

**Charity Registration Number 1016248**

**IN THE GAME**

**ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 30 JUNE 2025**

## IN THE GAME

### LEGAL AND ADMINISTRATIVE INFORMATION

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<b>Trustees</b>	Richard Bevan OBE Sir Alex Ferguson CBE Lindsay Gordon
<b>Registered Charity Number</b>	1016248
<b>Principal Office</b>	St George's Park Newborough Road Needwood Burton upon Trent DE13 9PD
<b>Bankers</b>	Barclays Bank UK PLC Leicester LE87 2BB
<b>Independent Examiners</b>	Dyke Yaxley Limited 1 Brassey Road Old Potts Way Shrewsbury Shropshire SY3 7FA

## IN THE GAME

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**IN THE GAME**  
**TRUSTEES' REPORT**  
**FOR THE YEAR ENDED 30 JUNE 2025**

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The Trustees present their report and financial statements for the year ended 30 June 2025.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's Trust Deed, the Charities Act 2011 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)".

**Objectives and activities**

The objects of the charity are as follows:

- To promote the community activities of the League Managers Association, with past and present members working on community football coaching projects for the benefit of children and young people, including those with disabilities and special needs, and to work with other charitable organisations and voluntary bodies in order to promote such activities and projects.
- To advance education and personal development opportunities for all past and present members.
- To support financially and otherwise, necessitous past and present members and the necessitous wives, widows, children or dependents of past or present members.
- To promote the game of football generally to children and adults as a healthy recreational sport.

There has been no change in the charity's objects during the year.

The Trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake.

**Achievements and performance**

During the year ended 30 June 2025 the charity received income from fundraising and donations of £71,075 (2024: £84,197) and £1,498 (2024: £1,119) from investment income. After the deduction of expenditure £68,529 (2024: £80,159) this gave rise to a net surplus for the year of £4,044 (2024: £5,157). Total reserves as at 30 June 2025 were £71,832 (2024: £67,788).

The Board of Trustees regularly review fundraising to ascertain if the current fundraising model is sustainable and if it has potential for growth.

**IN THE GAME  
TRUSTEES' REPORT  
FOR THE YEAR ENDED 30 JUNE 2025**

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**Financial Review**

It is the policy of the charity that unrestricted funds which have not been designated for a specific use should be maintained at a level at least equivalent to between three and six month's expenditure. The Trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the charity's current activities while consideration is given to ways in which additional funds may be raised. This level of reserves has been maintained throughout the year. At the 30 June 2025 unrestricted funds totalled £71,832 (2024: £67,788). See the Statement of Financial Activities for the details of the financial results for this year and the prior year.

The Trustees have assessed the major risks to which the charity is exposed, and are satisfied that systems are in place to mitigate exposure to the major risks.

**Structure, Governance and Management**

In The Game is governed by a Trust Deed dated 30 December 1992 as amended by Deed dated 1 December 2008 and as amended by Resolution dated 12 May 2015. The charity is registered with the Charities Commission for England and Wales, registration number 1016248.

The Trustees who served during the year and up to the date of signature of the financial statements were:

Mr R Bevan OBE

Sir A Ferguson CBE

Miss L Gordon

None of the Trustees has any beneficial interest in the charity.

New Trustees are appointed by the existing Trustees. The Trust Deed provides for four Trustees; Chairman, Chief Executive, Secretary and a member (as nominated by the Chairman) of the League Managers Association.

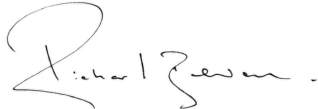
The Board of Trustees meet as required to receive reports from fundraisers, individual cases requiring support and to consider the management accounts. The overall strategy of the charity is decided at these meetings.

**IN THE GAME  
TRUSTEES' REPORT  
FOR THE YEAR ENDED 30 JUNE 2025**

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In planning the charity's activities, the Trustees have paid due regard to the Charity Commission's guidance on public benefit.

The Trustees' report has been approved by the Board of Trustees and is signed on their behalf by:

A handwritten signature in black ink, appearing to read 'Richard Bevan', with a stylized flourish at the end.

**Richard Bevan OBE**

Trustee

15 April 2026

**IN THE GAME  
INDEPENDENT EXAMINER'S REPORT  
TO THE TRUSTEES OF IN THE GAME**

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**Independent Examiner's Report to the Trustees of In The Game**

I report to the charity trustees on my examination of the accounts of the charity for the year ended 30 June 2025 which are set out on pages 5 to 13.

**Responsibilities and basis of report**

As the charity's trustees you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

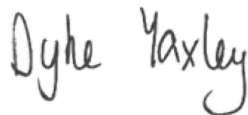
I report in respect of my examination of the charity's accounts carried out under section 145 of the Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**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; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

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.



