

Registered number: 4831571

Charity number: 1100072

KICK London

Annual Report and Accounts

For the year ended 30 September 2024

KICK
TRANSFORMING LIVES

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2024 in numbers:

KICK's Impact

Young People's lives transformed:

27,000

**children and young people engaged
weekly through sports and dance
coaching, mentoring, chaplaincy and
KICK Academies**



Partner schools



KICK Academies

Message from the Chair

I am pleased to present KICK's Annual Report and Accounts for 2023/24. From our inception over 20 years ago KICK's mission has been to make a transformational difference to the lives of young people, by God's love.

In 2023/24, Kick has continued to deliver on that vision and over 27,000 young people every week engage with Kick. Our coaches, staff and volunteers are instrumental in delivering that vision. It is their hard work, commitment to deliver, their heart and passion that is at the centre of what we do.

Under the leadership of the Executive Team, led by our exceptional CEO, Joe Lowther, our coaches, mentors and chaplains live out the desire to "make a difference". A difference to the lives of every individual young person we are privileged to connect with each week.

I am so grateful for the ongoing support of our amazing Trustees who work to encourage Joe and the team in their delivery of this work and vision, and who continue to be the custodians of the fiduciary responsibilities and objectives of a growing charitable organisation.

The cost of living crisis and associated inflationary pressures have proved a challenge financially. I am pleased to say that the whole Kick team has worked hard in demanding circumstances. Growth was lower than we had budgeted for but we did manage to report a small increase in income from schools. Inflation has driven our costs up as we sought to care for our employees. As a result we made an operating loss in the year of just under £95,000. We have reserves to support us in times like these and we remain above our minimum reserve requirements but we will be looking to improve results in the coming year.

As we look to the year ahead, I continue to remain excited by the opportunity and potential, to "engage with a generation of young people, within a generation" and to take another significant step towards that vision, by reaching our 5 year goal of 40,000 young people each week, across nine regions of the UK.



Matt King
Chair of Trustees

Message from the Chief Executive

This year has been an honour to serve young people, with an incredible group of staff, Trustees, volunteers and partners.

At KICK our mission is to transform young people's lives, with God's love, through sport and support. We do this through values-driven physical education, street dance, mentoring, chaplaincy in schools and church-based KICK Academies to impact young people.

This year has been a powerful year for mission, as we have seen young people's lives impacted with over 16,000 hours of values-driven coaching. We have seen 93% of the young people we engage say they felt more motivated as a result of mentoring sessions with KICK.

We have enriched communities with almost 400 values-based assemblies in schools, delivered after-school clubs to over 5,100 children, and offered 1,362 opportunities to share faith with young people across the last 12 months.

Our vision is to see a generation of young people within a generation of time, to see them reach their God-given potential; where

communities have been socially impacted; and where spiritual change has transformed a nation.

We are proud that, despite the tough economic conditions, we have again shown growth and now engage over 27,000 young people a week across 94 schools and 25 church-based KICK Academies.

In the year ahead we plan to expand into two new areas of the UK - to the South and South East of England. To strengthen our infrastructure we aim to appoint a new Chief Operating Officer in 2025. We are also delighted to announce that we have captured a number of the stories and reflections in a new book - *KICK Story* - we hope that it will encourage others with accounts of lives transformed and growth that we have seen.

I and the team are committed to seeing young people experience a hope for the future and joy in the present in the years ahead.



Joe Lowther
Chief Executive Officer

Objectives and Activities

The principal objects of the charity are through sport and in particular (but without limitation) football in London, the United Kingdom generally and, at the Trustees' discretion, elsewhere in the world to:

- Help young people to reach their potential (especially the disadvantaged and marginalised) by training in life skills and the development of healthy and active lifestyles; and
- Advance the Christian faith primarily (but without limitation) by the provision of a Christian witness to young people.

Our Mission Statement – what we do

To transform young people's lives, with God's love, through sport and support.

Our Vision – where do we want to be in 15 years?

To reach a generation of young people, within a generation of time.

Our Ethos – our motivation for how we operate

To follow the example that Jesus set to love young people and be relevant in the way he communicated with them.

Our Values – How we do what we do

We aim to transform young people's lives by being like Jesus:

Aspirational on behalf of our young people, being ambitious for their progress and in our desire to reach more young people.

Compassionate toward our young people, showing humbleness, being inclusive and making our approach flexible to suit their needs.

Excellent in our performance, innovating with continuous improvement for the best outcomes for our young people.

Intentional in our relationships with young people, schools, churches, partners, funders and each other to building a family together at KICK.

Integral in our decision-making, in our relationships with each other and in our partnerships.

