

Stoke City Community Trust
(A company limited by Guarantee)

REPORT AND FINANCIAL STATEMENTS

31 August 2021



Company Registration No. 04875877
Registered Charity No. 1104006

Stoke City Community Trust

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REFERENCE AND ADMINISTRATIVE DETAILS

REGISTERED CHARITY NUMBER	1104006
COMPANY REGISTRATION NUMBER	04875877
COMPANY SECRETARY	J Pelling
TRUSTEES/DIRECTORS	JF Coates (appointed 18 Jan 2022) AJ Scholes (resigned 12 Jan 2022) R Fello G Mellor D Smith J Pelling C Iwelumo
AUDITORS	RSM UK Audit LLP Chartered Accountants Festival Way Stoke on Trent Staffordshire ST1 5BB
BANKERS	Barclays Bank plc 118 High Street Newcastle-under-Lyme Staffordshire ST5 1PT
REGISTERED OFFICE	bet365 Stadium Stanley Matthews Way Stoke on Trent Staffordshire England ST4 4EG

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Trustees Annual Report

The Report and Financial Statements, which relate to the year ended 31 August 2021, are presented by the Trustees of Stoke City Community Trust, who are also Directors of the Charitable Company for the purposes of charity law.

Structure, Governance and Management

Stoke City Community Trust is a company limited by guarantee and does not have any share capital. It is governed by the Memorandum and Articles of Association dated 18 July 2014 and became a registered charity on 28 May 2004.

A review system is in place to monitor the income, expenditure and performance of the Trust, ensuring that appropriate management information is produced on a regular basis including an annual budget, which is approved by the Trustees, regular consideration of financial results and identification and management of risks.

Key management personnel remuneration is determined by the Trustees.

Appointment of Trustees

The skill set of the board of trustees is reviewed and compared to the requirements of the charity to achieve its objectives. Where there are gaps, the trustees seek to make appropriate appointments of individuals with the required skills and experiences by an open recruitment process.

Trustee induction and training

All new Trustees receive an induction meeting with the Chair of Trustees and then spend time with the charity's management team, observing how the charity's objectives can be achieved. Should any additional specialised training be required then appropriate training arrangements are in place.

Risk management process

The Trustees review the major risks to which the charity is exposed - in particular, those relating to the operations and finances - and are satisfied that systems and procedures are in place to mitigate any exposure.

The principal risk identified by the Trustees is Safeguarding.

This is managed via the Risk Framework review process.

In addition, procedures have been put in place to ensure compliance with the health and safety of staff and all those who participate in the various projects of the Trust. A Safeguarding Panel has been set up to ensure that all regulations are adhered to with regard to contact with children and vulnerable adults.

Reserves policy

The Trustees have examined the charity's requirements for reserves in the light of the main risks to the organisation. It has established a policy whereby unrestricted funds, not committed or invested in tangible fixed assets held by the charity (which equal free reserves), should be no less than 12 months of the unrestricted expenditure of the charity to ensure that there are sufficient reserves so that the Trust can continue as a going concern during any adverse period. Free reserves at Aug 2021 were £951k (2020: £1,002k). In the current COVID-19 prevalent climate in the UK the Trustees consider it prudent to keep the free reserves at a high level.

Internal Controls

The internal control system ensures that income, expenditure and performance of the Trust is carefully monitored and is designed to provide reasonable assurances against material misstatement and loss, including:

- *An Annual Budget approved by the Trustees
- *Regular consideration of financial results
- *Identification and management of risks

The Trustees have given due consideration to the Charity Commission published guidance on the operation of the Public Benefit requirement.

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Financial Review

Detail of income and expenditure is provided in the Notes to the Financial Statements and is summarised below:

The Restricted Income was lower in 2021. This was primarily due to the fact that:-

- the Schools Football Programme ceased in August 2020,
- Primary Stars was budgeted to be receive only PLCF funding in 2021,
- the NCS programme was impacted by the Covid-19 pandemic and so scaled back accordingly and
- the RISE programme was budgeted to receive both lower PLCF and match funding.

Description	2021 (£'000)	2020 (£'000)
Restricted Income:	£647	£1,085
Un-Restricted Income:	£496	£520
Total Income:	£1,143	£1,605
Total Resources Expended:	£1,315	£1,467
Un-Restricted Reserves:	£951	£1,002
Restricted Reserves:	£216	£338
Total Reserves:	£1,167	£1,340

Objectives

The Trust utilises the power and passion of the Club to transform lives in and around Stoke on Trent, North Staffordshire, East Shropshire, South Staffs and South Cheshire, with the aim to help people fulfil their potential and to be more involved, healthier and empowered members of their community.

The Trust firmly believes that its influence and reach will allow it to make a positive difference to the health, wellbeing and life outcomes of those participants who engage in its activities.

Furthermore, the Trust intends to follow a person centred approach by providing opportunities for participants to progress into volunteer and part time employment opportunities with the Club.

The charity not only contributes to educational and skills development but also, via football and the Stoke City brand, makes an impact on prominent issues, such as health, regeneration, crime, community cohesion and employment.

