



Trustees' Annual Report (TAR) and Charity Accounts
Year ended 31 December 2025



Charity Number: SC047595
PROTECT OUR WINTERS UK
TRUSTEES' ANNUAL REPORT
YEAR ENDED 31 DECEMBER 2025

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Annual Report of the Board of Trustees for the Year Ended 31 December 2025

The Trustees present their annual report and the independently examined financial statements of the charity for the 12 months ended 31st December 2025.

The accounts have been prepared in accordance with the accounting policies set out on pages 10 to 18 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 a climate action charity rooted in our love of the outdoors. We are here to turn passion into action.

Our Mission

To rally the outdoor community to achieve meaningful climate action.

Vision

We are committed to a just and equitable pathway to UK net zero by 2040.

That means cutting greenhouse gas emissions, building sustainable transport, replacing fossil fuels with clean energy and ensuring those most affected by climate impacts and the transition are empowered and heard.

To get there, we focus on four objectives:

- Supporting businesses to work towards net zero
- Embedding low-carbon transport at the heart of outdoor access
- Driving a just transition beyond fossil fuels
- Empowering stronger climate advocates

What we do

We help people and businesses in the outdoor community become stronger climate advocates. Protect Our Winters UK turns outdoor passion into effective action for systemic climate solutions, protecting our world now and for future generations.

We do this by:

Advocating: Empowering people to engage in climate politics and speaking up for those who cannot.

Collaborating: Building strong, transformative partnerships that drive positive change.

Educating: Creating opportunities for individuals and businesses to build knowledge, confidence and climate action.

Why we do it

As the climate crisis grows, cutting emissions has never been more urgent. Winters are becoming less stable and reliable, threatening the sports we love and the outdoor places we depend on.

2. KEY ACHIEVEMENTS AND PERFORMANCE FOR 2025

Our full 2025 Impact Report can be seen here ([Protect Our Winters UK 2025 Impact Report](#)) and details all our campaigns, activities and successes in 2025. Highlights are:

Supporting businesses to work towards net zero

A core part of our work is helping brands and organisations across the outdoor sector build and deliver effective sustainability strategies. In 2025, we worked with 23 partners, creating impact across the industry.

- We partnered with the Outdoor Industry Association (OIA) to provide guidance for outdoor staff across its network
- We delivered climate leadership training to the leadership team at Snowsport Industries of Great Britain
- We supported Snowsports England to develop a sustainability strategy
- Through our partnership with Crystal, 159 staff from the organisation attended our Carbon Literacy Training, saving a huge 51,140 kg of CO₂ through actions committed to by participants.
- Inghams launched its five-year Nature and Climate Action Plan and we have joined their Grounded Voices Advisory Board as a critical friend as the plan is delivered. With a clear sustainability strategy in place, Inghams and Santa's Lapland have reduced emissions intensity since 2022 by 19% and 16%.

Embedding low-carbon transport at the heart of outdoor access

We launched our Clean Miles campaign to tackle one of the biggest contributors to the outdoor sector's carbon footprint: transport. Travel, especially by car and plane, accounts for the largest source of emissions linked to outdoor activities, while low-carbon options are often expensive, inconvenient or impractical for people carrying kit.

Clean Miles calls for the cleanest way to reach outdoor places to be the easiest too. That means affordable, reliable, connected public transport built for adventure, with the space and infrastructure outdoor travel needs.

The campaign focuses on systemic change: influencing rail nationalisation in the UK and pushing operators like Eurostar and SNCF to improve services, access and connectivity.

The campaign was shaped by our community - over 900 survey respondents told us that better low-carbon travel is one of the biggest barriers to cutting their carbon footprint.

Key asks in our campaign:

1. More and better space for skis, snowboards, bikes and large equipment
2. Better booking and digital systems
3. Options which are affordable and accessible
4. Clearer information about what is possible
5. Simpler, consistent and fairer policies

1805 people have signed our petition so far, we're now turning this momentum into action.

Our full report setting out clear, practical solutions and recommendations for policy change can be read [here](#)

Driving a just transition beyond fossil fuels

We know we need a just transition - to move beyond fossil fuels in a way that is fair, inclusive and doesn't leave communities behind. This kind of change only happens through collaboration.

In 2025, we worked alongside environmental charities, amplified community voices and engaged decision-makers. For example

- We joined the Climate Coalition Mass Lobby and supported open letters such as on stopping Rosebank oil field. These tangible lobbying approaches have been key to obtaining the UK ban on new oil and gas extraction licenses formalised during 2025, which was one of the key asks of our Send It For Climate campaign.
- We also continued pushing for practical solutions through community energy. For more than five years, we have backed a "right to supply" for locally run renewable energy projects, allowing them to sell clean power directly to homes and businesses. In 2025, the Government confirmed: *"That is exactly what we are determined to do and we will continue to work to make it happen."*
- We were proud to attend the National Emergency Briefing in Westminster which brought together over 1,200 policymakers, business leaders, media and civil society to hear clear, science-based evidence on the escalating risks of climate and biodiversity breakdown.

