTS: | | | | |
| Income from Philanthropy Foundation | - | - | - | 1,217 |
| CAF Donate donations | 5,265 | - | 5,265 | 4,867 |
| Gift Aid | 3,366 | - | 3,366 | 323 |
| Donations from trustees | - | - | - | 5,459 |
| Donations from individuals | 5,975 | - | 5,975 | 3,030 |
| Donations from trusts & foundations | 1,114 | 5,000 | 6,114 | - |
| Grant income from DCMS | - | 50,000 | 50,000 | - |
| Legacy – Jamie Forsyth | 50 | - | 50 | 4,038 |
| Reimbursement of travel costs | 160 | - | 160 | - |
| TOTAL RECEIPTS | 15,930 | 55,000 | 70,930 | 18,934 |
| PAYMENTS: | | | | |
| Website development & maintenance | 1,672 | - | 1,672 | 7,132 |
| Development trips to France | 5,058 | 4,050 | 9,108 | 1,563 |
| Mapping & route marking | - | 3,295 | 3,295 | - |
| Waymarkers & maps | - | 7,048 | 7,048 | - |
| Merchandising & marketing | 4,608 | 6,490 | 11,098 | 367 |
| Staff costs | 5,255 | 29,545 | 34,800 | - |
| Office costs | 514 | - | 514 | - |
| Accountancy | 175 | 1,118 | 1,293 | - |
| Board expenses | 795 | 49 | 844 | 233 |
| CAF Donate fees | 175 | - | 175 | 154 |
| Bank charges | 60 | - | 60 | 35 |
| TOTAL PAYMENTS | 18,312 | 51,595 | 69,907 | 9,484 |
| NET (PAYMENTS)/RECEIPTS | (2,382) | 3,405 | 1,023 | 9,450 |
| CASH FUNDS AT 30 SEPTEMBER 2018 | 9,450 | - | 9,450 | - |
| CASH FUNDS AT 30 SEPTEMBER 2019 | 7,068 | 3,405 | 10,473 | 9,450 |

Statement of Assets and Liabilities as at 30 September 2019

| | Unrestricted funds | Restricted funds | Total Funds | Total & unrestricted funds |
|-------------------------------|-----------------------|---------------------|----------------|----------------------------------|
| | 2019 £ | 2019 £ | 2019 £ | 2018 £ |
| CASH FUNDS: | | | | |
| Current account | 7,068 | 3,405 | 10,473 | 9,450 |
| TOTAL CASH FUNDS | 7,068 | 3,405 | 10,473 | 9,450 |
| OTHER MONETARY ASSETS: | | | | |
| Other debtors | 9 | - | 9 | 1,844 |
| Prepayments | - | - | - | 420 |
| | 9 | - | 9 | 2,264 |
| LIABILITIES: | | | | |
| Accruals | 2,284 | - | 2,284 | 1,933 |

Signed on behalf of the trustees


 Charles Pike
 Chair of the Board of Trustees
 16 July 2020

**Independent Examiner's Report
to the Trustees of The Western Front Way
for the year ended 30 September 2019**

I report to the trustees on my examination of the accounts of The Western Front Way for the year ended 30 September 2019, which are set out on page 7.

Responsibilities and basis of report

As the charity 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 2011 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 giving me cause to believe that in any material respect:

- (1) accounting records were not kept in respect of the charity as required by section 130 of the Act;
- or
- (2) the accounts do not accord with those records.

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.



Paul Baker FAIA

Applied Accountancy Limited
50a Clifford Way
Maidstone
Kent ME16 8GD

YG July 2020