

Kick It Out

**Report of the Trustees & Financial Statements  
For the Year Ended 30 June 2024**

REGISTERED CHARITY NO: 1104056 | REGISTERED COMPANY NO: 03388001

For the Year Ended 30 June 2024 | Reg. Company No: 03388001

## STRATEGIC REPORT

The Trustees who are also directors of the Charitable Company for the purposes of the Companies Act 2006, present their report with the financial statements of the Charitable Company for the year ended 30 June 2024. The Trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities in preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

## OBJECTIVES AND ACTIVITIES

### Public benefit

The Board of Trustees confirm that they have complied with their duty to have due regard to the guidance on public benefit published by the Charity Commission in exercising their power or duties. The public benefit of the Charitable Company's activities are outlined under 'Objectives and Activities'.

## STRUCTURE, GOVERNANCE AND MANAGEMENT

### Membership

Kick It Out is a company limited by guarantee and was incorporated on 12th June 1997 and registered as a Charitable Company on 1st June 2004. The Charitable Company was established under a memorandum of association which established the objects and powers of the charitable company and is governed under its articles of association. The Charitable Company has two categories of Members: Full Members and Football Body Members. The Trustees are each Full Members.

The Football Body Members are:

- The Football Association
- The Professional Footballers' Association
- The Premier League
- The English Football League

Full Members of the Charitable Company have voting rights and guarantee to contribute an amount not exceeding £1 to the assets of the Charitable Company in the event of winding up. The total number of such guarantees at 30th June 2024 was 8 (2023: 7).

For the Year Ended 30 June 2024 | Reg. Company No: 03388001

### **Recruitment and appointment of new Trustees**

New Trustees are appointed by the Trustees, who may also determine the number of Trustees from time to time between a minimum of three and a maximum of eight (including the Football Body Trustee).

The Football Body Members are collectively entitled to appoint, remove and replace one Trustee (the Football Body Trustee).

No employees of the Charitable Company are eligible to be elected as a Trustee.

### **Organisational structure**

Kick It Out is managed through a Board of Trustees, chaired by Sanjay Bhandari who was appointed as Chair in September 2019.

The organisation has established two Board sub-committees with formal governance responsibility delegated by the Board: a People and Culture Committee and Finance and Risk Group. Each is chaired by a Trustee. The organisation has also established advisory groups from time to time, which have no formal governance role but which provide expert input on specific issues. These include a Football Advisory Board (chaired by the Chief Executive Officer of Kick It Out), an Antisemitism Working Group (independently chaired by Lord Mann) and an Islamophobia Working Group (independently chaired by Baroness Warsi).

At the year end the Charitable Company employed 22 members of staff.

### **Induction and training of new Trustees**

Upon appointment, new Trustees are provided with the most recent audited financial statements and copies of the previous year's minutes of Trustees' meetings. In addition, new Trustees are given a briefing by the secretary on the Charitable Company's policies and procedures. Further training requirements are assessed on the basis of need. Trustees are made aware of the availability of training courses to help them perform their role to the standards recommended by the Charity Commission.

For the Year Ended 30 June 2024 | Reg. Company No: 03388001

## **STRUCTURE, GOVERNANCE AND MANAGEMENT**

### **Funding from Football Body Members**

Just under half of the resources received in the year were from the four organisations that are Football Body Members of the Charitable Company. As noted above, the four organisations nominate a single Trustee.

### **Risk management**

The Trustees have a duty to identify and review the risks to which the Charitable Company is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error.

Policies are in place to manage risk. The Finance and Risk Group meets at least quarterly, as a sub-committee of the Board, to monitor and assess risk and the culture and approach to risk management. The Finance and Risk Group reports regularly to the Trustees at every Board meeting.

A description of some key areas of potential risk is set out below.

### **Financial Risk**

The organisation, which has historically been core funded through the football bodies, has expanded its funding base over the last 3 years; this will be a key focus for further expansion in 2025 and beyond.

### **Reputational Risk**

Kick It Out's profile remains high within the media. Kick It Out continues to work to develop further media partners to work collaboratively on campaigns. The Board also has Trustees with expertise in marketing, finance, strategy, law, fan engagement, the media, politics and professional football to ensure that the organisation maintains its strong and considered reputation.

For the Year Ended 30 June 2024 | Reg. Company No: 03388001

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number

03388001 (England and Wales)

Registered Charitable Company number

1104056 (England and Wales)

Registered office

605 Albert House  
256-260 Old Street  
London  
EC1V 9DD

Trustees

Sanjay Bhandari - Chair  
Kevin Miles  
Christina Paouros  
Sarah Jane Louise Batters  
Diana Mayze  
Daniel Charles Rhys Jones  
Westley Nathan Morgan  
Matthew Boffey

Company Secretary

Mr Anthony Burnett (resigned June 2024)  
Samuel Okafor (appointed in July 2024)

For the Year Ended 30 June 2024 | Reg. Company No: 03388001

## REFERENCE AND ADMINISTRATIVE DETAILS

### Auditors

Sedulo Audit Limited

605 Albert House

256-260 Old Street

London

EC1V 9DD

### Bank

Barclays Bank UK PLC

1 Churchill Place

London

E14 5HP

### Solicitors

Herbert Smith Freehills LLP

12 Primrose Street

London

EC2A 2EG

For the Year Ended 30 June 2024 | Reg. Company No: 03388001

## OBJECTIVES AND ACTIVITIES

Since 1993, Kick It Out has been at the heart of the fight against discrimination in football, leading the charge for positive change.

Kick It Out will continue to lead the fight with a clear purpose and vision:

- To support words with action, providing long-term solutions and tangible acts; and
- To challenge ignorance and inequality, providing a voice for any individual or organisation; and
- To educate, inform and direct our audience, giving them the tools for change; and
- To mobilise and empower our allies so that our message becomes theirs; and
- To confront all issues, from the dressing-room to the boardroom.

### **Voice. Skills. Talent.**

#### **Voice: We'll amplify unheard voices, lead debates on fighting discrimination and advocate for change**

Through our working groups and networks, we'll drive progress on issues like Antisemitism, Islamophobia and homophobia. We'll guide best practice on Equality, Diversity and Inclusion (EDI) in sport. And we'll work with partners to lead football's response to online abuse, lobbying MPs to make sure the Online Safety Act (OSA) lives up to its name.