Stoke City Community Trust aims to be a public benefit to its local community, without discrimination, via the two broad project platforms of Sports Participation and Education/Learning, in order to provide participants with opportunities and to improve their lives for the better.

The Trust's main activities this year are outlined below.

Achievements and Performance

The Trust's activities are based around the strong and meaningful partnerships focused around delivering quality projects promoting sports, being active, general wellbeing and creating education and employment opportunities that will change the lives of those living in the charity's local community.

The key focus areas of the Trust are Sports Development, Education, Training and Employment, Community Inclusion, Disability and Health as well as supporting various charity initiatives around North Staffordshire. The Trust has a committed and skilled workforce of 49 full-time contracted members of staff and 31 casual staff who aim to engage and inspire people on a daily basis.

Covid19

The majority of the Restricted Projects are funded by the Premier League Charitable Fund (PLCF) and as at August 2021 they are just completing the second year of a three-year contracted funding cycle. These

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projects have continued during the Covid-19 pandemic and the Trust has received the funding for all of its projects.

The main non-PLCF funded Restricted Project is the National Citizen Service, which is funded by the UK Government. Both the Autumn 2020 and the Summer 2021 programmes went ahead although with more limited participant numbers. The Trust awaits the Summer 2022 contract, although it expects the funding level to be similar to the prior year.

With regard to the Un-Restricted activities the Trust's primary financial responsibility is to ensure that it remains a going concern and adheres to its reserves policy.

The Trustees believe that the Trust remains a going concern because it has both sufficient general reserves and un-restricted cash to absorb considerable un-restricted income shortfalls, should they arise, in the forthcoming year.

As is normal for all charities, the charity is dependent upon income streams such as grant monies which may not reoccur. The Trustees have reviewed the financial forecasts and believe there are adequate resources which will enable the trust to meet its liabilities for at least one year from the date the financial statements are signed. For this reason, the Trustees have adopted the going concern basis in preparing the financial statements.

Sports Development projects delivered in 2020-21

It has been another challenging and unprecedented 12-month period in the history of Stoke City Community Trust. The Trust had to deal with the second wave of the COVID-19 outbreak. However, Stoke City Community Trust has continued to serve the people of North Staffordshire and the surrounding area, reinforcing the Trust's reputation as a critical provider of support to the area in such challenging times.

COVID-19 and the National lockdowns had a significant impact upon the reach of the majority of our unrestricted programmes. However, the Community Trust was able to adapt, where necessary, a number of restricted programmes by transitioning to a digital format.

Throughout the year the Community Trust delivered over 200 emergency food parcels to households across Stoke on Trent.

Football Development

The Trust provides a structured pathway of opportunity where young people, from the age of three, can find a level of ability and if identified as showing promise are then signposted to programmes that could lead to them joining the Club's Advanced Training Centres and, ultimately, the Academy.

Identical pathways are also in place for both the girls and the disability football development programmes which have led to several players receiving international recognition.

The Trust will continue to provide to the large majority of our participants, most of whom are young people, the opportunity to play as much football as possible. However, due to the national lockdowns the opportunity for activity was limited this year.

The charity's international soccer school programme also suffered due to the COVID-19 travel restrictions put in place.

Community & Education Football Alliance (11v11)

Aimed at young adults aged 16-18 who have a passion for football and a desire to progress to University or work in the sports industry, the 11 v 11 programme allows them to study at college and represent Stoke City in the English Football League's Community & Education Football Alliance League.

USW Degree Programme

Stoke City Community Trust's two-year Foundation Degree programme is a course designed for individuals wanting to attain a university qualification and who are passionate about pursuing a career in the sports industry. Students develop the necessary skills, qualities and characteristics that are required to work within a professional football club community department or national governing body. Delivered in

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partnership with the University of South Wales, all lectures, seminars and tutorials are delivered in a supportive and inspirational club environment via online material. Students will complete up to 200 hours of voluntary coaching within the community, alongside the Community Trust and Academy staff.

Wildcats

Wildcats is for girls aged 5-11 who want to get involved with football for the very first time or want the opportunity to play with other girls their own age at venues across Staffordshire. The delivery output of this programme was affected by the pandemic.

Mums Play

This project is designed to create an environment, for Staffordshire's diverse female community, which is comfortable, enjoyable and flexible by encouraging them to either lace up their boots for the first time or make a return to women's football.

Regional Talent Club (RTC)

Our RTC is an enhanced coaching centre for U10, U12, U14 and U16 age groups which allows players identified as having elite potential the opportunity to access appropriate levels of coaching and support. It is one of only 34 RTCs in the country.

Dads & Daughters

The programme aims to increase physical activity levels, sports skills and social-emotional wellbeing of girls aged 5-11 years by challenging stereotypes about playing sport and physical activity, whilst also increasing the confidence of fathers and their ability to act as role models in relation to their daughters' participation.

Education, Training and Employment projects delivered in 2020-21

Primary Stars

The Trust's Primary Stars initiative uses the inspiration and fun of sport to connect pupils' learning to the world around them. The charity's focus on Primary Stars focusses on upskilling teaching staff through delivering Continuing Professional Development (CPD) as well as Physical Education based sessions, where young people are encouraged to develop their Numeracy, Literacy and Enterprise skills in an active environment. The initiative also aims to increase children's participation and enjoyment in sport/physical activity and to support talented children into progression pathways.

