ASCENSION EAGLES CHEERLEADERS

England & Wales · Charity number 1106766

Details

Status	Registered
Legal form	Charitable company
Company number	04197666
Registered	2004-11-15
Register	View on the Charity Commission register

Contact

Address	Unit 2J St. Marks Industrial Estate 439 North Woolwich Road London E16 2BS
Phone	07854487309
Email	director@ascensioneagles.com
Website	www.ascensioneagles.com

Activities

Objects: TO PROVIDE FACILITIES FOR THE RECREATION AND LEISURE TIME OCCUPATION OF YOUNG PEOPLE UNDER THE AGE OF 25 IN THE INTEREST OF SOCIAL WELFARE BY THE PROVISION OF TRAINING AND PERFORMING IN CHEERLEADING ACTIVITIES SO AS TO DEVELOP THEIR PHYSICAL AND MENTAL CAPACITIES THAT THEY MAY GROW TO FULL MATURITY AS INDIVIDUAL S AND MEMBERS OF SOCIETY AND THAT THEIR CONDITIONS OF LIFE MAY BE IMPROVED

Activities: CHEERLEADINGLIFESKILLS & LEADERSHIP

Classification

- **How:** Provides Human Resources, Provides Buildings/facilities/open Space, Provides Services
- **What:** Education/training, Arts/culture/heritage/science, Amateur Sport
- **Who:** Children/young People

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Geography

- **Area of benefit:** NEWHAM, GREATER LONDON
- Throughout London

Finances

Period end	Income	Expenditure	Assets	Employees
2025-08-31	£270,034	£433,181	-	-
2024-08-31	£251,815	£351,102	-	-
2023-08-31	£267,501	£260,217	-	-
2022-08-31	£193,071	£219,986	-	-
2021-08-31	£164,434	£192,948	-	-
2020-08-31	£274,553	£223,197	-	-

Trustees

Name	Role	Appointed
Edward William James Richard Elliott		2025-04-22
Elisabeth Okrainec		2025-04-22
Erica Rose De Rosa		2022-10-17
Frances Ruth Joy Easter Brennan		2025-04-22
Lewis Mark David Ridett		2022-10-17
Peter Leslie Sharp		2020-04-09
SUE HELEN WINSTON		2016-05-18
SUSAN SPILLER		2017-07-13
Servane Chou		2025-06-10
TARA MICHELLE STIMPSON		2020-01-13

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ASCENSION EAGLES CHEERLEADERS

England & Wales - Charity number 1106766

Accounts

Ascension Eagles Cheerleaders

(A Company Limited by Guarantee)

Charity Number 1106766

Company Number 04197666

Unaudited Financial Statements and Annual Report

For the Year Ended

31 August 2025

Ascension Eagles Cheerleaders
Unit 2J St. Marks Industrial Estate 439 North Woolwich Road London E16 2BS

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Legal and Administrative Information

Trustees	Sue Winston (Chair) Tara Stimpson (Treasurer and Secretary) Servane Chou (appointed 10 June 2025) Erica De Rosa Frances Easter Brennan (appointed 22 April 2025) Edward Elliott (appointed 22 April 2025) Farrah Mughal (resigned 13 November 2025) Elisabeth Okrainec (appointed 22 April 2025) Lewis Ridett Peter Sharp Susan Spiller
Company Secretary	Tara Stimpson
Chief Executive Officer	Angela Green
Registered Office	Unit 2J St. Marks Industrial Estate 439 North Woolwich Road London E16 2BS
Independent examiners	Moore Kingston Smith LLP 6th Floor 9 Appold street London EC2A 2AP
Bankers	National Westminster Bank Plc
Bankers' Registered Office	250 Bishopsgate London EC2M 4AA
Company number	04197666
Charity number	1106766

Compliance with statutory requirements

The Trustees present their annual report together with the financial statements of the charity known as Ascension Eagles Cheerleaders for the year 1 September 2024 to 31 August 2025.

The Trustees confirm that the Annual Report and financial statements of the company comply with the current statutory requirements, the requirements of the company's governing document and the provisions of the Statement of Recommended Practice (SORP), applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

Since the charity qualifies as small under section 383, the strategic report required of medium and large companies under The Companies Act 2006 (Strategic Report and Director's Report) Regulations 2013 is not required.

Note: The Board of Trustees and the Management Team have adopted the term "The Group" (or "We" or "Us") to describe the combined activities of Ascension Eagles Cheerleading and Talent Central, to recognise and to emphasise that our mission is delivered through a range of competition, recreational and schools' programmes.

People working on behalf of The Group include senior managers (known as "the senior team" or "the Management Team"), the Board of Trustees, paid staff, volunteers, sessional workers, agency staff and students.

Our objectives and activities

Our purpose, as stated in our Memorandum and Articles of Association, is to provide facilities for the recreation and leisure time occupation of young people under the age of 25 in the interest of social welfare.

We provide training in cheerleading activities and performance opportunities, to develop young peoples' fundamental capacities, so that:

They may grow to full maturity as individuals, so that they become effective and considerate members of their communities, and their conditions of life may be improved.