Our Strategy - our approach

The objects of the Charity are being achieved by first, engaging in schools delivering professional services across Physical Education, Street Dance, Solutions Focused Mentoring and Schools-based Chaplaincy. Second, by setting up and supporting Sport and Street Dance KICK Academies delivered by local volunteers. All professional and volunteer coaches are committed to KICK's ethos and are trained coaches.

KICK Academies aim to encourage young people to engage in both physical fitness as well as explore matters of faith. We seek to enable young people to explore both sport and faith together through the KICK Academies. The Charity works with local churches to train volunteers to provide themed coaching sessions in Football or Street Dance.

Schools work includes delivering school assemblies, values-based PE lessons, Solutions Focused Mentoring, Street Dance provision and Sports Chaplaincy. The Charity has developed a curriculum for this purpose of working in Infant, Primary, Secondary, Independent, PRU and Special Schools to reach young people in need. We are proud to work with a range of partners such as schools, churches, organisations, funders and local Government. In addition, the Charity has maintained, since its outset, good partnership links with British Youth for Christ.

Public Benefit - life skills not just physical skills

Our theory of change aims to bring a holistic change in the lives of young people; seeking physical, mental and spiritual development. The Trustees have considered the advice of the Charity Commission on public benefit. The provision of public benefit is given either at no charge or at market rates and is made available to all people, including those on low incomes. We aspire to develop not only the physical skills but life skills of all young people we encounter, enabling them to be trained with values and to grow as people who make informed decisions on life and faith.

Achievements and Performance for the Public Benefit

At the end of September 2024, the Charity was working in 94 schools and involved in 25 active KICK Academies. As a result, over 27,000 young people were benefiting from KICK activities on a weekly basis across England; in London, the West Midlands, the East Midlands, the East of England, the South West, the North West and North East.

In the past year, the Charity has recruited new coaches and other staff. As of September 2024 the team stood at 90 employees, a 2% increase on the prior year. KICK has retained a focus on partnerships, quality and commitment to our strong ethos to ensure consistent implementation of provision.

In 2020, following a period of strong growth in the previous 5 years and inspired by the trustees' long-term vision, the Charity undertook a consultative process to develop a new 5 year strategy through to 2025. We have continued to show growth, and in the last 4 years have nearly trebled the number of young people who benefit from KICK activities on a weekly basis, from 10,000 young people to over 27,000. We are committed to our 15 year vision and excited to be nearly a third of the way through this project; to reach a generation of young people within a generation of time. During the year the Charity made good progress in going deeper into the regions across the UK where KICK operates, now providing over 225 days of delivery each week.

The staff team has grown from 41 in 2020 to 90 now, an increase of 120%.



Each year we review the impact of each area of our work. Some of the highlights in 2023/24 include:



Express Talent

81% of observed PE lessons had 95% of learners fully engaged in physical activity.



Healthy

Our staff provided over 16,000 hours of PE and dance coaching sessions.



Optimistic

93% of reported mentees were assessed as progressing in their motivation.



Responsible

84% of Sports coaching sessions had the monthly KICK value applied clearly.



Teamwork

5,100 young people engaged in our after school clubs with an emphasis on teamwork.



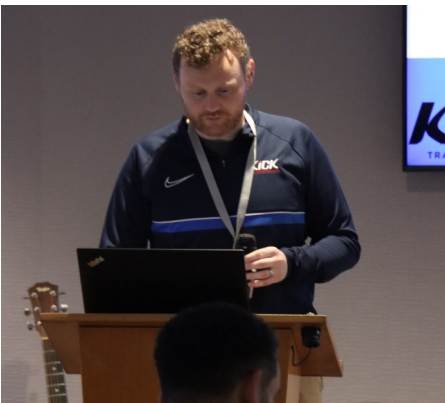
Enriched Community

Our staff delivered an estimated 389 assemblies to a total of 159,700 students.



Better informed

Players at the 2024 tournament had the opportunity to be better informed about Jesus.



Explore faith

Our school chaplains provided 1,362 opportunities to explore faith this year.



Greater Confidence

KICK Academies gave young people space to grow confidence in their personal beliefs.

Structure, Governance and Management

Charity name:

KICK London

Charity number:

1100072 (England and Wales);

Company registration number:

4831571

Trustees

Pete Burt

Penny Cox

Chris Edwards, Vice Chair

Matt King, Chair

Elizabeth Mackenroth

John McGinley

(from January 2024)

Philip Mills

(from April 2024)

Tim Morfin

(from April 2024)

Paul Newton

Steve Thomas

Cliff Underhay

Mike Wakeham

Secretary

Rebecca Lee

Business address / registered office:

Holy Trinity Church, Sheen Park, Richmond,
Surrey TW9 1UP.

