



THE WESTERN FRONT WAY

REPORT OF THE TRUSTEES AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 SEPTEMBER 2020

Charity number 1174793

CONTENTS

| | Page |
|--|-------|
| Report of the Trustees | 3 – 7 |
| Receipts and Payments Account / Statement of Assets and Liabilities | 8 |

The Western Front Way

Report of the Trustees for the year ended 30 September 2020

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
Amanda Carpenter
Andrew Gillespie
Thomas Heap
Rory Forsyth
Laura Lestoquoy
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 on the ground work was being done overseas by our partners and lessened the day to day need for our input though The Western Front Way retains oversight and involvement in any major decision made. The principal role of our partners has been gaining permissions, spreading the message of the pathway, influencing at a high and local level, erecting plaques/markers and promotion through multiple channels. Our principal partners are:

Peter Slosse – Head of tourism, Ypres along with tourist offices of Nieuwpoort, Diksmuide and the Province of Westtoer
Dr Andrew Murrison – MP
Dave Thompson - Deputy Director - First World War Centenary and Ceremonials
John Desrosieres – Head of Veteran Affairs Vimy Ridge
Jean-Paul Mulot – Hauts-de-France Permanent Representative to the UK
Veronique Bon – Head of Tourism, Albert
Francois Bergez –Director at Somme Tourism
Andre Delcourt – Head of the Albert walking group
Stephane Meurice – Pas De Calais Environmental Department
Stefaan Bailleur – Wandelsport

The Western Front Way

Report of the Trustees for the year ended 30 September 2020

Philippe Arnould
Herve Francois – Head of the Peronne WW1 museum.
Colin Cameron
British Embassy Paris
French Embassy London
Belgian Embassy London
German Embassy London
Levison Wood
Michael Morpurgo
Peter Fiennes

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.

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

The Western Front Way

Report of the Trustees for the year ended 30 September 2020

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.

ACHIEVEMENTS AND PERFORMANCE

During 2019 – 2020 The Western Front Way has had some notable achievements.

The entire Belgian sector, now open, is adding in another 60 km to include Tyne Cott CWGC cemetery and the German cemetery at Langermark.

In France, by Spring 2021, 3000 8cm diameter markers will have been erected in France along the route including Vimy, Auchy-Les-Mines, Loos, Hill 70, Pfetterhouse, Pinon, all of the Pays Du Coquelicot and Badonviller and 45 other communes south of Verdun. Most of the negotiations to achieve this began in 2019 and continued through 2020.

With Phase 1, we are close to marking a pathway all the way to Albert in the Somme from the Belgian border, adding another 200km to the route. For Phases 2 and 3 we are continuing our discussions with the various French local authorities on getting approval of the final route and permission to put way markers in place. The British Embassy in Paris has an on the ground team actively seeking these permissions now.

Online we have published our first dedicated maps of the Western Front Way which show all sorts of relevant details for walkers and cyclists including; tourist offices, hotels, cemeteries, memorials and transport hubs.

Our website has been updated, adding in our newly appointed Ambassadors and supporters page, a list of our partners, affiliated charities and cross sector tie-ins that align with our visions of education, remembrance, health, mental wellbeing, community and international collaboration. This page is titled 'Our Network'.

Levison Wood, Michael Morpurgo and Peter Fiennes added as ambassadors.

Confirmation that over 70 communes are now engaged in France.

Educational institutions are starting to take note with sections of the Western Front Way being tested for use by school children from across Europe in 2021/2022.

We won the European Award for Citizenship, Security and Defence by the ESDA/CiDAN Jury in the category Remembrance and Reconciliation. This is the 10th Anniversary of the award, and the award ceremony will take place on Tuesday 18th May 2021 in Berlin.

An annual walk organised by the Flemish Walking Federation is being organised for 2021 with over 1,500 participants.

The Western Front Way

Report of the Trustees for the year ended 30 September 2020

Tom Heap, TV presenter and related to AD Gillespie who wrote the original letter in 1915 is cycling the entire 1000km on a WW1 era bicycle in September 2021 and is gaining international support and momentum.

There are hundreds of walkers and cyclists already beginning detailed planning of their own journeys in 2021.

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 Western Front Way 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.

FINANCIAL REVIEW

During the year ended 30 September 2020, the charity had net payments of £6,792 (2019: net receipts of £1,023).

At 30 September 2020, cash at bank of £3,681 (2019: £10,473) was held, of which £2,921 (2019: £3,405) related to restricted funds and £760 (2019: £7,068) unrestricted funds.

Related party transactions

During the year, 2 trustees (2019: 4) were reimbursed a total of £1,267 (2019: £14,139) for travel and other expenses incurred on behalf of the charity. No trustees were paid for consultancy and support services to the charity (2019: 2 trustees were paid a total of £34,800).