#### **Skills: We'll create understanding and build knowledge**

Through our digital learning platform, we'll make it easier for elite clubs, grassroots teams and everyone in between to learn how to fight discrimination. And we'll scale up our fan education programme, to help more people found guilty of abuse to kick it out for good.

#### **Talent: We'll inspire opportunity and connect it with unseen talent**

Battling inequality means creating more chances for people from every background. We'll foster talent through initiatives like Raise Your Game, which helps people at every stage of their sporting careers develop new skills and confidence.

## ACHIEVEMENTS AND PERFORMANCE

### 1. Campaigning and Communications

Kick It Out's 2023-24 communications activity started by marking our 30th anniversary at Wembley, with a special event that launched our 30 year Impact Report. During the season our proactive communications focused on telling our audience about the work we do, building a foundation of all the areas we work in, so that we had a wider base from which to build on. This included policy areas such as the OSA, developing how we produced and highlighted our reporting service, showcasing our fan education work and producing a Grassroots Month of Action leading to unprecedented Sky Sports News coverage.

We also developed the first stage of our Sexism and Misogyny campaign by producing and highlighting research in coaching, while also developing fan-based research and a communications plan for the full launch at the start of the 2024-25 season. We developed several collaborative communications relationships with the likes of Her Game Too, Level Playing Field and others to deliver content about sexism, neurodiversity and ableist language.

There was also a concentrated effort to use the full range of our branding to have a more consistent look to our social media, plus boosting our marketing via a re-launched e-newsletter.

### Media performance (via Onclusive Media monitoring tool) - (July 2023-June 2024)

- Articles: 2,627 (up from 2,225)
- Potential reach: 1.74bn (up from 1.38bn)
- Media value: £34m (down from £34.6m)

### Social media performance (July 2023-June 2024)

Total Followers: 140,424 (up from 137,363)

- X (formerly Twitter) followers: 92,939 (down 801)
- Facebook likes: 18,122 (up 111)
- Instagram followers: 21,000 (up 1,657)
- LinkedIn followers: 7,243 (up 1,992)
- YouTube followers 955 (up 80)
- Reach: 7,034,656 (down from 10,811,126)
- Engagement: 151,266 (up from 117,022)



For the Year Ended 30 June 2024 | Reg. Company No: 03388001

- Engagement rate: 2.1% (up from 1.1%)

### **Digital performance (July 2023-June 2024)**

- Website users: 260,000
- App downloads: 1,174
- E-newsletter subscriptions: 2,600 (re-launched in 2023/2024 season)

## **2. Incident Reporting**

For the 2023/2024 season, we received a record 1,332 reports of discrimination, which was a 32% rise on the previous season 2022/2023, and over double the 610 reports received in the 2021/2022 season. Encouragingly, reports received per incident rose for a fifth consecutive season, suggesting that fans are becoming less tolerant of discrimination and more willing to report it.

Last season key findings show:

- An increase in reports of discrimination at grassroots level, up 25% from last season (242 to 303)
- Reports more than doubled on social media (281 to 589)
- Racism remains the most reported form of discrimination, with a 47% rise in racist abuse (496 to 731) across all levels of the game
- Faith based discrimination reports were also up by 34%, driven by a sharp increase in Antisemitism (63%) and Islamophobia (138%)
- We also received more player-specific discriminatory reports in the professional game than ever before, with abuse targeting players soaring by 43% (277 to 395)

## **3. Policy and Public Affairs**

We continue to lead discussions in football around equality, diversity and inclusion (EDI) and work closely with those in government to try and find pragmatic policy solutions to ensure the game is inclusive for all.

For the Year Ended 30 June 2024 | Reg. Company No: 03388001

### **Football Governance Bill:**

We have submitted several rounds of written and oral evidence to the Department for Culture, Media and Sport (DCMS) on provisions of the Football Governance Bill relating to EDI. Our suggestions were reflected in the Football Governance Bill currently progressing through parliament. We have instructed the University of York to create a comparative analysis report to enable us to consider recommendations for EDI related provision in the proposed Code for Football Governance under the Bill. We expect to publish our recommendations after the Bill receives Royal Assent.

### **Online Safety Act (OSA):**

The Act was passed in 2023. It will start coming into force early 2025. We continue to work across the following areas:

- **User empowerment tools:** We are supporting Ofcom on some research to create a code of conduct that requires platforms to make tools available to enable users to control better what they see and to remove undesired content from their feeds.
- **Supercomplainants:** The OSA enables certain organisations who act for groups of victims to have accelerated access to Ofcom to raise new emerging issues of behaviour on platforms. We are looking at building partnerships to monitor for both new behaviours and poor enforcement of Terms and Conditions by the platforms so we can create a regular supervision dialogue with Ofcom.
- **Violence against women & girls (VAWG):** Ofcom has recently issued a report and, together with partners across the game, we shall be providing input to reflect the online experience of football participants.

### **4. Learning and behaviour change - Academy Education**

Thanks to our Equality Inspires (Premier League) and Life Skills (League Football Education) programmes in 2023/24 Academy Players, Parents, and Staff undertook education and awareness workshops to broaden their knowledge around racism and discrimination in football.

During the 2023/24 season, 2,630 young footballers, their parents, house parents and academy staff were part of these sessions, from as young as the under-9s age groups through to the Professional Development Phase players, including B Squads. The education provided in the academy programme includes:

For the Year Ended 30 June 2024 | Reg. Company No: 03388001

- The history of racism and discrimination in football
- The Equality Act and how it protects people from discrimination
- Types of abuse that continue to exist on and off the pitch
- Racism and discrimination on social media
- The impact music and popular culture can have on negative stereotypes
- Understanding the various protocols that exist

Parents, house parents and staff, have their own dedicated sessions as all have their own unique role to play in making football environments an inclusive place. At the end of each session delivered, a Smart Survey was made available via a QR code. Of the respondents, 73% selected "extremely necessary" to the question "How necessary do you think this session was?"