Legal Form:

Company limited by guarantee

Senior Leadership Team

Joe Lowther

Chief Executive Officer

Andrew Martin

Director of Business Development

Chris Weir

Director of Finance

Jonny Wright

Director of Quality

Auditors

Xeinadin Audit Limited, 5 Robin Hood Lane,
Sutton, Surrey SM1 2SW.

Bankers

Barclays Bank plc, PO Box 13, 8 George
Street, Richmond, Surrey TW9 1JU.

Solicitors

Anthony Collins Solicitors LLP, 134 Edmund
Street, Birmingham B3 2ES.

Status and Governing Document

Kick London is a charitable company limited by guarantee, company number 4831571, registered charity number 1100072. It is exempt from the requirement to use the word “Limited” in its name. Its governing document is a Memorandum and Articles of Association dated 14th July 2003. The Charity is registered in England and Wales. The trading name of Kick London is KICK.

The trustees are currently considering changes to the charity's Articles of Association to meet the charity's operational needs in line with good governance practice as well as to bring greater clarity to the charity's objects to ensure the purposes of the charity are clear. Details are available on request to the Company Secretary. The proposed changes will be presented to members for approval in due course after the Charity Commission have approved changes to the objects.

Charity and Company Law

The Trustees have adopted the provisions of the Charities SORP (FRS 102) in preparing the annual report and accounts. The accounts comply with the Charities Act 2011 and the Companies Act 2006. The Company is registered in England and Wales.

Governance and Internal Control

The Chief Executive Officer, with the Executive Team, implements the strategy and manages the operations of the Charity. The Board of Trustees, which had over eight members throughout the year (there is a requirement to have a minimum of three members), provide oversight, guidance and support to the Executive. Trustee board Meetings are held every two months, and the Trustees are in frequent contact with the Executive.

Trustees are encouraged to recommend and nominate potential new Trustees. Unanimity is always sought in making such appointments, which are approved by the existing Trustee board. Appointments are made after an assessment of the character, skills and relevant training of possible candidates.

The systems of internal control are designed to provide reasonable, but not absolute, assurance against material misstatement or loss. They include:

- Regular consideration by the Trustees of financial results and activities;
- Delegation of authority and, where possible, segregation of duties;
- Identification and management of risks;
- The employment of a Chartered Accountant as Director of Finance.

Trustee Induction and Ongoing Training

New Trustees are made aware of the seriousness of their responsibilities and obligations under charity and company law, and given a full organisational induction and role induction to their responsibilities as a Trustee. They are informed of relevant updates by the Company Secretary. Trustees are encouraged to undertake training courses and conferences that could extend their knowledge of matters pertaining to their role in the Charity.

Trustee remuneration

The Trustees are unpaid and receive no benefit from their work with the Charity. Details of Trustees' expenses and related party transactions are disclosed in a note to the accounts.

Pay Policy

The CEO and Executive team of the Charity manage the Charity on a day-to-day basis. Salaries are reviewed annually based on individual performance in alignment with both internal and external benchmarks. All staff are paid above the Living Wage and, in London, above the London Living Wage.

Funders

The Trustees are grateful for grants received from a number of Charitable Trusts and grant-making bodies, including the following amounts received in the year (and included in the Restricted Income of the Charity): Church of England Innovation Fund (£52,100), GF Macauley Charitable Trust (£15,000), Howard Foundation (£4,000), Maurice and Hilda Laing (£10,000), the Poor Moor Trust (£12,000) and the Silas Trust (£24,000).



Risk Management

The major risks to which the Charity is exposed, as identified by the Governance and Risk committee, are reviewed in a systematic manner and systems have been established to mitigate those risks. The Charity has adequate insurance cover. Our Risk Register is active in monitoring inherent and residual risks.

The Trustees have identified 25 organisational risks, which are categorised as Operational, Strategic, Reputational and Financial. Those considered to be the most significant are:

POTENTIAL RISK	RISK MITIGATION AND MANAGEMENT
Government funding/ policy change	We are at risk of revenue loss as a result of reduced demand from schools if their funding is reduced. Maintaining positive relationships with schools and ensuring service quality are essential mitigations, alongside monitoring changes to Government policy and seeking to engage with Government where possible.
Staff recruitment and retention	Like many organisations, KICK faces staff recruitment and retention challenges due to general economic conditions. Staff shortages are a risk to KICK's growth strategy. Recruitment is therefore a top priority and significant effort is put into identifying new recruitment channels and strategies for maximising staff retention.
Fundraising	Fundraising is a key income stream to achieve our growth plans. Dedicated resource, including the use of professional fundraisers where necessary, has been allocated in executing our fundraising strategy.
Service Delivery	Maintaining a high standard of service delivery is key for the retention of school contracts. Regular supervision and observation (with feedback) of all staff takes place within our CPD strategy and annual Quality improvement cycle.
Strategic plan implementation	Failure to implement our strategic plan would lead to loss of revenue and potential reputational damage. As mitigation organisational growth (and impact) is constantly reviewed by the Board of trustees, whilst appropriate managerial expansion is built into growth plans/ budgets
Key Personnel	Loss of key staff could negatively impact KICK's operations. A workforce planning strategy is in place, with regular supervisions and appraisals and an annual pay review built in to the ongoing CPD cycle.