Our mission, vision and values

Our Mission	Our Vision	Our Values
We strive to develop Britain's best cheerleaders while transforming and inspiring children and young people to reach their full potential.	Cheerleading is an effective way of helping children and young people to be healthy and gain confidence, while helping them to make a positive difference – both in their community and in the world.	Consistency Integrity Perseverance Persistence

Background and history

Our charity began in 1996, as a grassroots outreach programme and part of the Ascension Church Centre, with the aim of keeping young people off the streets and out of trouble.

When AEC ranked bottom at their first National Championship in 1997, they were fed-up with negative stereotypes. They decided that coming bottom at Nationals was something they would not

accept; instead, they combined efforts with the aspiration of achieving a different result in future competitions.

The following year, in 1998, they won their first National trophy, and, in doing so, proved to themselves that hard work can bring success.

With sheer determination and teamwork, this group of individuals from disadvantaged backgrounds committed themselves to being the best that they could be.

Over a quarter of a century later, our programme is firmly established as the best of British Cheerleading, consistently coming top in competitions but also making a vital contribution to young peoples' social and physical development through our recreational classes and school programmes.

Structure, governance and management

The company was incorporated on 10 April 2001 and became a registered charity on 15 November 2004. It took over the assets and liabilities of the unincorporated association of the same name on 1 September 2004.

The company is limited by guarantee and its management is the responsibility of the Trustees who are elected and co-opted under the terms of the Articles of Association at each Annual General Meeting, with the day-to-day responsibility delegated to the Management Team.

The Group's Board has elected to follow the principles and practices set out in the Charity Governance Code[1] as published by the Charity Commission.

Safeguarding

The Group recognises the importance of its responsibility to protect and safeguard the welfare of children and young people entrusted to its care ("the beneficiaries").

We are committed to regular child protection training for all staff, coaches, volunteers and Trustees, to develop their understanding of the signs of abuse and how to respond to disclosures of abuse. Anyone in leadership who has contact with children/young people must complete an Enhanced Disclosure and Barring Service (DBS) check and Trustee appointments are subject to a DBS check; we believe this approach is sensible to mitigate risks to our beneficiaries and to the charity's reputation.

Our safeguarding policy, referred to as the Child And Adults At Risk Protection Policy ("CAARP Policy"), follows NSPCC guidance. Our policy was reviewed and updated in May 2025. The latest version of our CAARP Policy is available for public view via a link[2] on the Ascension Eagles website (Note: this link leads to a downloadable pdf of the policy)

In keeping with the requirement that all organisations working with children must have a designated individual who takes the lead on safeguarding, The Group's Board of Trustees annually appoint a Nominated Safeguarding Lead and a Deputy Safeguarding Lead to ensure the implementation of The Group's CAARP Policy.

In June 2025, Laura Arnold was appointed the Designated Safeguarding Lead and Robert Horton became Deputy Safeguarding Lead.

In addition, the Board also appoints a Trustee Safeguarding Lead (currently Peter Sharp) who reports to the Board at each Board meeting on The Group's safeguarding practice, including raising any concerns of which the Board needs to be aware and any incidents which have taken place (in accordance with any confidentiality/reporting restrictions which may apply).

[1] https://www.charitygovernancecode.org/en

[2] https://6d54ed17-c353-4301-8dd7-c47f11890b45.filesusr.com/ugd/bf1a1d_0ba2db54d5fd4f2c8a09cbdc720db60d.pdf

Trustee matters

Board changes in 2024-25

In May 2025 we appointed four new Trustees to the Board; **Servane Chou; Frances Easter Brennan; Edward Elliott and Elisabeth Okrainec**. Before beginning our recruitment, we conducted a Board audit to identify potential skills gaps among existing Trustees; these were then compiled into an interview scorecard to allow us to assess potential candidates' strengths and experiences against our skills gaps.

In appointing these new Trustees, we were fortunate to secure candidates with, for example, a strong focus on project delivery, professional experience of working with young people, experience of youth sport as a participant/organiser and an evident passion for our mission.

The Board also accepted support from **Ikram Oyebanjo**, who is a chartered surveyor and a former member of the AEC programme. Ikram offered to help AEC with lease negotiations and attends Board meetings as a guest. We are immensely grateful to her for giving her time and professional expertise to support AEC.

On 13 November 2025 **Farrah Mughal** stepped down as a member of the Board of Trustees, citing personal reasons which meant she was no longer able to give AEC the time she wished to. During her five years as an AEC Trustee, Farrah was a great advocate for the young people at AEC, and sat on The Group's fundraising and Human Resources committees. We are thankful for the time and passion that Farrah gave to AEC during her tenure.

Our approach to Trustee appointments

We have a thorough and thoughtful approach to the selection and appointment of Trustees. We participate in the BoardMatch events run by the East London Business Alliance (ELBA); with its focus on East London, ELBA is able to provide Trustee candidates who have a connection to the areas in which we deliver our mission.

In the past we have also advertised Trustee vacancies on sites such as Reach Volunteering; and we share vacancies on social media, such as LinkedIn. For roles requiring technical skills we also approach membership organisations for specialist roles (e.g. ICAEW for financial skills and IPD for people skills).