Premier League Inspires

This programme provides guidance and support to pupils in secondary schools and focusses on providing young people with pro-active mental health skills. The programme supports young people transitioning from primary to secondary school, whilst providing positive mentoring experiences designed to increase positive lifestyle choices.

Traineeships

This programme is designed to engage young people aged 16-19 who are unemployed and provide them with work taster and placement opportunities, literacy, numeracy and employability education in order to make them work ready.

Community Inclusion, Disability and Health projects delivered in 2020-21

RISE

This programme supports young people to make changes or better cope with personal issues with the aim of reducing school and social exclusion and criminal child exploitation. Sessions mainly take place throughout the school day but a number of social activities and additional support sessions are also available in the evening.

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Kicks

This project provides diversionary evening activities to reduce crime and anti-social behavior within some of the most deprived communities in Stoke on Trent. Kicks also works closely with a variety of partners, including Staffordshire Police, to understand the target areas.

The National Citizen Service (NCS)

NCS is a non-term time volunteering programme for young people aged 16-18 years old, designed to build their skill-set for work and life as they take on new challenges and make new friends. This year the young people were unable to benefit from the residential trips, however the rest of the activities including team building, fun and games, life skills and Social Action took place under a three week model.

Premier League Kicks Targeted

This programme aims to provide one-to-one support to young people identified as vulnerable or on the cusp of gang youth violence.

Opportunity Area Football Twinning Mentoring Project

Year 4 of the Opportunity Area saw the rollout of the Football Twinning Mentoring Project. The project supports young people at risk of social exclusion and criminal child exploitation. As part of this project the Trust will be sharing its methods and ways of working with Rotherham United Community Sports Trust and developing their offer to work with young people who are disadvantaged, vulnerable or at risk of falling out of education, employment or training.

Football Fans in Training

A programme aimed at engaging men and women with a BMI over 25 to take part in regular physical activity and healthy lifestyle choices, with the aim of losing weight and sustaining weight loss.

Walking Football

A programme which provides both informal and formal weekly football sessions aimed at decreasing the numbers of inactive males and females aged 50+ across North Staffordshire. The programme encourages them to keep fit and healthy by playing a sport at a less competitive and demanding level.

Lived Experience

Working with a range of young individuals who have had more difficult life experiences than most, the project aims to encourage them to make positive lifestyle choices and learn from Lived Experience Mentors.

Physical Therapy Session

In partnership with 'Goal Difference' our physical therapy sessions bring together groups and individuals who are looking to begin or to return to sport and physical activity.

Thank You for Your Support

Whilst fully dependant on the continuing partnership and support of Stoke City Football Club, the Stoke City Community Trust also relies heavily on the support of many partners and organisations in order to continue moving forward. Primarily, they are the Premier League Charitable Fund, the Premier League, Professional Footballers' Association, the English Football League Trust, Staffordshire County Council, Staffordshire Police Fire and Crime Commissioner, City of Stoke on Trent Council and the Staffordshire Football Association.

The Board of Trustees is indebted once again to all those who have made a significant contribution to the Trust's progress over the past 12 months and they look forward to working with those and new partners in 2022.

The Trustees would like to thank the Football Club's Head of Community Adrian Hurst and his staff in the Community Trust for their dedication and hard work throughout another successful period, which has

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resulted in excellent outcomes and results once again especially in light of the challenges placed upon the Trust's activities by COVID-19 restrictions.

The Trustees would like to acknowledge and thank its outgoing Chairman, Tony Scholes, for his contribution to the Trust over the past 18 years. Tony left Stoke City Football Club in January 2022 and he leaves with thanks and best wishes for the future from the Trustees.

Future Developments

The Trust will respond to any potential partner and community needs as North Staffordshire moves out of the National COVID-19 lockdown restrictions and any subsequent recovery plans.

Moving forward the Stoke City Community Trust will focus on maintaining and re-establishing its services and community projects. The charity will only consider developing and delivering new projects that are financially viable, which clearly meet the charity's aims and objectives and which add real value to people's lives within the local community.

The Charity's core objectives for the 2021/22 Season are:

- To ensure people know who we are and what difference the Charity makes in North Staffordshire, South Cheshire and the surrounding areas.
- To continue to connect Stoke City Football Club to the local community.
- To ensure the Trust recruits, trains, and develops staff to be high quality practitioners in their fields of expertise.
- To be known as a quality provider of services and activities that leads people, funders, and organisations wanting to be involved with the charity.
- To generate further support from fans, the business community and individuals through our fundraising activities.

Future New Activity

- To liaise with the Trust's partners in order to continually improve the delivery service for the benefit of the participants and the wider local community. Areas of interest include:
 - Adult weight management
 - Mentoring young people
 - Football twinning project (in conjunction with HM Prison Service)
 - Offers of activity for dementia groups, care homes, carers, and general health & wellbeing projects.
- Incorporate youth social action across core programmes.
- Incorporate aspects of general wellbeing into all programmes.
- Continue to deliver the Premier League Charitable Fund and English Football League projects.
- To ensure that all sessions are inclusive and free of discrimination.
- To continue to offer the NCS programme to the young people of Stoke on Trent and Staffordshire.
- To utilise different communication channels with the aim of promoting the positive impact of the Community Trust to a wider audience.
- The Trust's plans for growth continue to be reframed due to the continued and uncertain impact of the pandemic. While many of our programmes have long-term growth potential, in some cases this potential may be temporarily limited by COVID-19. The Trust will continue to do everything it can to provide services safely, including redesigning and reimagining services and the way in which they are delivered.