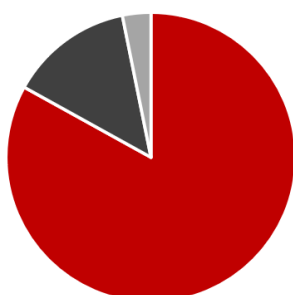
Financial Review

2023/24 continued to be a challenging year across the charity sector, as the ongoing impact of the cost of living crisis and associated inflationary rise presented ongoing challenges to the wider economy. KICK responded in a number of ways, working hard to maintain income and manage rising costs. Income from schools remained steady despite the tightening of budgets in the education sector and we ended the year up slightly on 2023. Growth was however lower than we had budgeted. Our strong relationships with our supporters ensured that our fundraising income held up well and was only slightly below 2023, despite the difficult fundraising landscape. Income from investments increased significantly as we sought to make best use of our cash reserves. However, our costs increased significantly during the year, particularly as we sought to take care of our employees through the inflationary pressures.

Income and Expenditure

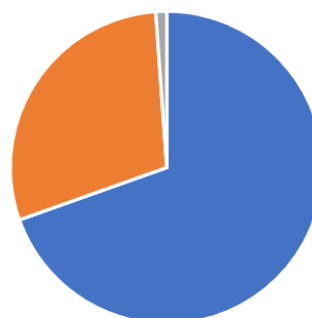
KICK finished the year with a deficit of £94,470. The Charity's income for the year was £1,970,452 (2023 - £1,918,332). An analysis of the income by category is shown on the Statement of Financial Activities. Expenditure for the year was £2,064,922 (2023 - £1,859,160). Unrestricted funds carried forward reduced to £729,110. The deficit was due to a combination of factors, including planned investment in infrastructure as we extend our reach, increased salaries for staff as we continued to match the living wage, lower growth in our schools' work than budgeted and some planned costs of expanding into new areas of the UK. With realistic growth targets with new schools and into new regions for the year, alongside some planned reductions in overheads and given the support of our donors, we are confident in our financial plans for 2024/25.

2023/24 Income Split



■ 83% Schools income ■ 14% Grants from Trusts ■ 3% Other income

2023/24 Expenditure Split



■ 70% Direct expenditure ■ 29% Overheads ■ 1% Fundraising

Going Concern

Taking into account reserves and anticipated recurring income, the Trustees are confident that the Charity remains a going concern for at least twelve months from the date of approval of these accounts.

Small Company Provisions

This report has been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006.

Reserves

We hold reserves to help us meet unforeseen operational costs or emergencies or other unexpected needs, such as:

- Grant income not being renewed
- Increases in operational expenses due to high inflation
- Reduced cashflow due to unexpected loss of a number of schools
- Funding for an urgent project
- Costs of unforeseen liabilities for employment or other legal claims not covered by insurance
- The costs of closure or wind-down of the core operations of the charity.

At the year-end, the charity had total reserves of £775,160, of which £46,050 was restricted. Unrestricted reserves amount to 37.0% (2023 – 43.6%) of total annual income. The Trustees consider that the fund reserves at the year-end were adequate but not excessive, with the reserve policy being to target a level of operating reserves of 3 times average monthly operating expenses using the annual budget as a base.

	2024	2023
	£	£
Total Unrestricted Reserves	£729,110	£836,373
Free Reserves Requirement:	£566,617	£615,884
(3 months' budgeted routine expenditure)		

Excess unrestricted funds held are in anticipation of future growth. If KICK's growth occurs at the pace that we are hoping for, further increases to our reserves levels will be needed. By September 2027, based on our growth projections, we will need to have £844k held in reserves.

Auditors

The Trustees intend to ask JCS Accountants to continue to act as the Charity's Auditors next year.

Future funding

Fee income from schools will continue to be a key element in financing the growth of KICK, along with church, individual and grant-making trust income. In the coming year we hope to continue our expansion further across the UK, into the South and South East. This will require some expansion and start up costs and so we are seeking grant funding which will finance the development of the work. The Trustees believe that prayer is vital and wish to encourage prayer at every step.

The Report was approved by the Trustees on 20th January 2025.