The Western Front Way
Report of the Trustees for the year ended 30 September 2020

Reserves policy

The charity operates with very little outgoings that are not specifically used to mark the pathway. Current monthly costs are for communications and very low admin costs. Donations are easier to accumulate at this stage, as the bulk of costs required are for having markers made and sent to France and Belgium. As a result, we retain a low reserve of £500 as larger payments for markers are all pre-agreed by invoice and will not be made until sufficient funds are in the account to cover the purchase. Similarly, we agree how many markers are required by the territories in France that want them before we order so we can control expenditure and not over order and be left with excess.

As at 30 September 2020 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



.....
Charles Pike
Chair of the Board of Trustees
16 February 2021

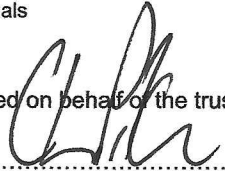
The Western Front Way
Receipts and Payments Account for the year ended 30 September 2020

| | Unrestricted funds 2020 £ | Restricted funds 2020 £ | Total Funds 2020 £ | Unrestricted funds 2019 £ | Restricted funds 2019 £ | Total Funds 2019 £ |
|--|------------------------------------|----------------------------------|-----------------------------|------------------------------------|----------------------------------|-----------------------------|
| RECEIPTS: | | | | | | |
| CAF Donate donations | 920 | - | 920 | 5,265 | - | 5,265 |
| Gift Aid | 186 | - | 186 | 3,366 | - | 3,366 |
| Donations from individuals | - | - | - | 5,975 | - | 5,975 |
| Donations from trusts & foundations | 500 | - | 500 | 1,114 | 5,000 | 6,114 |
| Grant income from DCMS | - | - | - | - | 50,000 | 50,000 |
| Legacy – Jamie Forsyth | - | - | - | 50 | - | 50 |
| Reimbursement of travel costs | - | - | - | 160 | - | 160 |
| TOTAL RECEIPTS | 1,606 | - | 1,606 | 15,930 | 55,000 | 70,930 |
| PAYMENTS: | | | | | | |
| Website development & maintenance | 420 | - | 420 | 1,672 | - | 1,672 |
| Development trips to France | 687 | 136 | 823 | 5,058 | 4,050 | 9,108 |
| Mapping & route marking | - | - | - | - | 3,295 | 3,295 |
| Waymarkers & maps | - | 348 | 348 | - | 7,048 | 7,048 |
| Merchandising & marketing | 4,895 | - | 4,895 | 4,608 | 6,490 | 11,098 |
| Staff costs | - | - | - | 5,255 | 29,545 | 34,800 |
| Office costs | 296 | - | 296 | 514 | - | 514 |
| Accountancy | 837 | - | 837 | 175 | 1,118 | 1,293 |
| Board expenses | 116 | - | 116 | 795 | 49 | 844 |
| Independent examiner's fee | 576 | - | 576 | - | - | - |
| CAF Donate fees | 27 | - | 27 | 175 | - | 175 |
| Bank charges | 60 | - | 60 | 60 | - | 60 |
| TOTAL PAYMENTS | 7,914 | 484 | 8,398 | 18,312 | 51,595 | 69,907 |
| NET (PAYMENTS)/RECEIPTS | (6,308) | (484) | (6,792) | (2,382) | 3,405 | 1,023 |
| CASH FUNDS AT 30 SEPTEMBER 2019 | 7,068 | 3,405 | 10,473 | 9,450 | - | 9,450 |
| CASH FUNDS AT 30 SEPTEMBER 2020 | 760 | 2,921 | 3,681 | 7,068 | 3,405 | 10,473 |

Statement of Assets and Liabilities as at 30 September 2020

| | Unrestricted funds 2020 £ | Restricted funds 2020 £ | Total Funds 2020 £ | Unrestricted funds 2019 £ | Restricted funds 2019 £ | Total Funds 2019 £ |
|-------------------------------|------------------------------------|----------------------------------|-----------------------------|------------------------------------|----------------------------------|-----------------------------|
| CASH FUNDS: | | | | | | |
| Current account | 760 | 2,921 | 3,681 | 7,068 | 3,405 | 10,473 |
| TOTAL CASH FUNDS | 760 | 2,921 | 3,681 | 7,068 | 3,405 | 10,473 |
| OTHER MONETARY ASSETS: | | | | | | |
| Other debtors | 9 | - | 9 | 9 | - | 9 |
| LIABILITIES: | | | | | | |
| Accruals | 423 | 260 | 683 | 2,284 | - | 2,284 |

Signed on behalf of the trustees


 Charles Pike
 Chair of the Board of Trustees

16 February 2021