



THE WESTERN FRONT WAY

**REPORT OF THE TRUSTEES AND FINANCIAL STATEMENTS
FOR THE PERIOD ENDED 30 SEPTEMBER 2018**

Charity number 1174793

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The Western Front Way

Report of the Trustees for the period ended 30 September 2018

REFERENCE AND ADMINISTRATION DETAILS

Charity registration number: 1174793
Principal address: 2b Dry Hill Road, Tonbridge, Kent, TN9 1LX

Trustees

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

Amanda Carpenter (appointed 20 September 2017)
Andrew Gillespie (appointed 23 April 2018)
Andrew Hill (appointed 20 September 2017, resigned 18 July 2018)
Thomas Heap (appointed 20 September 2017)
Rory Forsyth (appointed 20 September 2017)
Laura Lestoquoy (appointed 14 November 2018)
Alison Mills (appointed 20 September 2017)
Charles Pike (appointed 23 April 2018) – Chair
Sir Anthony Seldon (appointed 20 September 2017)

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 quarterly (and more often 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 both unpaid voluntary roles fulfilled by two Trustees (Rory Forsyth and Amanda Carpenter).

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.

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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

ACHIEVEMENTS AND PERFORMANCE

During its first year of operation as a charity (2017-18) The Western Front Way ("WFW") had a number of significant and notable achievements. Set up as a time limited organisation which acknowledged that *"the focus of national and international interest in remembrance will be during 2018 after which time potential support and interest will diminish"* as stated in our application to the Charity Commission at the time of registration, the pressure was on WFW to deliver results speedily during its first year of operation.

While the vision to create a long distance, mapped and marked continuous walking route along the line of the Western Front of WWI from the Swiss border in the South to the Belgian coast in the North was ambitious it has been met with enthusiasm and interest in both France & Belgium and in the UK. Widespread public support gained through articles, media coverage and publicity efforts by the team mean that a wide network of people are aware of and actively engaged in achieving our objective.

Notable successes in 2017-18 included adoption of the first part of the route by the commune of Auchy Les Mins; support from key figures in French local and regional government, active engagement and support from museums and tourist offices in Arras, Vimy Ridge, Ypres and elsewhere; offers of support from individuals and walking groups. A possible walking route has been identified and in parts walked and tested by members of the WFW board and other volunteers. A significant database of supporters, a new logo and branding and high quality website available in French and English produced.

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However, less progress was made against mapping and route marking than we would have liked during the first year due to the complexities of local / regional negotiations, permissions and a lack of large scale funding, which necessitated all activity being done on a voluntary/ pro bono basis.

The Trustees would like to make special mention and offer thanks to the following, whose support and encouragement has been invaluable to our success.

John & Sue Doble
Andrew Derrick
Neil Graver and the team at Ech Design
Jamie Forsyth
Fiona Forsyth
Peter Fiennes
Sam Heap
Graeme Mill
Nigel McNelly
Nat Ravenlock and Narrator Me
Beth Salt

FINANCIAL REVIEW

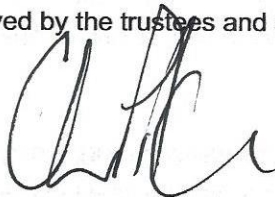
During the period ended 30 September 2018, the charity had net receipts of £9,450.

At 30 September 2018, cash at bank of £9,450 was held, all of which is unrestricted funds.

Reserves policy

The policy of the charity is to have free reserves of £5,000 to fund its work. As at 30 September 2018 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
29 January 2019

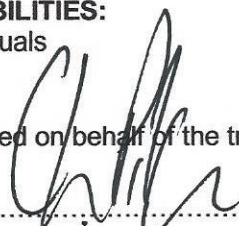
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Receipts and Payments Account for the period ended 30 September 2018

	Unrestricted funds 2018 £
RECEIPTS:	
Income from Philanthropy Foundation	1,217
CAF Donate donations	4,867
Gift Aid	323
Donations from trustees	5,459
Donations from individuals	3,030
Legacy – Jamie Forsyth	4,038
TOTAL RECEIPTS	<u>18,934</u>
PAYMENTS:	
Website development & maintenance	7,132
Development trips to France	1,563
Merchandising & marketing	367
Trustee travel expenses	117
Board expenses	116
CAF Donate fees	154
Bank charges	35
TOTAL PAYMENTS	<u>9,484</u>
NET RECEIPTS	<u>9,450</u>
CASH FUNDS AT 30 SEPTEMBER 2018	<u><u>9,450</u></u>

Statement of Assets and Liabilities as at 30 September 2018

	Unrestricted funds 2018 £
CASH FUNDS:	
Current account	<u>9,450</u>
TOTAL CASH FUNDS	<u><u>9,450</u></u>
OTHER MONETARY ASSETS:	
Other debtors	1,844
Prepayments	<u>420</u>
	<u>2,264</u>
LIABILITIES:	
Accruals	<u>1,933</u>

Signed on behalf of the trustees



 Charles Pike
 Chair of the Board of Trustees
 29 January 2019