Pete Burt

Trustee

Chair of the Finance Committee

KICK London

Financial Statements

For the year ended 30 September 2024

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KICK London

Year ended 30 September 2024

Statement of Trustees' Responsibilities

Trustees' Responsibilities in relation to the Financial Statements

The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards. The law applicable to charities in England and Wales requires the Trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the Charity and of the incoming resources and application of resources of the Charity for that period.

The directors (who are the charitable company's Trustees for the purposes of charity law) acknowledge their responsibilities for:

- (a) ensuring that the charitable company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its net income or expenditure for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

The financial statements have been prepared in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies.

In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles of the Charities SORP 2015 (FRS102);
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable accounting standards have been followed, subject to any departures disclosed and explained in the financial statements; and preparing the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in business.

The Trustees are responsible for keeping accounting records, which disclose with rea-

sonable accuracy the financial position of the Charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Charity and hence to take reasonable steps for the prevention and detection of fraud and other irregularities. The Trustees are responsible for the maintenance and integrity of the Charity and financial information included in the Charity's website. The Chair and Trustees provide oversight, guidance and support to the CEO in the execution of the running of the organisation.

Disclosure of information to auditors

Each of the Trustees has confirmed that there is no information of which they are aware which is relevant to the audit, but of which the auditor is unaware. They have further confirmed that they have taken appropriate steps to identify such relevant information and to establish that the auditor is aware of such information.

KICK London

Year ended 30 September 2024

Independent auditor's report to the members of Kick London

Opinion

We have audited the financial statements of Kick London (the 'charity') for the year ended 30 September 2024 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and the notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 30 September 2024 and of its incoming resources and application of resources for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the

going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the Charity's ability to continue as a going concern for a period of at least 12 months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report, including the Trustees' report, other than the financial statements and our auditor's report thereon. The Trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of our audit:

- the information given in the Trustees' report, which includes the directors' report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report included within the Trustees' report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charity and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report included with the Trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate and proper accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the Trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemptions in preparing the Trustees' report and from the requirement to prepare a strategic report.

Responsibilities of trustees

As explained more fully in the Trustees' responsibilities statement, the Trustees' (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error,

and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Based on our understanding of the company, we identified that the principal risks of non-compliance with laws and regulations related to company and employment legislation and we considered the extent to which non-compliance might have a material effect on the financial statements. We also considered those laws and regulations that have a direct impact on the preparation of the financial statements such as the Companies Act 2006 and the Charities Act 2011.

We assessed the susceptibility of the company's financial statements to material misstatement, including obtaining an understanding of how fraud might occur, by making enquiries of management, considering the internal controls in place and discussion amongst the engagement team. We determined that the principal risks were related to the recognition of grant income and treatment of restricted funds.

In response to the risks identified we designed procedures which included, but were not limited to:

- reviewing Trustees meeting minutes
- evaluating the charity's internal controls
- reviewing grant agreements
- reviewing the allocation of restricted funds

There are inherent limitations in the audit procedures described above. The more removed that laws and regulations are from financial transactions, the less likely it is that we would become aware of non-compliance. Material misstatements that arise due to fraud can be harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

A further description of our responsibilities for the audit of the financial statements

is located on the Financial Reporting Council's website at: <http://www.frc.org.uk/auditors-responsibilities>. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and regulations made under that Act. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and its members as a body, for our audit work, for this report, or for the opinions we have formed.

Paul Newton FCA (Senior Statutory Auditor)

For and on behalf of Xeinadin Audit Limited, Statutory Auditor

Chartered Accountants

5 Robin Hood Lane

Sutton

Surrey

SM1 2SW

KICK London

Year ended 30 September 2024

Statement of Financial activities including income and expenditure account

		2024	2024	2024	2023	2023	2023
	Note	£	£	£	£	£	£
		Unrestricted funds	Restricted funds	Total funds	Unrestricted funds	Restricted funds	Total funds
Income from:							
Donations and grants	3	41,298	255,893	297,191	155,372	171,170	326,542
Other income	3	1,889	-	1,889	1,561	-	1,561
Investments	3	16,365	-	16,365	10,633	-	10,633
Charitable activities: education	3	<u>1,655,007</u>	<u>-</u>	<u>1,655,007</u>	<u>1,579,596</u>	<u>-</u>	<u>1,579,596</u>
Total income:		<u>1,714,559</u>	<u>255,893</u>	<u>1,970,452</u>	<u>1,747,162</u>	<u>171,170</u>	<u>1,918,332</u>
Expenditure on:							
Raising funds		23,299	-	23,299	8,225	-	8,225
Charitable Activities: education	4	<u>1,798,523</u>	<u>243,100</u>	<u>2,041,623</u>	<u>1,529,997</u>	<u>320,938</u>	<u>1,850,935</u>
Total Expenditure:		<u>1,821,822</u>	<u>243,100</u>	<u>2,064,922</u>	<u>1,538,222</u>	<u>320,938</u>	<u>1,859,160</u>
Net income / (expenditure)		(107,263)	12,793	(94,470)	208,940	(149,768)	59,172
Reconciliation of funds							
Total Funds brought forward		<u>836,373</u>	<u>33,257</u>	<u>869,630</u>	<u>627,433</u>	<u>183,025</u>	<u>810,458</u>
Total funds carried forward		<u>729,110</u>	<u>46,050</u>	<u>775,160</u>	<u>836,373</u>	<u>33,257</u>	<u>869,630</u>