## 5. Digital learning

Nearly 2,500 individual users have now registered on our digital learning platform, The Academy. We have developed 7 new online courses and learning resources covering a range of protected characteristics, free for people to access and download.

Course/resource list:

- Team Talk - Play Your Part (KS3/4 misogyny and sexism teaching resources)
- Team Talk – Celebrate Difference (KS3/4 racism teaching resources)
- Being a Welcoming and Inclusive Grassroots Club (online course)
- Equality, Diversity and Inclusion in Football – For Coaches (online course, McDonald's partnership)
- Grassroots Reporting Toolkit (resource)
- Disability Language and Terminology Guide (resource)
- Sectarianism resource

## 2023/24 in numbers:

The following user and course data was gathered from user logs from theacademy.kickitout.org (1<sup>st</sup> July 2023 to 30<sup>th</sup> June 2024):

- Of the 2,451 users signed up to The Academy, there are 4,162 course enrolments with a completion rate of 77.8%
- 19,447 course views
- 496 different organisations reached, including: 42 pro clubs, 73 grassroots clubs, 21 county FA's and 275 schools/colleges

For the Year Ended 30 June 2024 | Reg. Company No: 03388001

We also partnered with Professional Game Match Officials Ltd (PGMOL) at the start of the 2023/24 season, with the aim of providing match officials and staff at PGMOL with access to our EDI based online courses, hosted on PGMOL's internal platform. Through this partnership, we were able to develop the understanding of over 700 match officials on different values, cultures, discrimination and under-representation across the game. This partnership will continue into the 2024/25 season, with scope to extend the same partnership to The FA.

#### **PGMOL partnership in numbers:**

- 4 courses released over the 23/24 season
- Average of 751 staff / officials completed each course
- 77.9% of staff / officials completed all 4 courses

#### **6. Raise Your Game (RYG)**

Our Raise Your Game programme returned in 2024 to support people from underrepresented backgrounds to thrive in non-playing roles. We're soon to launch an online RYG hub to help people from these groups and beyond to find events, working opportunities placements and the latest vacancies.

Feedback gathered from the attendees of the 2023 National Conference, sent via a Smart Survey link sent to attendees, was very positive. Close to three quarters (74%) of the attendees have now applied for a job in football, as a direct result of the advice they received, and skills they learnt at RYG 2023. In fact, over 40% now have jobs in the industry. Almost all (97%) attendees indicated that they would like to be mentored by an industry professional going forward.

In light of these findings, Kick It Out created four RYG events for the 2024/25 season. Three events focus on specific areas within the industry: Media, Coaching and Backroom Staff. The final event is tailored to Women within the game.

## 7. Fan Education

In this season (July 2023 to June 2024), we worked one-to-one with even more people found guilty of discriminatory abuse, helping them see the damage they cause and why it has to end.

Football cannot ban its way out of discrimination. We need to constantly call out and challenge the mindsets that lead to abuse – our fan education sessions are a vital way of doing it.

Fans are referred to us by clubs, police and the courts. They have usually been given a warning or ban or prosecuted for discrimination, either in stadiums, on the way to games or online. In 2023/24, we delivered sessions to 117 fans. The fans involved had discriminated based on people's race and ethnicity, sexual orientation or religion and belief – or a combination of these.

Each education session is bespoke, but we always help abusers see why their behaviour is so damaging to individuals and communities. Some sessions even included a member of the footballing community that has been directly affected by similar abuse. Often, we'll look at subjects like impulse control, anger management and hate crime legislation.

Our sessions are increasingly being used as part of conditional cautions where offenders are required to meet certain conditions instead of being prosecuted. And in 2023/24 we continued to build on established links with Counter Terrorism Police, the Home Office Prevent Team, and the National Probation Service. All now continue to work with us to refer fans to our education service.

### 2023/24 in numbers

- We delivered sessions to 117 fans, up from 67 sessions in the previous year
- Over half of referrals are made to Kick It Out within 3 months of the incident
- 96.4% of referrals are made to Kick It Out after an incident has happened. Only 3.6% are an attempt at a preventative measure / early intervention
- The average number of referrals per month has risen from under 2 to over 7 in two years (22/23 season: KIO received 14 referrals (1.17 pcm); 23/24 season: KIO received 85 referrals (7.08 pcm)
- 59% of referrals come from police, with 36% coming from football clubs

For the Year Ended 30 June 2024 | Reg. Company No: 03388001

- 30% of fans referred to our education were aged under 18, 22% were 18-30, 24% were 31-50 and 15% were 51-60

## **8. Fans for Diversity**

In 2023-24 season we wanted to support and highlight EDI awareness days, weeks or months by telling stories from different communities through the Fans For Diversity network.

This included a fan case study for Islamophobia Awareness month in November, another for Pride month in June, and another around Gypsy, Roma and Traveller communities in July.

In addition to this, we worked with Fans for Diversity supporter groups to produce a toolkit and film that showed how other communities could create their own fan groups. This was based on an idea that was developed after hearing from Jewish community fan groups, at an Antisemitism event in Chelsea, in November 2023. This toolkit was launched at the start of the 2024-25 season.

## **9. Grassroots**

In 2023/24, we continued to help hundreds of grassroots clubs and leagues make sure everyone who turns up to play or watch football knows they'll be welcomed with open arms. Lifelong memories are made on grassroots pitches every weekend. At Kick It Out, we help clubs and leagues get everyone involved – whatever their ethnicity, sexuality, gender and age.

Our Equality Charter (EC) is at the heart of this work. Signing up to our EC shows clubs and leagues are committed to kicking out discrimination. In 2023/2024, we delivered workshops to 227 grassroots clubs and 24 grassroots leagues, helping them develop equality policies and set up clear processes to report abuse. Over 210 clubs have now signed up to our EC.

We also supported 20 County FAs to audit their needs around equality, diversity and inclusion and produce action plans to fill in any gaps. We delivered six workshops to County FAs looking to take the next steps in tackling discrimination. 33 grassroots clubs also completed our Inclusive Club module via our Digital Learning Platform.