Audrey Williams

**Dyke Yaxley Limited**

1 Brassey Road  
Old Potts Way  
Shrewsbury  
Shropshire  
SY3 7FA

Dated: 21 April 2026

# IN THE GAME

## STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 30 JUNE 2025

	Notes	Unrestricted Funds 2025 £	Total Funds 2025 £	Unrestricted Funds 2024 £	Total Funds 2024 £
<b>Income from:</b>					
Donations	2	71,075	71,075	84,197	84,197
Investment income	3	1,498	1,498	1,119	1,119
<b>Total income</b>		<b>72,573</b>	<b>72,573</b>	<b>85,316</b>	<b>85,316</b>
<b>Expenditure on:</b>					
Raising funds	4	2,250	2,250	209	209
Charitable activities	5	66,279	66,279	79,950	79,950
		<b>68,529</b>	<b>68,529</b>	<b>80,159</b>	<b>80,159</b>
<b>Net income for the year/ Net movement in funds</b>		<b>4,044</b>	<b>4,044</b>	<b>5,157</b>	<b>5,157</b>
Fund balances at 1 July 2024		67,788	67,788	62,631	62,631
Fund balances at 30 June 2025		<b>71,832</b>	<b>71,832</b>	<b>67,788</b>	<b>67,788</b>

The statement of financial activities includes all gains and losses recognised in the year.

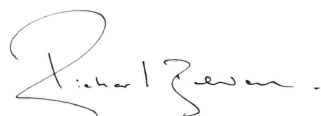
All income and expenditure derive from continuing activities.



**IN THE GAME  
BALANCE SHEET  
AS AT 30 JUNE 2025**

	Notes	£	2025 £	£	2024 £
<b>Current assets</b>					
Debtors	11	4,000		-	
Cash at bank and in hand		125,647		115,594	
		<u>129,647</u>		<u>115,594</u>	
<b>Creditors: amounts falling due within one year</b>	12	(57,815)		(47,806)	
		<u></u>		<u></u>	
<b>Net current assets</b>			71,832		67,788
<b>Total assets less current liabilities</b>			<u>71,832</u>		<u>67,788</u>
			<u></u>		<u></u>
<b>Income funds</b>					
Unrestricted funds			71,832		67,788
			<u>71,832</u>		<u>67,788</u>
			<u></u>		<u></u>

The financial statements were approved by the Trustees on 15 April 2026.



Richard Bevan OBE  
Trustee

**IN THE GAME**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2025**

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**1 Accounting policies**

**Charity information**

In The Game is an unincorporated charity, registered with the Charities Commission in England and Wales (number 1016248), constituted under a Trust Deed. The registered office of the charity is St George's Park, Newborough Road, Needwood, Burton upon Trent, DE13 9PD.

**1.1 Accounting convention**

The financial statements have been prepared in accordance with the charity's governing document, the Charities Act 2011, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") 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 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, unless otherwise stated in the relevant accounting policy note(s). 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 unless the funds have been designated for other purposes. Restricted funds are donations which the donor has specified are to be solely used for particular areas of the Trust's work.

**IN THE GAME**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2025**

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**1.4 Incoming resources**

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.

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. Turnover is measured at the fair value of the consideration received or receivable and represents amounts receivable for goods and services provided in the normal course of business.

**1.5 Expenditure**

Resources expended are shown the period in which they are incurred and include VAT which is not recoverable.

**1.6 Cash and cash equivalents**

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

**1.7 Financial instruments**

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the Charity's balance sheet when the Charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

**1.8 Debtors**

Debtors (including trade debtors and loans receivable) are measured on initial recognition at settlement amount after any trade discounts or amount advanced by the charity. Subsequently, they are measured at the cash or other consideration expected to be received.

**1.9 Creditors**

The charity has creditors which are measured at settlement amounts less any trade discounts.