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing operations. The statement of financial activities also complies with the requirements for an income and expenditure account required by the Companies Act 2006.

The notes on pages 28 to 35 form part of these accounts.

KICK London

Year ended 30 September 2024

Balance Sheet as at 30 September 2024

Registered Charity number 1100072

Company number 4831571

	Note	2024 £	2023 £
Current assets			
Debtors, falling due within one year	5	240,952	201,252
Cash at bank and in hand		258,380	571,108
Current Asset Investments		<u>351,913</u>	<u>164,000</u>
		<u>851,245</u>	<u>936,360</u>
 Creditors: Amounts falling due within one year			
Sundry creditors	6	7,467	3,818
Accruals	6	<u>68,618</u>	<u>62,912</u>
		<u>76,085</u>	<u>66,730</u>
 Net Assets	7	<u>775,160</u>	<u>869,630</u>
 The funds of the Charity			
Unrestricted funds	8	729,110	836,373
Restricted funds	8	<u>46,050</u>	<u>33,257</u>
		<u>775,160</u>	<u>869,630</u>

The financial statements have been prepared in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies.

The financial statements were approved by the Board of Directors on 20th January 2025 and were signed on its behalf by:



Pete Burt

Trustee (Chair of the Finance Committee)

The notes on pages 28 to 35 form part of these accounts.

KICK London

Year ended 30 September 2024

Statement of Cashflows

	2024	2023	
	£	£	Note
Cash Flows from Operating Activities:			
<i>Net cash provided by/(used in) operating activities</i>	<u>(141,180)</u>	<u>78,653</u>	a
Cash flows from Investing activities:			
Dividends, interest and rents from investments	<u>16,365</u>	<u>10,633</u>	
<i>Net cash provided by/(used in) investing activities</i>	<u>16,365</u>	<u>10,633</u>	
<i>Change in cash and cash equivalents in the reporting period</i>	(124,815)	89,286	
Cash and cash equivalents at the beginning of the reporting period	<u>735,108</u>	<u>645,822</u>	b
<i>Cash and cash equivalents at the end of the reporting period</i>	<u>610,293</u>	<u>735,108</u>	b

Note a: Reconciliation of net income/(expenditure) to net cash flow from operating activities

	2024	2023
	£	£
<i>net income / (expenditure) for the reporting period</i>	(94,470)	59,172
Adjustments for:		
Dividends, interest and rents from investments	(16,365)	(10,633)
(Increase)/Decrease in debtors	(39,700)	404
Increase/(Decrease) in creditors	<u>9,355</u>	<u>29,710</u>
<i>Net cash (used in) / provided by operating activities</i>	<u>(141,180)</u>	<u>78,653</u>

Note b: Analysis of cash and cash equivalents

	2024	2023
	£	£
Current asset investments	351,913	164,000
Cash at Bank	<u>258,380</u>	<u>571,108</u>
Total Cash and Cash Equivalents	<u>610,293</u>	<u>735,108</u>

The notes on pages 28 to 35 form part of these accounts.

KICK London

Year ended 30 September 2024

Notes to the Financial Statements

1. ACCOUNTING POLICIES

These financial statements are prepared on a going concern basis, under the historical cost convention. They have been prepared in accordance with the "Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) ("the Charities SORP")", with the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland ("FRS 102"), with the Companies Act 2006 and with the Charities Act 2011. The charity meets the definition of a public benefit entity as set out in FRS 102. The financial statements are presented in sterling, rounded to the nearest £.

The principles adopted in the preparation of the financial statements are set out below.

(a) Company Status

The Charity is a company limited by guarantee, incorporated in England & Wales. The registered address is Holy Trinity Church, Sheen Park, Richmond, Surrey TW9 1UP. The Members of the Charity are the Trustees named on Page 10. In the event of the Charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the Charity.

(b) Going Concern

The Trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the charity to continue as a going concern. The Trustees have made this assessment for a period of at least one year from the date of approval of the financial statements. In particular, the Trustees have considered the charity's forecasts and projections and the possible implications should projected income and / or expenditure vary unexpectedly. The Trustees have concluded that there is a reasonable expectation that the charity has adequate resources to continue to operate for the foreseeable future. The charity therefore continues to adopt the going concern basis in preparing its financial statements.