Statement as to disclosure of information to Auditors

The Trustees who were in office on the date of approval of these financial statements have confirmed, as far as they are aware, that there is no relevant audit information of which the auditors are unaware. Each trustee has confirmed that they have taken all steps that they ought to have taken as trustees in order to make themselves aware of any relevant audit information and to establish that it has been communicated to the auditor.

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Auditor

RSM UK Audit LLP, Chartered Accountants, were appointed auditors by the company at 28 September 2010. Pursuant to section 487 of the Companies Act 2006, the auditors will be deemed to be re-appointed and therefore Baker Tilly UK Audit LLP will continue in office.

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies' exemption.

Approved by the trustees and signed on their behalf by:



John Coates

Director and Trustee

10/02/2022

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STATEMENT OF TRUSTEES' RESPONSIBILITIES IN THE PREPARATION OF FINANCIAL STATEMENTS

The Trustees (who are also the directors of Stoke City Community Trust (a company limited by guarantee for the purposes of company law)) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial period which give a true and fair view of the state of affairs of the charitable company, of the incoming resources and application of resources, including the income and expenditure of the charitable company, for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare 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 proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company 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 charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF STOKE CITY COMMUNITY TRUST

Opinion

We have audited the financial statements of Stoke City Community Trust (the 'charitable company') for the year ended 31 August 2021 which comprise the Statement of Financial Activities (including the Income and Expenditure Account), the Balance Sheet, the Statement of Cash Flows and 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 FRS 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 31 August 2021 and of its incoming resources and application of resources, including its income and expenditure, 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 charitable company's ability to continue as a going concern for a period of at least twelve 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 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 the 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

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF STOKE CITY COMMUNITY TRUST

- 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 charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Directors' Report included within the Trustees Report.

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

- adequate 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' exemption from the requirement to prepare a Strategic Report or in preparing the Trustees' Report.

Responsibilities of trustees

As explained more fully in the Statement of Trustees' responsibilities set out on page 9, 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 charitable company'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 charitable 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 the audit was considered capable of detecting irregularities, including fraud

Irregularities are instances of non-compliance with laws and regulations. The objectives of our audit are to obtain sufficient appropriate audit evidence regarding compliance with laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements, to perform audit procedures to help identify instances of non-compliance with other laws and regulations that may have a material effect on the financial statements, and to respond appropriately to identified or suspected non-compliance with laws and regulations identified during the audit.

In relation to fraud, the objectives of our audit are to identify and assess the risk of material misstatement of the financial statements due to fraud, to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud through designing and implementing appropriate responses and to respond appropriately to fraud or suspected fraud identified during the audit.

However, it is the primary responsibility of management, with the oversight of those charged with governance, to ensure that the entity's operations are conducted in accordance with the provisions of laws and regulations and for the prevention and detection of fraud.

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud, the audit engagement team:

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF STOKE CITY COMMUNITY TRUST

- obtained an understanding of the nature of the sector, including the legal and regulatory frameworks that the charitable company operates in and how the charitable company is complying with the legal and regulatory frameworks;
- inquired of management, and those charged with governance, about their own identification and assessment of the risks of irregularities, including any known actual, suspected or alleged instances of fraud;
- discussed matters about non-compliance with laws and regulations and how fraud might occur including assessment of how and where the financial statements may be susceptible to fraud.

As a result of these procedures we consider the most significant laws and regulations that have a direct impact on the financial statements are FRS 102, Charities SORP (FRS 102), Companies Act 2006, Charities Act 2011, the charitable company's governing document and Charities (Protection and Social Investment) Act 2016. We performed audit procedures to detect non-compliances which may have a material impact on the financial statements which included reviewing the financial statements including the Trustees' Report and remaining alert to new or unusual transactions which may not be in accordance with the governing documents.

The most significant laws and regulations that have an indirect impact on the financial statements are those in relation to Safeguarding and Health and Safety. We performed audit procedures to inquire of management and those charged with governance whether the charitable company is in compliance with these law and regulations and inspected correspondence with regulatory authorities.

The audit engagement team identified the risk of management override of controls and cash income where the financial statements were most susceptible to material misstatement due to fraud. Audit procedures performed included but were not limited to testing manual journal entries and other adjustments, evaluating the business rationale in relation to significant, unusual transactions and transactions entered into outside the normal course of business, challenging judgments, estimates and sample testing cash income back to supporting evidence and ensuring weekly reconciliations were processed and posted.