**IN THE GAME**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2025**

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**2 Donations and legacies**

	<b>Unrestricted Funds 2025 £</b>	<b>Unrestricted Funds 2024 £</b>
Donations and gifts	71,075	84,197
	<hr/>	<hr/>

**3 Income from investments**

	<b>Unrestricted funds 2025 £</b>	<b>Unrestricted funds 2024 £</b>
Interest receivable	1,498	1,119
	<hr/>	<hr/>

**4 Expenditure on raising funds**

	<b>Unrestricted funds 2025 £</b>	<b>Unrestricted funds 2024 £</b>
<b>Fundraising and publicity</b>		
Staging fundraising events	2,250	209
	<hr/>	<hr/>

**IN THE GAME**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2025**

**5 Expenditure on charitable activities**

	<b>Charitable expenditure 2025 £</b>	<b>Charitable expenditure 2024 £</b>
Donations	45,000	35,000
Grant funding of activities (see note 6)	11,516	37,941
Welfare Programme:		
Remuneration and consultancy fees	2,500	2,500
Professional fees	3,664	1,372
Bank charges	1,275	1,202
Share of governance costs (see note 7)	2,324	1,935
	<hr/>	<hr/>
Analysis by fund: unrestricted funds	66,279	79,950
	<hr/> <hr/>	<hr/> <hr/>

**6 Grants payable**

	<b>Charitable expenditure 2025 £</b>	<b>Charitable expenditure 2024 £</b>
Grants to institutions:		
Institute of Football Management and Administration	-	-
Special Olympics GB	-	-
Grants to individuals:		
Unrestricted funds	11,516	37,941
Restricted funds	-	-
	<hr/>	<hr/>
	11,516	37,941
	<hr/> <hr/>	<hr/> <hr/>

**IN THE GAME**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2025**

7	Support costs	Governance	Governance
		costs	costs
		2025	2024
		£	£
	Independent examiner's fee	2,065	1,900
	Incidental	97	35
	Affinity and promotion	162	-
		<u>2,324</u>	<u>1,935</u>

Analysed between		
Charitable activities	2,324	1,935

8	Net movement in funds	2025	2024
		£	£

The new movement in funds is stated after charging/(crediting):

Fee payable for the independent examination of the charity's financial statements	2,065	1,900
	<u>2,065</u>	<u>1,900</u>

**9 Trustees**

None of the Trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year (2024: None).

**10 Employees**

There were no employees during the year (2024: None).

No employees received employee benefits (excluding employer pension costs) for the year of more than £60,000 (2024: None).

**IN THE GAME**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2025**

<b>11</b>	<b>Debtors</b>	<b>2025</b>	<b>2024</b>
		<b>£</b>	<b>£</b>
	<b>Amounts falling due within one year:</b>		
	Other debtors	4,000	-
		<hr/>	<hr/>
		4,000	-
		<hr/>	<hr/>
<b>12</b>	<b>Creditors: amounts falling due within one year</b>	<b>2025</b>	<b>2024</b>
		<b>£</b>	<b>£</b>
	Trade creditors	538	20,401
	Other creditors	7,500	19,500
	Accruals and deferred income	49,777	7,905
		<hr/>	<hr/>
		57,815	47,806
		<hr/>	<hr/>
<b>13</b>	<b>Unrestricted funds</b>		

The unrestricted funds of the charity comprise the unexpended balances of donations and grants which are not subject to specific conditions by donors and grantors as to how they may be used. These include designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes.

	<b>At 1 July 2024 £</b>	<b>Incoming resources £</b>	<b>Resources expended £</b>	<b>At 30 June 2025 £</b>
General funds	67,788	72,573	(68,529)	71,832
<hr/>				
<b>Previous year</b>	<b>At 1 July 2023 £</b>	<b>Incoming resources £</b>	<b>Resources expended £</b>	<b>At 30 June 2024 £</b>
General funds	62,631	85,316	(80,159)	67,788
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**IN THE GAME**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2025**

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**14 Related party transactions**

The charity's Trustees are officers of the League Managers Association, with LMA Management Limited and LMA New Media Limited being wholly owned subsidiaries of the League Managers Association. During the year the charity entered in the following transactions with related parties:

Donations received include a donation of £nil (2024: £281) from the League Managers Association, £23,000 (2024: £23,000) from LMA New Media Limited and £3,000 (2024: £2,250) from LMA Management Limited.

During the year the following donations were collected on behalf of In The Game:

	<b>2025</b>	<b>2024</b>
	<b>£</b>	<b>£</b>
League Managers Association	15,000	15,000
LMA Management Limited	40	4,626
LMA New Media Limited	-	-

During the year the League Managers Association, LMA Management Limited and LMA New Media Limited incurred costs in respect of In The Game. The total amounts recharged to In The Game in the year by the League Managers Association amounted to £5,843 (2024: £4,166), the total amount recharged by LMA Management Limited amounted to £5,615 (2024: £3,517) and the total amount recharged by LMA New Media Limited amounted to £1,612 (2024: £19,790).

The following amounts were outstanding at the reporting end date:

	<b>2025</b>	<b>2024</b>
	<b>£</b>	<b>£</b>
<b>Creditors</b>		
LMA Management Limited	3,038	2,822
LMA New Media Limited	1,400	17,250