KICK London

Year ended 30 September 2024

Notes to the Financial Statements (continued)

(c) Fund Accounting

Unrestricted funds are funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the charity. Restricted funds are donations which are to be used in accordance with specific restrictions imposed by donors; they include donations received from appeals for specific activities or projects.

(d) Income

Income is recognised in the period in which the charity becomes entitled to receipt, the amount receivable can be measured with reasonable certainty, and receipt is probable. Income is deferred when it relates to services that have not been provided by the balance sheet date, or when the charity has to fulfil conditions before becoming entitled to it, or where the donor has specified that the income is to be expended in a future period.

Income from donations and legacies includes recoverable gift aid, which is recognised when the related donation is received. Gift aid that has not been recovered by the balance sheet date is included as a debtor.

The charity relies on volunteers to carry out many of its activities. However, in accordance with the SORP, the value of these services has not been included in these financial statements as they cannot be reliably measured.

Income from charitable activities represents income receivable from services supplied in furtherance of the charity's charitable objects.

The charity has taken the view that it has three charitable activities, namely the advancement of education, the advancement of amateur sport, and the advancement of religion, and all income from donations, legacies and charitable activities is in respect of these activities.

KICK London

Year ended 30 September 2024

Notes to the Financial Statements (continued)

(e) Expenditure

Expenditure, including irrecoverable VAT, is recognised when it is incurred or, if earlier, when a legal or constructive obligation for a payment arises provided that it is probable that settlement will be required and the amount of the obligation can be measured reliably.

The Charities SORP requires charities with income over £500,000 to allocate costs to the various activities undertaken by the charity. The nature of the work of the charity is considered to be so integrated that it is not possible to separately identify the costs incurred in respect of any one activity.

(f) Tangible Fixed Assets

Items purchased or donated for the charity's own use are capitalised when the cost of purchased items, or the fair value of donated items, is more than £1,000 per item and the item is expected to benefit the charity over more than one accounting period. Depreciation is charged on a straight line basis so as to write down the value of each asset to its estimated residual value (if any) over its expected useful economic life. To date the charity has not incurred any expenditure that needed to be capitalised.

(g) Cash at bank and in hand

Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of opening of the deposit.

(h) Current Asset Investments

Current Asset Investments includes cash held in higher interest accounts with a maturity of over three months from the date of opening of the deposit.

(i) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation arising from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably.

KICK London

Year ended 30 September 2024

Notes to the Financial Statements (continued)

Creditors and provisions are recognised at their settlement amount.

Income relating to grants that has been received but not yet earned is treated as deferred income.

(j) Taxation

The company is a registered charity; it has taken advantage of the various reliefs from taxation available to charities and no tax is payable on the charity's income.

(k) Operating Leases

Leases which do not transfer substantially all the risks and rewards of ownership to the charity are classified as operating leases. Operating lease payments are recognised as an expense on a straight-line basis over the lease term.

(l) Pension contributions

The charity operates defined contribution pension schemes for its employees. Obligations for contributions to these schemes are recognised as an expense when the liability arises. The assets of these schemes are held separately from those of the charity in independently administered funds. The employer contribution is 6% of gross pay for most employees and 3% for sessional staff.

(m) Financial instruments

The charity only has financial assets and liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

(n) Critical accounting estimates and areas of judgement

The Trustees do not consider that there are any material sources of estimation or uncertainty at the balance sheet date that could result in a material adjustment to the carrying values of assets and liabilities in the next reporting period.

KICK London

Year ended 30 September 2024

Notes to the Financial Statements (continued)

2. EMPLOYEES, TRUSTEES' REMUNERATION AND TRUSTEES' EXPENSES

Staff Costs

	2024	2023
	£	£
Staff salaries	1,597,517	1,443,674
Social Security costs	125,830	109,292
Pension Contributions	<u>80,589</u>	<u>70,433</u>
	<u>1,803,936</u>	<u>1,623,399</u>

The average number of employees of the Charity in the year was 86 (2023: 82).

No Trustees were paid remuneration, benefits or expenses by KICK in the year.

During the year, key management received employment salary, pension, employer's NI and benefits totalling £282,147 (2023: £296,403). The trustees consider key management numbers to include 4 (2023: 5) members of staff, including the CEO. During the year the Charity received donations totalling £4,360 (2023: £300) from related parties (which includes trustees, members of key management and anyone closely connected to them). One employee (2023: 1) received employment salary and benefits that fall within the band £90,000 to £100,000.