Empowering stronger climate advocates

In 2025, we brought together 250 people through our education and advocacy events.

Throughout the year, POW UK focused on building knowledge and confidence through training, talks and community engagement.

- In 2025, we trained 75 individuals. Since 2020 we have trained almost 1,000 people in Carbon Literacy, with 724 learners completing certification - equating to at least a 521T CO₂ saving via their committed actions
- We delivered training to students at Clifton College ahead of a glacier visit
- At Listex, an outdoor industry event in London, we engaged 15 travel companies, presenting Clean Miles and joining a panel on sustainable travel
- At Blue Earth Summit, an event attended by more than 7,000 people and 1,500 organisations, we shared insights on inclusion and diversity in outdoor sport and how Olympic athletes can help drive climate action.
- In October, POW UK volunteer Keiron Tang attended MOVE Congress in Copenhagen, connecting with 60 young leaders and mentors
- At London Snow Show we brought together 160 participants at the Sustainability Stage, showcasing our role as a hub for collaboration, knowledge-sharing and climate leadership. We connected athletes, industry leaders, sustainability experts and adventure enthusiasts - to explore the intersection of climate, travel and sport.

Power of our Athlete Alliance

We know athletes can move people in ways facts alone cannot. Their voices inspire action, build momentum and bring new people into the climate movement. Outdoor athletes are uniquely placed to rally the community to protect the places we love.

Over the last year we have appointed an Athlete Alliance Manager, Charlie Guest, and have onboarded 6 new athletes who are master networkers within their communities, at home and online, and we are working hard to harness that influence for advocacy and mobilisation.

University Alliance

We are already working with University Reps at 10 universities to equip students with the skills, training, and confidence to become effective climate advocates in their communities and future careers. We aim to work with reps who are part of their Snowsports Committees in order to introduce the work of Protect Our Winters UK to a wider, and younger audience.

3. FINANCIAL REVIEW

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

For the 12 month period to 31st December 2025:

Income declined by a third to £165,581, reflecting lower public and business donations in general and a period of staff changes in our team. **Expenditure** for the year was £167,240, a 25% decrease vs 2024, reflecting the staff changes as we deliberately took time to find the best people for our team, which is now up and running at full strength. The result was a small deficit of £1,660 for 2025.

Our primary **source of funds** continues to be *Donations and Gifts* at £123,185 (down 44%) - key Corporate Donors were Crystal (ski holiday company), Hermetica Black (specialist energy company) and Ski Beat (ski holiday company) - all of whose support is critical to our success.

- *General Grants* of £29,693 were up by £19k (187%) on 2024, due to increased donations from Ellifar (PropSki) and the Big Give.

Our primary **expenditure** is our staff and their expenses to attend events.

- Staff costs are 29% below last year at £136,081 reflecting vacancies in the team which have now been filled.

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 2025 we had £82,902 of reserves which is 4 months cover.

4. STRUCTURE, GOVERNANCE AND MANAGEMENT

Our seven 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, freelancers and a number of key volunteers.

Our staff team is now:

- **CEO Cat Ainsworth**, who works 4 days a week across the organisation. Cat leads the small but mighty team at POW UK, setting direction and choosing the line.
- **Head of Policy and Advocacy** Dom Winter, who works 4 days per week leading our advocacy work, from campaigns to Westminster meetings, and drives our education programmes
- **Marketing Manager** Adam Raja, who works 4 days a week connecting our audience to our mission through thoughtful, powerful communications.
- **Partnership Manager** Marjolein Thickett works 4 days a week building transformative relationships and delivers creative ideas with brands and organisations across the outdoor sector.

We have vital support from freelance contractors:

- **Charlie Guest OLY (Olympian), Athlete Alliance Manager**, leading our Athlete Alliance, ensuring athlete voices are heard in the climate conversation.
- And others working in areas such as Carbon Literacy Training and design for marketing and campaign assets.

In 2025 we had approximately 20 volunteers supporting keeping our website in order; contributing images and ensuring our content is topnotch; finance, legal, Carbon Literacy Training and attending events. We use remote working tools augmented with regular calls.

There are **16 POW chapters across the globe**, each with separate governance and missions but with a shared brand and overall ambition.

5. FUTURE PLANS

This year has been a challenging one. In some respects we have made great progress, refining our focus, onboarding more athletes who help our voice be heard and continuing to educate those who want to learn about the climate crisis and how they can contribute. But all of that comes against a backdrop of diminishing funding, affecting the whole sector. It is that landscape that has to shape our 2027 priorities. We have to ensure the financial stability of POW UK and continue to deliver on our mission.