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/auditorsresponsibilities>. 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. 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 auditor's 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 the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

RSM UK Audit LLP

ANNA SPENCER-GRAY (Senior Statutory Auditor)
For and on behalf of RSM UK AUDIT LLP, Statutory Auditor
Chartered Accountants
Festival Way
Stoke on Trent
Staffordshire
ST1 5BB
Date: 16 February 2022

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STATEMENT OF FINANCIAL ACTIVITIES (INCLUDING INCOME AND EXPENDITURE ACCOUNT)

for the year ended 31 August 2021

	Note	Unrestricted Funds	Restricted funds	Total funds 2021	Total funds 2020
		£	£	£	£
INCOME					
Donations and legacies	1	28,530	-	28,530	49,411
Charitable activities	2	452,695	646,755	1,099,450	1,533,251
Other trading activities		14,658	-	14,658	21,448
Investments income		60	-	60	1,218
TOTAL INCOME		495,943	646,755	1,142,698	1,605,328
EXPENDITURE					
Charitable activities	3	(537,987)	(777,355)	(1,315,342)	(1,466,532)
TOTAL EXPENDITURE		(537,987)	(777,355)	(1,315,342)	(1,466,532)
NET INCOME BEFORE TRANSFERS		(42,044)	(130,600)	(172,644)	138,796
TRANSFERS BETWEEN FUNDS	11	(8,483)	8,483	-	-
NET (EXPENDITURE)/INCOME		(50,527)	(122,117)	(172,644)	138,796
<i>Reconciliation of funds</i>					
Total funds brought forward	11/12	1,001,961	337,566	1,339,527	1,200,731
TOTAL FUNDS CARRIED FORWARD	11/12	951,434	215,449	1,166,883	1,339,527

All income and expenditure derive from continuing activities.

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

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BALANCE SHEET

at 31 August 2021

	Note	2021	2020
		£	£
FIXED ASSETS			
Tangible assets	6	-	-
CURRENT ASSETS			
Debtors due within the year	7	71,695	28,222
Cash at bank and in hand		1,339,939	1,737,776
TOTAL CURRENT ASSETS		1,411,634	1,765,998
CREDITORS: Amounts falling due within one year	8	(244,751)	(426,471)
NET CURRENT ASSETS		1,166,883	1,339,527
NET ASSETS		1,166,883	1,339,527
THE FUNDS OF THE CHARITY			
Unrestricted funds	11	951,434	1,001,961
Restricted funds	11	215,449	337,566
TOTAL CHARITY FUNDS	12	1,166,883	1,339,527

These financial statements are prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

The financial statements on pages 13 to 25 were approved by the board of trustees and authorised for issue on 10/02/2022 and were signed on its behalf by:



John Coates
Director and Trustee

Company Registration No. 04875877
Registered Charity No. 1104006

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STATEMENT OF CASH FLOWS

for the year ended 31 August 2021

	Note	31 August 2021		31 August 2020	
		£	£	£	£
NET CASH PROVIDED BY OPERATING ACTIVITIES	10		(397,897)		198,950
CASH FLOWS FROM INVESTING ACTIVITIES					
Investment income			60		1,218
			<u>60</u>		<u>1,218</u>
Net cash used in investing activities			60		1,218
			<u>60</u>		<u>1,218</u>
CHANGE IN CASH AND CASH EQUIVALENTS IN THE PERIOD			(397,837)		200,168
Cash and cash equivalent at the beginning of the year			1,737,776		1,537,608
			<u>1,737,776</u>		<u>1,537,608</u>
Total cash and cash equivalent at the end of the year			1,339,939		1,737,776
			<u>1,339,939</u>		<u>1,737,776</u>
Represented by:					
Cash at bank			1,339,939		1,737,776
			<u>1,339,939</u>		<u>1,737,776</u>

Stoke City Community Trust

ACCOUNTING POLICIES

TRUST INFORMATION

Stoke City Community Trust is an incorporated charitable Trust (charity number 1104006) limited by guarantee registered in England (company number 04875877). The Trust's address is bet365 Stadium, Stanley Matthews Way, Stoke on Trent, Staffordshire, England ST4 4EG.

The following accounting policies have been applied consistently in dealing with items which are considered material in relation to the charity's financial statements.

BASIS OF PREPARATION

The financial statements have been prepared in accordance with 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 2018) – (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Stoke City Community Trust meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes. The financial statements are prepared in sterling which is the functional currency of the Trust. Monetary amounts in these financial statements are rounded to the nearest £.

GOING CONCERN

The majority of the Trust's Restricted Projects are funded by the Premier League Charitable Fund (PLCF) and as at August 2021 they are just completing the second year of a three-year contracted funding cycle. These projects have continued during the Covid-19 pandemic and the Trust has received the funding for all of its projects. The Trust has confidence that the next three year PLCF funding cycle will be based upon the final year levels of the current funding cycle.

The main non-PLCF funded Restricted Project of the Trust is the National Citizen Service, which is funded by the UK Government. Both the Autumn 2020 and the Summer 2021 programmes went ahead though with more limited participant numbers. The Trust awaits the Summer 2022 contract, though it expects the funding level to be similar to the prior year.

With regard to its Un-Restricted activities the Trust's primary financial responsibility is to ensure that it remains a going concern and adheres to its reserves policy.

The Trustees believe that the Trust remains a going concern because it has both sufficient general reserves and un-restricted cash to absorb considerable un-restricted income shortfalls, should they arise, in the forthcoming year.