Many of the necessary activities and tasks of the Charity are undertaken wholly or partially by the Trustees, who are unpaid volunteers, including strategy formulation and holding relationships with other organisations. In addition, there are invaluable contributions from other volunteers in the areas of coaching, fundraising, guidance, and management of local KICK Academies.

There were no other related party transactions.

KICK London

Year ended 30 September 2024

Notes to the Financial Statements (continued)

3. INCOME

	2024	2023
	£	£
Donations & grants		
Charitable trusts	269,014	206,856
Companies	6,330	9,390
Individuals	<u>21,847</u>	<u>110,296</u>
	297,191	326,542
Interest	16,365	10,633
Other income	1,889	1,561
Income from charitable activities	<u>1,655,007</u>	<u>1,579,596</u>
	<u>1,970,452</u>	<u>1,918,332</u>

4. EXPENDITURE ON CHARITABLE ACTIVITIES

	2024	2023
	£	£
Staff Salaries	1,597,517	1,443,674
Social Security costs	125,830	109,292
Pension Contributions	80,589	70,433
Professional	5,128	443
Training, Conferences and Sports Development	75,808	79,332
Equipment, Consumables and IT	19,302	18,718
Insurance	12,010	9,827
Motor and Travel	96,193	100,029
Printing and Stationery	4,046	2,072
Telephone	6,563	4,419
Other expenses	13,637	7,696
Audit	<u>5,000</u>	<u>5,000</u>
	<u>2,041,623</u>	<u>1,850,935</u>

KICK London

Year ended 30 September 2024

Notes to the Financial Statements (continued)

5. DEBTORS

	2024	2023
	£	£
Fee debtors	216,750	198,328
Gift aid	656	1,430
Prepayments	6,546	-
Other debtors	<u>17,000</u>	<u>1,494</u>
	<u>240,952</u>	<u>201,252</u>

6. CREDITORS

	2024	2023
	£	£
PAYE/ NI /pension/ other payroll accrual	47,715	34,757
Other accruals	20,903	28,155
Sundry creditors	<u>7,467</u>	<u>3,818</u>
	<u>76,085</u>	<u>66,730</u>

7. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted Funds	Restricted Funds	Total 2024
	£	£	£
Current assets	805,195	46,050	851,245
Current liabilities	<u>(76,085)</u>	<u>-</u>	<u>(76,085)</u>
Total Net Assets	<u>729,110</u>	<u>46,050</u>	<u>775,160</u>
30 September 2024			

	Unrestricted Funds	Restricted Funds	Total 2023
	£	£	£
Current assets	903,103	33,257	936,360
Current liabilities	<u>(66,730)</u>	<u>-</u>	<u>(66,730)</u>
Total Net Assets	<u>836,373</u>	<u>33,257</u>	<u>869,630</u>
30 September 2023			

KICK London

Year ended 30 September 2024

Notes to the Financial Statements (continued)

8. FUNDS

Unrestricted funds comprise those funds which the Trustees are free to use in accordance with the charitable objects. Restricted funds are funds which have been given for particular purposes and projects, as detailed below.

	1st October 2023	Income	Expenditure	30th September 2024
	£	£	£	£
KICK Expansion	-	121,390	(121,390)	-
KICK Camps	4,883	-	(4,883)	-
KICK Academies	4,074	107,503	(107,534)	4,043
Mentoring	23,800	15,000	(8,793)	30,007
Leics/ Northants	500	-	(500)	-
Darlington	-	12,000	-	12,000
	<u>33,257</u>	<u>255,893</u>	<u>(243,100)</u>	<u>46,050</u>

	1st October 2022	Income	Expenditure	30th September 2023
	£	£	£	£
KICK Expansion	142,915	116,340	(259,255)	-
KICK Camps	-	19,531	(14,648)	4,883
KICK Academies	5,775	2,299	(4,000)	4,074
Mentoring	5,425	32,500	(14,125)	23,800
Chaplaincy	17,249	-	(17,249)	-
Capacity Building	11,661	-	(11,661)	-
Leics/ Northants	-	500	-	500
	<u>183,025</u>	<u>171,170</u>	<u>(320,938)</u>	<u>33,257</u>

KICK benefits from premises and support provided by Holy Trinity Church, Richmond.

Restricted funds comprise the following projects:

- **KICK Expansion.** Towards our programme of expansion of our activities into further regions of the UK.
- **KICK Camps.** Funding to run sports activity weeks in school holidays in cooperation with schools and churches.
- **KICK Academies.** For our work with churches, enabling them to run sports programmes alongside other activities.
- **Mentoring.** Funding for mentoring in schools.
- **Leics / Northants.** Funding specifically given to support KICK's expansion in the Midlands.
- **Darlington.** Funding for work specifically in Darlington.