Strategic Priorities for 2027

Our charitable purpose is to unite and mobilise the outdoor sports community in the UK to act to reduce the impact of climate change, through the conservation, protection and improvement of the environment, including through educational initiatives, advocacy and community-based activism, independently of any other organisation. We also seek to advance education to help people reduce their carbon emissions, live more sustainably and adapt to climate change.

Against this backdrop, our focus for 2027 will be on financial stability, diversifying our income model and concentrating our resources on the areas where POW UK can have the greatest impact.

Our core areas of activity

Advocacy

We will continue to pursue the goals of our Clean Miles campaign, advocating for improved low-carbon transport options for people travelling to outdoor destinations. Our priorities include:

1. More affordable and accessible transport options to outdoor destinations
2. Better booking and digital systems
3. Better provision for skis, snowboards, bikes and other large equipment
4. Simpler, more consistent and fairer policies
5. Clearer information about equipment carriage

We will also continue our advocacy around the role of fossil fuel sponsorship in outdoor sport, working towards a sports sector that is less dependent on fossil fuel interests and more aligned with the need to reduce emissions.

Collaboration

We will work closely with our partners and the wider outdoor sector to support businesses to develop and prioritise meaningful ESG strategies. This will include

encouraging greater transparency and accountability and supporting organisations to report against their commitments and demonstrate progress.

Our approach will continue to recognise that meaningful climate action cannot be delivered by one organisation alone. Partnership and collective action across the outdoor sector will remain central to how POW UK works.

Education

We will continue to deliver Carbon Literacy Training, supporting organisations and individuals across the outdoor sector to understand climate change, their role in addressing it and the practical actions they can take.

In particular, we will continue to develop our work with young people aged 18–29, supporting them to build the knowledge, confidence and skills to become effective climate advocates within their communities, workplaces and the outdoor sector.

Looking ahead

2027 marks POW UK's 10th anniversary. This provides an important opportunity to reflect on the organisation's contribution over the past decade while looking clearly ahead to the role we need to play in the next one.

Following the significant climate impacts experienced across the world during 2026, the need for action remains clear. Our commitment for 2027 is therefore both pragmatic and ambitious: to build a financially resilient organisation while continuing to use our position within the outdoor community to reduce emissions, influence change and build the capacity of our sector to respond to climate change.

Our focus will be on delivering meaningful impact with the resources available to us, strengthening the partnerships that enable collective action, and ensuring POW UK remains a credible and effective voice for climate action within the UK outdoor sector.

DECLARATION

Signed on Behalf of the Charity Trustees

A handwritten signature in dark ink, appearing to read 'S. Dawes', is written over a faint yellow rectangular background.

Simon Dawes - Chair

Date: 29/09/26

INDEPENDENT EXAMINER'S REPORT

For the year ended 31 December 2025

Independent Examiner's report to the Trustees of PROTECT OUR WINTERS UK.
I report on the financial statements for the year ended 31 December 2025.

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: 25/8/2026

Qualifications: CGMA, BSc(Hons), MICB, DipPM

PROTECT OUR WINTERS UK

SC047595

Statement of Financial Activities Including Income and Expenditure Account

		Note	2025 Unrestricted funds £	2025 Restricted income funds £	2025 Total funds £	2024 Total Funds £
Incoming resources						
Income from:						
Donations		3	128,351	25,000	153,351	234,439
Charitable Activities		3	5,729	4,330	10,059	15,857
Other trading activities		3	1,803		1,803	491
Investments		3	367		367	285
Total			136,251	29,330	165,581	251,072
Resources expended						
Expenditure on:						
Charitable activities		4	137,910	29,330	167,240	223,259
Total			137,910	29,330	167,240	223,259
Net income/movement in funds			- 1,660	-	- 1,660	27,813
Reconciliation of funds:						
Total funds brought forward			69,979	14,583	84,562	56,749
Total funds carried forward			68,319	14,583	82,902	84,562

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

Balance Sheet

	Notes	2025 Unrestricted funds £	2025 Restricted income funds £	Total 2025 £	Total 2024 £
Current assets					
Debtors	8	3,654		3,654	41,488
Cash at bank and in hand		74,132	14,583	88,716	54,899
Total current assets		77,786	14,583	92,370	96,387
Creditors: amounts falling due within one year	9	9,467	-	9,467	11,825
Net current assets/(liabilities)		68,319	14,583	82,902	84,562
Funds of the Charity					
Restricted income funds	10	-	14,583	14,583	14,583
Unrestricted funds		68,319	-	68,319	69,979
Total funds		68,319	14,583	82,902	84,562

Treasurer

Full Name: Marianne Maitland

Signed:



Date: 18/08/26

Notes to the Financial Statements for the year ended 31st December 2025

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 £.