For the Year Ended 30 June 2024 | Reg. Company No: 03388001

Other highlights include:

- Delivery of 80 hours of support to victims/ eye witnesses of discrimination.
- Delivery of 3 workshops during the inaugural Continued Professional Development (CPD) day for McDonalds Fun Football Coaches. Over 100 coaches took part in an introduction to EDI for coaches workshop.
- 99 coaches completed the Coaches E-Module featured on The Academy
- The launch of an In-person workshop delivery programme for coaches of grassroots clubs. This in essence is a real life element of the E-module for Coaches. 20 sessions were delivered nationally.

## **FUTURE PLANS**

### **Continuing to lead the fight against discrimination in football**

Driven forward by our love of sport, we're here to fight discrimination. We're here to make sure football is a game for everyone – and that means putting equality and inclusion up front.

We were set up to fight racism in football in 1993. Then in 1997 we expanded to tackle all forms of discrimination. Since the beginning, we've made huge progress on and off the pitch, leading the charge for positive change. We've done it by raising awareness, confronting issues and helping our sport be better.

Today, we run education programmes for academy players, parents and fans. We campaign to make sure football is always welcoming – to everyone. We support people from under-represented and minority communities to make a career in football and thrive. And we call out discrimination wherever it happens – from your local park to the Premier League to your social feed.

We all know Kick It Out shouldn't have to exist. Our biggest hope is that one day football no longer needs us. But right now we're here to put an end to every form of discrimination.

We won't stop until it stops.

### **Campaigning, research and a new strategic direction**

Our communications strategy for 2024-25 involves a more proactive and strategic approach, ensuring clear and consistent messaging that reinforces our role in tackling racism and all forms of discrimination. Through authentic storytelling, we aim to reach a broader and younger audience.

A key focus on our proactive communications is using data, research, and case studies to make our messaging evidence-based and impactful. We will use a combination of traditional media, digital platforms, and influencer partnerships to extend our reach. Additionally, we have developed clear Points of View for key policy areas, providing a structured, transparent, and evolving framework that guides our messaging.

Our reactive communications have also been updated, moving beyond condemnation to offering real solutions and seeking accountability. When incidents occur, we will not only call them out but also highlight what needs to change and who must take responsibility. This approach ensures that our messaging remains authentic, and solution driven.

Digital and social media will play a crucial role in engaging audiences more effectively. We are developing a range of assets, including video content showcasing our work in policy, reporting, education, and grassroots initiatives; explainer content on key issues such as the lack of Black



For the Year Ended 30 June 2024 | Reg. Company No: 03388001

managers, South Asian representation, the Independent Football Regulator, and the Online Safety Act; and visual assets like graphics to simplify complex topics.

A key next step is ensuring our response to incidents and wider issues is rooted in authentic storytelling. This means drawing on insights from colleagues, subject matter experts, and lived experiences, while maintaining consistency through our Points of View framework. By doing so, we will look to develop a more impactful, informed, and credible voice in football.

In September 2024 we launched a Kick Sexism Out campaign, focusing on our work to tackle Sexism and Misogyny. The campaign included research that delves into women's experiences at men's football matches, to highlight and address issues happening across the game.

As part of the campaign, we continue to drive discussions with clubs, governing bodies, and policymakers about improving reporting mechanisms and creating safer matchday environments. We will also be working on an educational document for clubs looking at how to address sexist abuse.

Looking ahead, we aim to expand our focus to address sexist chanting in stadiums and online sexism, particularly in the lead-up to the Women's Euros taking place in summer 2025. We will be working to ensure the OSA is used to hold platforms accountable, while encouraging women to report abuse and challenging online misogyny through awareness and advocacy around this issue.

We have also appointed an agency to deliver a strategic review for Kick It Out. Key focus areas for the strategic review include:

- Delivering outcome focused programmes
- Diversifying our income streams through new partnerships
- Delivering scalable programmes with measurable social impact
- Identify the role Kick It Out plays in the football ecosystem
- Exploring new growth areas across football and sport

We plan to launch our new 2025-2030 strategy in August 2025.

### **New governance structure**

We updated our governance rules to create greater independence of football bodies. We recruited and onboarded four new Trustees mapped to the skills we identified were necessary, which included: data, commercial, marketing and finance.

For the Year Ended 30 June 2024 | Reg. Company No: 03388001

## STATEMENT OF TRUSTEES' RESPONSIBILITIES

The Trustees (who are also the directors of Kick It Out for the purposes of company law) are responsible for preparing the Report of the Trustees 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 year that give a true and fair view of the state of affairs of the Charitable Company and of the incoming resources and application of resources, including the income and expenditure, of the Charitable Company for that period. In preparing those financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently; and
- Observe the methods and principles in the Companies Act (2006); and
- Make judgements and estimates that are reasonable and prudent; and
- State whether applicable 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 Charitable Company 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 to 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.

In so far as the Trustees are aware:


- There is no relevant audit information of which the Charitable Company's auditors are unaware; and
- The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

For the Year Ended 30 June 2024 | Reg. Company No: 03388001

**AUDITORS**

The auditors, Sedulo Audit Limited, will be proposed for re-appointment at the forthcoming Annual General Meeting.

Report of the Trustees, incorporating a strategic report, approved by order of The Board of Trustees, as the company directors, on .....  
11-Mar-2025 | 4:03 PM GMT and signed on the board's behalf by:

DocuSigned by:  
  
9BCD914441694AD...

.....

Sanjay Bhandari: Chair - Trustee

For the Year Ended 30 June 2024 | Reg. Company No: 03388001

## **REPORT OF THE INDEPENDENT AUDITORS TO THE TRUSTEES OF KICK IT OUT**

### **Opinion**

We have audited the financial statements of Kick It Out (the 'Charitable Company') for the year ended 30 June 2024, which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement 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 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 June 2024 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 Auditors' 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.

For the Year Ended 30 June 2024 | Reg. Company No: 03388001

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 Trustees are responsible for the other information. The other information comprises the information included in the Annual Report, other than the Financial Statements and our Report of the Independent Auditors thereon.

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.

In connection with our audit of the Financial Statements, 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 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 Report of the Trustees for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- The Report of the Trustees 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 Report of the Trustees.

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

For the Year Ended 30 June 2024 | Reg. Company No: 03388001

- 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.