As is normal for all charities, the charity is dependent upon income streams such as grant monies which may not reoccur. The Trustees have reviewed the financial forecasts and believe there are adequate resources which will enable the trust to meet its liabilities for at least one year from the date the financial statements are signed. For this reason, the Trustees have adopted the going concern basis in preparing the financial statements.

INCOME RECOGNITION

The values of all resources accruing to the charitable company are recorded in the Statement of Financial Activities as soon as it is legally entitled to the income and the amount can be quantified with reasonable accuracy. This is dependent on an actual receipt or enforceable right to receipt, a reasonable certainty of receipt and whether the monetary value can be sufficiently and reliably measured. Where terms and conditions relating to income have not been met or uncertainty exists as to whether the charity can meet any terms or conditions otherwise within its control, income is not recognised but is deferred as a liability until it is probable that the terms or conditions imposed can be met.

Any grant that is subject to performance-related conditions received in advance of delivering the services required by that condition or is subject to unmet conditions wholly outside the control of the recipient charity, is accounted for as a liability and shown on the balance sheet as deferred income. Deferred income is released

Stoke City Community Trust

ACCOUNTING POLICIES

INCOME RECOGNITION (continued)

to income in the reporting period in which the performance-related or other conditions that limit recognition are met.

Where time related conditions are imposed or implied by a funder, then the income is apportioned to the time periods concerned and, where applicable, is accounted for as a liability and shown on the balance sheet as deferred income. When grants are received in advance of the expenditure on the activity funded by them, but there are no specific time related conditions, then the income is not deferred.

EXPENDITURE RECOGNITION

All expenditure is accounted for on an accruals basis and includes attributable VAT which cannot be recovered. Expenditure has been classified under the appropriate heading but where costs cannot be directly attributed to particular headings (support costs); they have been allocated to activities on a basis consistent with the use of the resources. Support costs comprise all services supplied centrally, and include office staff and overhead expenses.

Governance costs are those costs associated with the governance arrangements of the charity which relate to its general running. These include audit, insurance costs, and legal advice for trustees and costs associated with constitutional and statutory requirements such as the costs of trustee meetings and preparing the statutory financial statements, plus a share of support costs.

All costs are allocated between the expenditure categories of the statement of financial activities on a basis designed to reflect the use of the resource. Costs relating to a particular activity are allocated directly.

DONATED SERVICES AND GIFTS IN KIND

The value of donated services and gifts in kind provided to the charity by Stoke City Football Club are disclosed at their open market value in the period in which they are receivable where the benefit to the charity can be reliably measured and are reported in the related party note to the financial statements.

TANGIBLE FIXED ASSETS

Tangible fixed assets are capitalised at cost and capital expenditure over a value of £500 is capitalised.

Depreciation is provided at the following annual rates to write off the cost, less the estimated residual value of the assets, over their expected useful economic lives as follows:

Motor vehicles	-	25% straight line
Office equipment	-	20% straight line
Plant and machinery	-	33.3% straight line

A full year of depreciation is charged in the period of acquisition and none in the period of disposal.

FUND STRUCTURE

Unrestricted funds

General funds are unrestricted funds available to the charity for use at the discretion of the trustees in furtherance of the general charitable objectives of the charity and which have not been designated for other purposes.

Restricted funds

Restricted funds are subject to restrictions imposed by the donor or by the specific terms of the appeal under which funds are raised. The restrictions are binding upon the charity.

Stoke City Community Trust

ACCOUNTING POLICIES

FUND TRANSFER POLICY

At each year end it is the practice of the Trust to review all fund balances and to identify the restricted projects that have ended in that financial year.

It is the policy of the Trust that any restricted fund overspends, on ceased projects, will be transferred into the Un-Restricted (General) Reserve.

If there are any restricted fund underspends then the related fund contract is referred to. If the contract states that any such surplus should be returned then the funder is contacted, informed of the surplus balance and their instruction is adhered to.

If however the contract does not stipulate that surplus funds should be returned and the reading of the contract permits the surplus to be kept then the surplus is transferred to the Un-Restricted (General) Reserve.

TAXATION

As a registered charity the Trust is exempt from tax on income and gains falling within Part 11 of the Corporation Taxes Act 2010 or Section 252 of the Taxation of Chargeable Gains act 1992 to the extent that these are applied to these charitable objects.

FINANCIAL INSTRUMENTS

The Trust only has financial assets and financial 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.

Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

Cash at bank and in hand

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

Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting 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. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

CRITICAL ACCOUNTING ESTIMATES AND AREAS OF JUDGEMENT

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

Critical accounting estimates and assumptions

The Charity makes estimates and assumptions concerning the future. The resulting accounting estimates and assumptions will, by definition, seldom equal the related actual results. The Trust do not consider there to be any estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year.