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 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

		2025 Unrestricted funds	2025 Restricted income funds	2025 Total funds £	2024 £
Donations:	Donations and gifts	98,185	25,000	123,185	221,838
	Gift Aid	473		473	2,240
	General grants	29,693		29,693	10,361
	Total	128,351	25,000	153,351	234,439
Charitable Activities	Grants for Specific Charitable Activities	-	4,330	4,330	9,285
	Provision of Charitable Services	5,729		5,729	6,572
	Total	5,729	4,330	10,059	15,857
Other trading activities:	Merchandise Sales	1,803		1,803	491
	Total	1,803	-	1,803	491
Investments	Bank Interest	367		367	285
	Total	367	-	367	285
TOTAL INCOME		136,251	29,330	165,581	251,072

All income in 2024 was unrestricted except for £34,285 of restricted funds which may only be used for purposes specified by the donors. These restricted funds were:

- £25,000 to subsidise and expand delivery of Carbon Literacy Training (£14,583 unspent at 31/12/24); and
- £9,285 to develop and deliver the Send It Campaign (all spent by 31/12/24)

4 Expenditure - Charitable Activities

		2025			2024		
		Unrestricted funds	Restricted income funds	Total funds	Unrestricted funds	Restricted income funds	Total funds
Staff Costs		109,101	26,980	136,081	159,398	33,502	192,900
Events and Travel		10,226		10,226	11,237		11,237
General - Admin, IT & Professional		6,431	-	6,431	7,995	3,730	11,725
Advertising and Marketing		8,983	2,350	11,333	1,717	3,369	5,087
Merchandise		1,339		1,339	761		761
Insurance		1,681		1,681	1,415		1,415
Independent Examination		150		150	135		135
Total expenditure on charitable activities		137,910	29,330	167,240	182,658	40,602	223,259
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

6.1 Staff Costs			2025	2024
			£	£
Salaries			118,387	158,263
Social security costs			5,036	11,610
Pension costs (defined contribution scheme)			4,920	6,083
Freelance Staff			7,725	16,945
Training			12	-
Total staff costs			136,081	192,900

6.2 Average head count in the year			This year	Last year
			Number	Number
		Total	3	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 Debtors and Prepayments

			2025	2024
			£	£
Trade debtors			2,378	39,923
Prepayments			1,276	1,565
Total falling due within 1 year			3,654	41,488

9 Creditors and accruals

	Amounts falling due within one year	
	2025	2024
	£	£
Trade creditors	1,340	1,260
Taxation and social security	6,811	4,588
Other creditors	1,316	5,977
Total due within one year	9,467	11,825

10 Restricted Funds

10.1 Details of Material Funds held and Movements during 2025

		Fund balances brought forward	Income	Expend iture	Fund balances carried forward
Fund names	Purpose and Restrictions	£	£	£	£
Crystal	Expanding and delivering POW's Carbon Literacy Training Programme	14,583	25,000	- 25,000	14,583
POW Eu	Delivering Mobility Month Video	-	4,330	- 4,330	-
Total Funds		14,583	29,330	- 29,330	14,583

10.2 Details of Material Funds and Movements during 2024

		Fund balances brought forward	Income	Expendi ture	Fund balances carried forward
Fund names	Purpose and Restrictions	£	£	£	£
Crystal	Expanding and delivering POW's Carbon Literacy Training Programme	20,400	25,000	- 30,817	14,583
Patagonia	Send it Campaign Development and Delivery	-	9,285	- 9,285	-
Other funds (no other Material Individual Funds)	Carbon Literacy Training and POW Pledge expansion and delivery: Send It Campaign Development and delivery	500		- 500	-
Total Funds		20,900	34,285	- 40,602	14,583

11 Transactions with Trustees and Related Parties

11.1 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.

11.2 Trustees' expenses

Type of expenses reimbursed	2025	2024
	£	£
Travel	1,027	1,014
Subsistence		70
Accommodation	338	
TOTAL	1,365	1,084
The number of trustees reimbursed for expenses or who had expenses paid by the charity	3	3

11.3 Transaction(s) with related parties

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

Reference and administrative Details

Registered charity name: Protect Our Winters UK

Charity registration number: SC 047595

Registered address:

5 South Charlotte Street
Edinburgh
EH2 4AN
Email: contact@protectourwinters.uk
Website: www.protectourwinters.uk

Charity Trustees are:

1. Simon Dawes (Chair) appointed 1st September 2022
2. Scott Burrows (Secretary) appointed 1st September 2019
3. Edward Finley appointed 15th May 2020
4. Marianne Maitland (Treasurer) appointed 25 June 2021
5. Tom Mountford appointed 1st December 2022
6. Katy Barney appointed 7th April 2026
7. Chris Venables appointed 7th April 2026

Other Trustees who served during the year were:

1. Adam Hall resigned 22nd September 2026

Independent examiner:

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