### **Responsibilities of Trustees**

As explained more fully in the Statement of Trustees' Responsibilities, 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.

### **Our 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 a Report of the Independent Auditors 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:

- The Charity is required to comply with Charity Law and, based on our knowledge of its activities, we identified that the legal requirement to accurately account for restricted funds was of key significance.
- We gained an understanding of how the charity complied with its legal and regulatory framework, including the requirement to properly account for restricted funds, through discussions with management and a review of the documented policies, procedures and controls.

For the Year Ended 30 June 2024 | Reg. Company No: 03388001

- The audit team, which is experienced in the audit of charities, considered the charity's susceptibility to material misstatement and how fraud may occur. Our considerations included the risk of management override.
- Our approach was to check that all restricted income was properly identified and separately accounted for and to ensure that only valid and appropriate expenditure was charged to restricted funds. This included reviewing journal adjustments and unusual transactions.

A further description of our responsibilities for the audit of the Financial Statements is located on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our Report of the Independent Auditors.

For the Year Ended 30 June 2024 | Reg. Company No: 03388001

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 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 the charitable company's Members as a body, for our audit work, for this report, or for the opinions we have formed.

DocuSigned by:  
  
809BB163E1C64B6...  
**Sedulo Audit Limited**

Statutory Auditor

605 Albert House

256-260 Old Street

London

EC1V 9DD

11-Mar-2025 | 4:06 PM GMT  
..... 2025



For the Year Ended 30 June 2024 | Reg. Company No: 03388001

**KICK IT OUT**  
**STATEMENT OF FINANCIAL ACTIVITIES**  
**(Incorporating an Income and Expenditure Account)**  
**for the Year Ended 30 June 2024**

		Unrestricted funds	Restricted funds	2024 Total funds	2023 Total funds
				£	£
<b>INCOME AND ENDOWMENTS FROM</b>	Notes				
Voluntary income	2	2,006,320	-	2,006,320	1,701,962
<b>Charitable activities</b>	5				
Grassroots Football		-	173,400	173,400	120,000
Confidential Reporting		-	120,000	120,000	120,000
Football League Life Skills		-	20,400	20,400	31,200
Premier League Equality Inspires		-	61,500	61,500	90,600
Digital Learning Platform		-	18,000	18,000	-
UEFA Project (Talent ID)		-	-	-	80,871
Other trading activities	3	-	-	-	500
Investment Income	4	9,852	-	9,852	2,674
<b>Total</b>		<b>2,016,172</b>	<b>393,300</b>	<b>2,409,472</b>	<b>2,147,807</b>
<b>EXPENDITURE ON</b>					
Raising funds	6	19,220	-	19,220	25,020
<b>Charitable activities</b>	7				
Grassroots Football		298,446	173,400	471,846	221,660
Raise Your Game		310,038	-	310,038	262,102
Fans Programme		167,107	-	167,107	97,349
Confidential Reporting		151,854	120,000	271,854	208,319
Football League Life Skills		47,111	20,400	67,511	59,512
Premier League Equality Inspires		2,048	61,500	63,548	60,088
Player engagement		74,999	-	74,999	74,261
Campaigning		690,154	-	690,154	1,074,659
Advocacy and public policy		458,125	-	458,125	337,348
Leadership in football		-	-	-	193,992
Digital Learning Platform		271,567	18,000	289,567	57,380
Cricket		-	-	-	3,279
UEFA Project (Talent ID)		10,757	-	10,757	-
30th anniversary		20,838	-	20,838	-
Coach Recruitment		29,850	-	29,850	-
Speak Up		16,414	-	16,414	-
<b>Total</b>		<b>2,568,528</b>	<b>393,300</b>	<b>2,961,828</b>	<b>2,674,969</b>
<b>NET INCOME</b>		<b>(552,356)</b>	<b>-</b>	<b>(552,356)</b>	<b>(527,162)</b>
<b>Reconciliation of funds</b>					
Total funds brought forward		907,417	114,235	1,021,652	1,548,814
<b>Total funds carried forward</b>		<b>355,061</b>	<b>114,235</b>	<b>469,296</b>	<b>1,021,652</b>


For the Year Ended 30 June 2024 | Reg. Company No: 03388001

KICK IT OUT  
BALANCE SHEET  
30 June 2024

	Notes	Unrestricted Funds £	Restricted Funds £	2024 Total funds £	2023 Total funds £
<b>Fixed assets</b>					
Intangible assets	13	<u>133,222</u>	-	<u>133,222</u>	187,894
		133,222	-	133,222	187,894
<b>Current assets</b>					
Debtors	14	357,473		357,473	471,460
Cash at bank and in hand		<u>492,220</u>	66,000	<u>558,220</u>	919,988
<b>Total Current Assets</b>		<u>849,693</u>	<u>66,000</u>	<u>915,693</u>	1,391,448
<b>Creditors:</b>					
amounts falling due within one year	15	(579,619)		(579,619)	(557,691)
		<u>270,074</u>	<u>66,000</u>	<u>336,074</u>	833,757
<b>Net current assets</b>		<u>270,074</u>	<u>66,000</u>	<u>336,074</u>	833,757
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>403,296</u>	<u>66,000</u>	<u>469,296</u>	1,021,652
<b>NET ASSETS</b>		<u>403,296</u>	<u>66,000</u>	<u>469,296</u>	1,021,652
<b>FUNDS</b>					
Unrestricted funds	16			355,061	907,417
Restricted funds				<u>114,235</u>	114,235
<b>TOTAL FUNDS</b>				<u>469,296</u>	1,021,652

11-Mar-2025 | 4:03 PM GMT

The financial statements were approved by the Board of Trustees and authorised for issue on .....2025 and  
were signed on its behalf by:

DocuSigned by:  
  