Stoke City Community Trust
NOTES TO THE FINANCIAL STATEMENTS
for the year ended 31 August 2021

1 INCOME: DONATIONS AND LEGACIES

	Unrestricted 2021 £	Unrestricted 2020 £
Donations	28,530	49,411

2 INCOME: CHARITABLE ACTIVITIES

	Unrestricted funds £	Restricted funds £	Total 2021 £	Total 2020 £
Sports Participation	352,695	373,029	725,724	927,970
Education and Lifelong Learning	-	273,726	273,726	497,281
Core cost support	100,000	-	100,000	108,000
	452,695	646,755	1,099,450	1,533,251

£1,085,099 of income was attributed to restricted funds in 2020.

Other trading and investment income were unrestricted in 2020.

3 RESOURCES EXPENDED: CHARITABLE ACTIVITIES

	Direct costs £	Support costs £	Total 2021 £	Total 2020 £
Sports Participation	842,315	-	842,315	867,081
Education & Lifelong	358,853	-	358,853	318,008
Core support costs	-	107,681	107,681	275,190
Governance costs	-	6,493	6,493	6,253
	1,201,168	114,174	1,315,342	1,466,532

£872,955 of charitable activities costs were attributable to restricted funds in 2020.

Stoke City Community Trust
NOTES TO THE FINANCIAL STATEMENTS
for the year ended 31 August 2021

3 RESOURCES EXPENDED: CHARITABLE ACTIVITIES (continued)

a) *Support costs allocation.*

The charity allocates its support costs to general activities unless it is appropriate to allocate them between the other charitable activities undertaken. The charitable activities are as listed above.

Support costs are allocated on a basis consistent with the use of resources as explained above:

	Core support 2021 £	Core support 2020 £
Consultant Fees	21,600	21,600
Salaries and social security costs	88,429	248,351
Pensions	3,829	10,115
Medical costs	2,250	2,183
Travelling and subsistence	1,206	3,173
Bank charges	204	840
Motor expenses	2,358	2,177
Other expenses	27,805	35,176
Depreciation	-	-
Recharge	(40,000)	(48,425)
	107,681	275,190

b) *Governance costs*

	Unrestricted 2021 £	Unrestricted 2020 £
Professional fees	6,493	6,253

Stoke City Community Trust
NOTES TO THE FINANCIAL STATEMENTS
for the year ended 31 August 2021

4 NET INCOMING RESOURCES FOR THE PERIOD

Net incoming resources for the period is stated after charging:

	2021 £	2020 £
Auditor's remuneration	6,493	6,253
Depreciation	-	-
	<u> </u>	<u> </u>

5 STAFF NUMBERS, COSTS AND KEY MANAGEMENT REMUNERATION

The average number of persons employed (excluding trustees) during the year was 49 (2020: 54).

In addition to the above the charity employed an average of 31 casual staff during the year (2020: 30).

No emoluments or expenses were paid during the year to trustees (2020: £nil). Details of employee costs are as follows:

	2021 £	2020 £
Wages and salaries	978,107	1,099,411
Social security costs	74,876	81,164
Pension costs	40,332	42,309
	<u> </u>	<u> </u>
	1,093,315	1,222,884
	<u> </u>	<u> </u>

The number of higher paid employees was:

	2021 No	2020 No
In the band £60,000 - £69,999	1	1
	<u> </u>	<u> </u>

Stoke City Football Club runs a defined contribution pension scheme, which employees of Stoke City Community Trust are eligible to join.

The key management personnel are the Trustees. The total remuneration of these key management personnel was £0 (2020: £nil).

Stoke City Community Trust
NOTES TO THE FINANCIAL STATEMENTS
for the year ended 31 August 2021

6 TANGIBLE FIXED ASSETS

	Motor vehicles £	Office equipment £	Plant and machinery £	Total £
<i>Cost</i>				
At beginning and end of year	85,748	24,003	4,350	114,101
Disposal	(22,100)	(16,354)	-	(38,454)
	<u>63,648</u>	<u>7,649</u>	<u>4,350</u>	<u>75,647</u>
<i>Depreciation</i>				
At beginning and end of year	85,748	24,003	4,350	114,101
Disposal	(22,100)	(16,354)	-	(38,454)
	<u>63,648</u>	<u>7,649</u>	<u>4,350</u>	<u>75,647</u>
<i>Net book value</i>				
At 31 August 2021	-	-	-	-
	<u> </u>	<u> </u>	<u> </u>	<u> </u>
At 31 August 2020	-	-	-	-
	<u> </u>	<u> </u>	<u> </u>	<u> </u>

Fixed assets are held for direct charitable purposes.

7 DEBTORS: Amounts falling due within one year

	2021 £	2020 £
Trade debtors	21,769	4,323
Prepayments and accrued income	21,069	20,463
Amounts due from related undertakings	28,857	3,436
	<u>71,695</u>	<u>28,222</u>
	<u> </u>	<u> </u>

Stoke City Community Trust
NOTES TO THE FINANCIAL STATEMENTS
for the year ended 31 August 2021

8 CREDITORS: Amounts falling due within one year

	2021 £	2020 £
Trade creditors	23,866	23,038
Other taxes and social security	42,244	18,588
Accruals and deferred income	10,521	188,219
Amounts due to related undertakings	168,120	196,626
	<u>244,751</u>	<u>426,471</u>

	2021 £	2020 £
Deferred income*		
Brought forward	180,334	237,500
Deferred in year	-	180,334
Released in year	(180,334)	(237,500)
	<u>-</u>	<u>180,334</u>
Carried forward	-	180,334

* Relates to PLCF Funding received in August 2020 that related to funding for the period of September 2020 to August 2021.