Sanjay Bhandari, Chair - Trustee

Company number: 3388001  
Reg. charity: 1104056

For the Year Ended 30 June 2024 | Reg. Company No: 03388001

**KICK IT OUT**  
**CASH FLOW STATEMENT**  
**for the Year Ended 30 June 2024**

	Notes	2024 £	2023 £
<b>Cash flows from operating activities:</b>			
Cash generated from operations	18	(371,620)	134,216
Net cash provided by operating activities		(371,620)	134,216
<b>Cash flows from investing activities:</b>			
Purchase of intangible fixed assets		-	(119,430)
Purchase of tangible fixed assets		-	-
Interest received		9,852	2,674
<b>Net cash used in investing activities</b>		<u>9,852</u>	<u>(116,756)</u>
<b>Change in cash and cash equivalents in the reporting period</b>		<u>(361,768)</u>	<u>17,460</u>
<b>Cash and cash equivalents at the beginning of the reporting period</b>		<b>919,988</b>	<b>902,528</b>
<b>Cash and cash equivalents at the end of the reporting period</b>		<u><b>558,220</b></u>	<u><b>919,988</b></u>

## NOTES TO THE FINANCIAL STATEMENTS

### 1. ACCOUNTING POLICIES

#### Basis of preparing the financial statements

The Financial Statements of the Charitable Company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The Financial Statements have been prepared under the historical cost convention.

#### Going Concern

Following a review of forecasts and projections, the Trustees are satisfied that the charity will continue operations for the foreseeable future and hence the accounts have been drawn up on a going concern basis.

#### Company Status

Kick it Out Limited is a company limited by guarantee. In the event of the Charity being wound up, the liability in respect of the guarantee is limited to £1 per Full Member of the Charity.

#### Income

Voluntary income is received by way of donations and grants and is included in the statement of financial activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Grants receivable are recognised in the statement of Financial Activities in the year in which the offer is conveyed to the charity except in those cases where the offer is conditional, such grants being recognised when the conditions attached are fulfilled.

For the Year Ended 30 June 2024 | Reg. Company No: 03388001

Income received from the sale of merchandise is accounted for when the sale takes place. Bank interest receivable is accounted for on a receivable basis. Income is stated net of VAT.

Income received from charitable activities is recognised in the statement of Financial Activities in the year in which the activity takes place, except in those cases where the offer is conditional, income from such activities are recognised when the conditions attached are fulfilled.

### **Donated Services**

On receipt, donated services are recognised in income on the basis of the value of the gift to the charity, which is the amount the charity would have been willing to pay to obtain services of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt. In accordance with the Charities SORP (FRS 102), the general time of volunteers is not recognised.

### **Expenditure**

Expenditure is accounted for on an accruals basis and has been included under expense categories that aggregate all costs for allocation to activities. Support costs, expenses which cannot be directly attributed to particular activities, have been apportioned on a fair and reasonable basis (as estimated) by management and which approximates the utilisation of resources. Governance costs include the management of the charitable company's assets, organisational management and compliance with constitutional and statutory requirements.

### **Intangible fixed assets**

Intangible assets are held at cost and are subsequently measured at cost less accumulated amortisation and accumulated impairment losses.

Amortisation is provided at the following rates in order to write off each asset less residual value over its estimated useful life.

Website - 20% on cost

### **Taxation**

The charity is exempt from corporation tax on its charitable activities.

For the Year Ended 30 June 2024 | Reg. Company No: 03388001

### **Fund accounting**

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objects of the Charity and which have not been designated for other purposes.

Restricted funds are funds to be used in accordance with specific restrictions imposed by donors or which have been raised by the Charity for particular purposes. The cost of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

### **Pension costs and other post-retirement benefits**

The Charitable Company operates a defined contribution pension scheme. Contributions payable to the Charitable Company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

### **Grant payable**

Grants payable are charged to the Statement of Financial Activities in the year in which the offer is conveyed to the recipient except in those cases where the offer is conditional, such grants being recognised as expenditure when the conditions attaching are fulfilled.

### **Financial instruments**

The Charitable Company only has basic financial instruments. Accordingly, debtors, creditors and cash at bank are initially recognised at transaction value and subsequently measured at settlement value. Cash at bank includes cash and highly liquid investments with a maturity date of three months or less.

For the Year Ended 30 June 2024 | Reg. Company No: 03388001

**2 VOLUNTARY INCOME**

	2024 £	2023 £
Voluntary income	1,183,320	878,962
Grants	823,000	823,000
	<u>2,006,320</u>	<u>1,701,962</u>

**3 OTHER TRADING ACTIVITIES**

	2024 £	2023 £
Education training	-	500
	<u>-</u>	<u>500</u>

**4 INVESTMENT INCOME**

	2024 £	2023 £
Deposit account interest	9,852	2,674
	<u>9,852</u>	<u>2,674</u>

**5 INCOME FROM CHARITABLE ACTIVITIES**

Activity:	2024 £	2023 £
Grassroots Football	173,400	120,000
Confidential Reporting	120,000	120,000
Football League Life Skills	20,400	31,200
Premier League Equality Inspires	61,500	90,600
Digital Learning Platform	18,000	-
UEFA Project (Talent ID)	-	80,871
	<u>393,300</u>	<u>442,671</u>

**6 RAISING FUNDS**

Raising donations and legacies	2024 £	2023 £
Staff costs	18,899	17,249
	<u>18,899</u>	<u>17,249</u>
Other trading activities	2024 £	2023 £
Fundraising costs	321	531
Loss on sale of assets		7,240
	<u>321</u>	<u>7,771</u>
Aggregate amounts	<u>19,220</u>	<u>25,020</u>

For the Year Ended 30 June 2024 | Reg. Company No: 03388001

**7 CHARITABLE ACTIVITIES COSTS**

	Direct Costs	Support Costs (Note 8)	Totals
	£	£	£
Grassroots Football	194,998	276,848	471,846
Raise Your Game	128,829	181,209	310,038
Fans Programme	75,313	91,794	167,107
Confidential Reporting	99,911	171,943	271,854
Football League Life Skills	28,545	38,966	67,511
Premier League Equality Inspires	24,582	38,966	63,548
Player engagement	34,065	40,934	74,999
Campaigning	278,287	411,867	690,154
Advocacy and public policy	203,977	254,148	458,125
Digital Learning Platform	142,121	147,446	289,567
UEFA Project (Talent ID)	10,757	-	10,757
30th anniversary	20,838	-	20,838
Coach Recruitment	14,333	15,517	29,850
Speak Up	5,827	10,587	16,414
	<b>1,262,383</b>	<b>1,680,225</b>	<b>2,942,608</b>