9 COMPANY LIMITED BY GUARANTEE

Stoke City Community Trust is a company limited by guarantee and accordingly does not have share capital. Every member of the charitable company undertakes to contribute such amount as may be required not exceeding £10 in the event of it being wound up while he or she is a member, or within one year after he or she ceases to be a member.

10 RECONCILIATION OF OPERATING RESULT TO CASH FLOW FROM/(TO) OPERATING ACTIVITIES

	31 August 2021 £	31 August 2020 £
Net (expenditure)	(172,644)	138,796
Deduct investment income	(60)	(1,218)
(Increase)/Decrease in debtors	(43,473)	75,752
(Decrease) in creditors	(181,720)	(14,380)
	<u>(397,897)</u>	<u>198,950</u>
Net cash provided (to)/by operating activities	(397,897)	198,950

Stoke City Community Trust
NOTES TO THE FINANCIAL STATEMENTS
for the year ended 31 August 2021

11 STATEMENT OF FUNDS

	At 1 September 2020 £	Income resources £	Expenditure expended £	Transfer of funds £	At 31 August 2021 £
<i>Unrestricted funds:</i>					
General fund	1,001,961	495,943	(537,987)	(8,483)	951,434
	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>
<i>Restricted funds:</i>					
Sports Participation	51,039	373,029	(418,502)	35	5,601
Education & Lifelong Learning	286,527	273,726	(358,853)	8,448	209,848
	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>
	337,566	646,755	(777,355)	8,483	215,449
	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>
TOTAL FUNDS	1,339,527	1,142,698	(1,315,342)	-	1,166,883
	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>

	At 1 September 2019 £	Income resources £	Expenditure expended £	Transfer of funds £	At 31 August 2020 £
<i>Unrestricted funds:</i>					
General fund	1,054,501	520,229	(593,577)	20,808	1,001,961
	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>
<i>Restricted funds:</i>					
Sports Participation	18,119	587,818	(554,947)	49	51,039
Education & Lifelong Learning	128,111	497,281	(318,008)	(20,857)	286,527
	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>
	146,230	1,085,099	(872,955)	(20,808)	337,566
	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>
TOTAL FUNDS	1,200,731	1,605,328	(1,466,532)	-	1,339,527
	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>

Unrestricted funds

The general fund represents the unrestricted funds of the charity that are not designated for particular purposes.

Restricted funds

The restricted funds represent contracts to supply specific services under each of the above categories.

Transfers

There was one Sports Participation and four Education & Lifelong Learning Funds that had overspends on and these liabilities were met by surplus unrestricted reserves.

Stoke City Community Trust
NOTES TO THE FINANCIAL STATEMENTS
for the year ended 31 August 2021

12 ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted funds £	Restricted funds £	Total funds £
Debtors	70,295	1,400	71,695
Cash at bank and in hand	1,004,186	335,753	1,339,939
Creditors	(114,564)	(130,187)	(244,751)
	<hr/>	<hr/>	<hr/>
TOTAL NET ASSETS AS AT 31 AUGUST 2021	959,917	206,966	1,166,883
	<hr/>	<hr/>	<hr/>
	Unrestricted funds £	Restricted funds £	Total funds £
Debtors	22,572	5,650	28,222
Cash at bank and in hand	1,114,787	622,989	1,737,776
Creditors	(135,398)	(291,073)	(426,471)
	<hr/>	<hr/>	<hr/>
TOTAL NET ASSETS AS AT 31 AUGUST 2020	1,001,961	337,566	1,339,527
	<hr/>	<hr/>	<hr/>

13 RELATED PARTY TRANSACTIONS

The Trustees consider that Stoke City Football Club Limited is a related party of the charitable company by virtue of significant influence. The charity receives significant financial support from the Football Club in respect of office space and other costs, and this Gift in Kind in respect of specific establishment costs, player and personnel time has been estimated at £218,618 (2020: £245,459), which has not been included within the SOFA. During the year there were sales of £97,642 (2020: £128,465) made to Stoke City Football Club Limited and at 31 August 2021 £4,181 (2020: £nil) was owed. Certain specific, dedicated salary and other costs relating to the charity are recharged. These costs totalled £1,175,295 (2020: £1,285,106) and at 31 August 2021 £210,364 was owed to the Football Club (2020: £196,286).

The Trustees consider that Stoke City (Property) Limited is a related party as both J Pelling and AJ Scholes are key management of that entity. During the year there were sales of £1,891 (2020: £1,930) made to Stoke City (Property) Limited and at 31 August 2021 £0 (2020: £nil) was owed. Other costs relating to the charity are recharged. These costs totalled £0 (2020: £29,137) and at 31 August 2021 £0 was owed to Stoke City (Property) Limited (2020: £18,930).

Due to the group structure and the significant influence that the group has the trustees consider bet365 Group Limited as a related party. At the year-end there was an amount due from bet365 Group Limited of £24,677 (2020: £3,436). Value of services provided during the year was £28,052 (2020: £48,140).