**8 SUPPORT COSTS**

	Management	Finance	Governance costs	Totals
	£	£	£	£
Grassroots Football	275,087	2	1,759	276,848
Raise Your Game	180,057	1	1,151	181,209
Fans Programme	91,210	1	583	91,794
Confidential Reporting	170,850	1	1,092	171,943
Football League Life Skills	38,718	-	248	38,966
Premier League Equality Inspires	38,718	-	248	38,966
Player engagement	40,674	-	260	40,934
Campaigning	409,249	2	2,616	411,867
Advocacy and public policy	252,531	2	1,615	254,148
Digital Learning Platform	146,508	1	937	147,446
Coach Recruitment	15,418	-	99	15,517
Speak Up	10,520	-	67	10,587
	<b>1,669,540</b>	<b>10</b>	<b>10,675</b>	<b>1,680,226</b>

**NET INCOME/ (EXPENDITURE)**

Net income/ (expenditure) is stated after charging/ (crediting):

	2024	2023
	£	£
Auditors' remuneration	8,700	9,000
Auditors' remuneration for non audit work		600
Computer software amortisation	54,672	54,669



For the Year Ended 30 June 2024 | Reg. Company No: 03388001

9 TRUSTEE'S REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 30 June 2024 nor for the year ended 30 June 2023.

Trustees' expenses	2024 £	2023 £
Trustees' expenses paid for the year ended 30 June 2024, none for the year 30 June 2023	842	-

10 STAFF COSTS

	2024 £	2023 £
Wages and salaries	1,066,572	798,854
Social security costs	116,993	81,475
Other pension costs	33,836	25,469
	1,217,401	905,798

The average monthly number of employees during the year was as follows:

	2024 £	2023 £
Support and Governance	11	5
Charitable Activities	11	12
	22	17

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2024 £	2023 £
£60,001- £90,000	5	
£90,001- £100,000	1	1
	6	1

For the Year Ended 30 June 2024 | Reg. Company No: 03388001

**11 COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES**

	Unrestricted funds £	Restricted funds £	Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>			
Voluntary income	2,006,320	-	2,006,320
<b>Charitable activities</b>			
Grassroots Football	-	173,400	173,400
Confidential Reporting	-	120,000	120,000
Football League Life Skills	-	20,400	20,400
Premier League Equality Inspires	-	61,500	61,500
Digital Learning Platform	-	18,000	18,000
Other trading activities	-	-	-
Investment Income	9,852	-	9,852
<b>Total</b>	<b>2,016,172</b>	<b>393,300</b>	<b>2,409,472</b>
<b>EXPENDITURE ON</b>			
Raising funds	19,220	-	19,220
<b>Charitable activities</b>			
Grassroots Football	298,446	173,400	471,846
Raise Your Game	310,038	-	310,038
Fans Programme	167,107	-	167,107
Confidential Reporting	151,854	120,000	271,854
Football League Life Skills	47,111	20,400	67,511
Premier League Equality Inspires	2,048	61,500	63,548
Player engagement	74,999	-	74,999
Campaigning	690,154	-	690,154
Advocacy and public policy	458,125	-	458,125
Digital Learning Platform	271,567	18,000	289,567
UEFA Project (Talent ID)	10,757	-	10,757
30th anniversary	20,838	-	20,838
Coach Recruitment	29,850	-	29,850
Speak Up	16,414	-	16,414
<b>Total</b>	<b>2,568,528</b>	<b>393,300</b>	<b>2,961,828</b>
<b>NET INCOME</b>	<b>(552,356)</b>	<b>-</b>	<b>(552,356)</b>
<b>Reconciliation of funds</b>			
Total funds brought forward	907,417	114,235	1,021,652
<b>Total funds carried forward</b>	<b>355,061</b>	<b>114,235</b>	<b>469,296</b>

**12 DONATED SERVICES**

During the year to 30 June 2024, the charity received donations in kind, in the form of donated services totalling £910,090. This income has been included in the financial statements under heading 'Voluntary income'. The corresponding expenditure has been recognised according to its natures:

	2024 £	2023 £
Advertising	680,000	675,000
Professional fees	230,090	138,288
	<b>910,090</b>	<b>813,288</b>

For the Year Ended 30 June 2024 | Reg. Company No: 03388001

13 INTANGIBLE FIXED ASSETS

	Computer software £
<b>COST</b>	
At 1st July 2023	249,950
Additions	-
At 30th June 2024	249,950
<b>AMORTISATION</b>	
At 1st July 2023	62,056
Charge for year	54,672
At 30th June 2024	116,728
<b>NET BOOK VALUE</b>	
At 30 June 2024	133,222
At 30 June 2023	187,894

14 DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024	2023
	£	£
Trade debtors	349,400	367,721
Other debtors	-	22,000
VAT	-	48,264
Prepayments and accrued income	8,073	33,475
	357,473	471,460

15 CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024	2023
	£	£
Trader creditors	25,711	58,763
Social security and other taxes	42,971	24,808
VAT	151,337	
Accruals and deferred income	359,600	474,120
	579,619	557,691

For the Year Ended 30 June 2024 | Reg. Company No: 03388001

16 MOVEMENT IN FUNDS

	At 1 July 2023	Net movement in funds	At 30 June 2024
	£	£	£
<b>Unrestricted funds</b>			
General fund	907,417	(552,356)	355,061
Fixed Asset Fund	-	-	-
	907,417	(552,356)	356,061
<b>Restricted funds</b>			
Premier League Equality Inspires	30,512	-	30,512
Cricket	6,131	-	6,131
UEFA Project (Talent ID)	77,592	-	77,592
	114,235	-	114,235
<b>TOTAL FUNDS</b>	<b>1,021,652</b>	<b>(552,356)</b>	<b>469,296</b>

Net movement in funds, included in the above are as follows:

	Income resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	2,016,172	(2,568,528)	(552,356)
Fixed Asset Fund	-	-	-
	2,016,172	(2,568,528)	(552,356)
<b>Restricted funds</b>			
Grassroots Football	173,400	(173,400)	-
Confidential Reporting	120,000	(120,000)	-
Football.League Life Skills	20,400	(20,400)	-
Premier League Equality Inspires	61,500	(61,500)	-
Digital Learning Platform	18,000	(18,000)	-
Total	393,300	(393,300)	-
<b>TOTAL FUNDS</b>	<b>2,409,472</b>	<b>(2,961,828)</b>	<b>(552,356)</b>

For the Year Ended 30 June 2024 | Reg. Company No: 03388001

**Comparatives for movement in funds**

	At 1 July 2022	Net movement in funds	At 30 June 2023
	£	£	£
Prior Year			
<b>Unrestricted funds</b>			
General fund	1,485,303	(577,886)	907,417
Fixed Asset Fund	-	-	-
	<b>1,485,303</b>	<b>(577,886)</b>	<b>907,417</b>
<b>Restricted funds</b>			
Premier League Equality Inspires	-	30,512	30,512
Cricket	63,511	(57,380)	6,131
UEFA Project (Talent ID)	-	77,592	77,592
Total	<b>63,511</b>	<b>50,724</b>	<b>114,235</b>
<b>TOTAL FUNDS</b>	<b>1,548,814</b>	<b>(527,162)</b>	<b>1,021,652</b>

Net movement in funds, included in the above are as follows:

	Income resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	1,705,136	(2,283,022)	(577,886)
Fixed Asset Fund	-	-	-
	<b>1,705,136</b>	<b>(2,283,022)</b>	<b>(577,886)</b>
<b>Restricted funds</b>			
Grassroots Football	120,000	(120,000)	-
Confidential Reporting	120,000	(120,000)	-
Football League Life Skills	31,200	(31,200)	-
Premier League Equality Inspires	90,600	(60,088)	30,512
Cricket	-	(57,380)	(57,380)
UEFA Project (Talent ID)	80,871	(3,279)	77,592
	<b>442,671</b>	<b>(391,947)</b>	<b>50,724</b>
<b>TOTAL FUNDS</b>	<b>2,147,807</b>	<b>(2,674,969)</b>	<b>(527,162)</b>

A current 12 months and prior year 12 months combined position is as follows:

	At 1 July 2022	Net movement in funds	At 30 June 2024
	£	£	£
<b>Unrestricted funds</b>			
General fund	1,485,303	(1,130,242)	355,061
Fixed Asset Fund	-	-	-
	<b>1,485,303</b>	<b>(1,130,242)</b>	<b>355,061</b>
<b>Restricted funds</b>			
Premier League Equality Inspires	-	30,512	30,512
Cricket	63,511	(57,380)	6,131
UEFA Project (Talent ID)	-	77,592	77,592
	<b>63,511</b>	<b>50,724</b>	<b>114,235</b>
<b>TOTAL FUNDS</b>	<b>1,548,814</b>	<b>(1,079,518)</b>	<b>469,296</b>

For the Year Ended 30 June 2024 | Reg. Company No: 03388001

A current 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Income resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	3,721,308	(4,851,550)	(1,130,242)
	<b>3,721,308</b>	<b>(4,851,550)</b>	<b>(1,130,242)</b>
<b>Restricted funds</b>			
Grassroots Football	293,400	(293,400)	-
Confidential Reporting	240,000	(240,000)	-
Football League Life Skills	51,600	(51,600)	-
Premier League Equality Inspires	152,100	(121,588)	30,512
Digital Learning Platform	18,000	(18,000)	-
Cricket	-	(57,380)	(57,380)
UEFA Project (Talent ID)	80,871	(3,279)	77,592
	<b>835,971</b>	<b>(785,247)</b>	<b>50,724</b>
<b>TOTAL FUNDS</b>	<b>4,557,279</b>	<b>(5,636,797)</b>	<b>(1,079,518)</b>

Confidential Reporting and Grassroots activities received 50:50 share of Football Association grant.

Premier League is a grant to fund the Equality Inspires programme to:

- “Promote positive fan behaviour, and reduce offensive behaviour, in and beyond the stadium (including online)”
- “Improve the match day and non-match day experience for all fans by making football more diverse and inclusive”
- Provide education and training and other opportunities that promote diversity and inclusion, or programmes that tackle discrimination or anti-social behaviour in football, to make the game more welcoming and more representative of its wider communities
- Facilitate positive engagement between Clubs, fans and local authorities or other stakeholders with a legitimate interest in match days

Life Skills is League Football Education funding for life skills training.

Raise your Game is our talent mentoring programme targeted at increasing representation of underrepresented groups within football.

For the Year Ended 30 June 2024 | Reg. Company No: 03388001

UEFA grant: The UEFA Coaching & Talent ID Programme was an initiative created by us and funded by the UEFA Foundation. The goal of the programme is to identify a cohort of individuals, from underrepresented backgrounds, who are already on the path of working as a coach or in a talent identification role in an elite professional environment. After an application and interview process, the successful receive funding to complete the next level of their coaching or talent ID qualification (should their applications for those courses be accepted by the FA), as well as access to enrichment/masterclass events organised by ourselves in collaboration with professional clubs in the fields of elite coaching or talent identification/recruitment.

McDonalds sponsored coaching bursaries and platform development costs.

For the Year Ended 30 June 2024 | Reg. Company No: 03388001

17 RELATED PARTY DISCLOSURE

There were no related party transactions for the year ended 30 June 2024.

18 RECONCILIATION OF NET INCOME TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2024	2023
	£	£
Net income for the reporting period (as per the Statement of Financial Activities)	(552,356)	(527,162)
Adjustments for:		
Depreciation charge	54,672	54,669
Loss on disposal of fixed assets	-	7,240
Interest received	(9,852)	(2,674)
Decrease in debtors	113,987	1,158,287
Increase in creditors	21,928	(556,144)
Net cash flow from operating activities	(371,620)	134,216

19 ANALYSIS OF CHANGES IN NET FUNDS

	At 1 July 2023	Cash flow	At 30 June 2024
	£	£	£
Net cash			
Cash at bank	919,988	(361,769)	558,219
	919,988	(361,768)	558,220
Total	919,988	(361,768)	558,220