Mindful of the benefits of increased Board diversity, the Board aims to place value on candidates' passion for our mission - not simply on their skills or the extent of their professional experience. The Board also conducts a Trustee skills review every couple of years and seeks to address any skills gaps during Trustee recruitment programmes. A Board skills review was conducted in August 2024, in preparation for the recruitment of new Trustees.

Our Trustee recruitment process

All Trustee applicants are invited to complete an Expression of Interest form and submissions are shared with the Board. Suitable candidates are informally interviewed by the Chair and, if possible, at least one other existing Trustee; during the interview, candidates are asked to give their pre-prepared thoughts on a challenge that The Group may be facing.

Short-listed candidates are then invited to attend one of The Group's events or to visit our gym to see what we do 'at first hand'.

Where possible, we aim for a candidate to have met at least 75% of the Trustees by this stage of the process.

If the candidate is considered a potential appointee, they are invited to attend a Board meeting as an observer. If the candidate subsequently confirms that they still wish to proceed, the Board agrees in principle whether they wish to appoint the candidate. If they do, the potential new Trustee receives an

induction pack (in line with the Charity Commission's recommendations), is subject to an enhanced DBS check and is asked to sign a declaration to confirm that they have not been disqualified from acting as a Trustee and to declare any conflicts of interest.

All Trustee appointments are formally voted on by the Board. Any issues arising from the DBS checks or the declaration of eligibility may result in any offer of an appointment being withdrawn.

Review of The Group's policies and practices

All of the Group's policies were reviewed in May 2025 and the policies were approved by the Board. Each policy has a nominated Trustee who is responsible for ensuring each of their policies is up to date and reflects current regulatory requirements and best practice.

The Director's Report

This marks the end of our first full season in our new space at St Mark's Industrial Estate. While it hasn't been without its challenges - including lease negotiations with the local council, and the general state of repair of the unit – it has been a positive year overall.



As we approach our second full season at St Marks and our 30th anniversary year, we know that the road ahead is uncertain. It has never been more challenging to be a youth provider in Newham, with many factors not in our favour.

Despite this, we remain committed to keeping our beneficiaries at the heart of our programme and to meeting young peoples' needs through our accessible programmes.

Highlights for the year include:

- Taking a travel team to the Nfinity Finals held in Florida, USA and being crowned division champions. This incredible achievement is a testament to the dedication and excellence of the 17 athletes, aged 9-12. It was particularly special for me to be able to take a step back and watch the coaches who have themselves grown through the AEC programme lead their team to international success.
- We successfully managed a key staff transition thanks to a long notice period provided by outgoing Community Manager, Paula Brown. We are grateful to Paula for her passion and commitment throughout her time with AEC. This transition provided us with an opportunity to review the role's scope and recruit for the revised Programme Manager position, who joined the team at the close of the season.
- We welcomed four new Trustees to the Board enhancing the Board's collective expertise and bringing a new set of viewpoints.

Ascension Eagles competition results in 2024-25

Our squads train year-round and compete against regional and national teams in their respective age groups.

Prodigy Mini Prep Level 1 (aged 6-8)	**Synergy Senior Prep Level 1 (aged 12-21)**	**Majesty Senior Level 2 (aged 12-17)**	**Gravity Novice Cheer (aged 6-10)**
4th - Just Believe - Legacy Regionals **1st** - Spotlight Showdown - FC Regionals **8th** - FC Essentials Nationals **2nd** - ICC British Open Pt 2 - ICC Nationals	**2nd** - Just Believe - Legacy Regionals **2nd** - Spotlight Showdown - FC Regionals **2nd** - FC Essentials Nationals **3rd** - ICC British Open Pt 2 - ICC Nationals	**4th** - Just Believe - Legacy Regionals **6th** - Spotlight Showdown - FC Regionals **3rd** - Live Your Legacy - Legacy Nationals **5th** - FC Internationals	**4th** - ICE Blast - ICE Regionals **Excellent** - FC Essentials Nationals







Symphony Youth Prep Level 1 (aged 8-11)	**Prophecy Under-14 Level 1 (aged 10-14)**	**Serenity (Special Educational Needs Team)**	**Destiny - International Under-12 Level 1 (aged 8-12)**
1st - Just Believe - Legacy Regionals **2nd** - Spotlight Showdown - FC Regionals **1st** - FC Essentials Nationals **1st & Judges' Choice** - ICC British Open Pt 2 - ICC Nationals	**8th** - Just Believe - Legacy Regionals **4th** - Spotlight Showdown - FC Regionals **6th** - Live Your Legacy - Legacy Nationals **3rd** - FC Internationals	**1st** - Just Believe - Legacy Regionals **1st** - Spotlight Showdown - FC Regionals	**1st** - Nfinity The Finals

Our Junior Leadership Team (JLT)

Our junior leadership programme is a cornerstone of our efforts to empower young people. The programme is designed to cultivate future leaders by providing athletes with tangible leadership development opportunities.

Through this structured initiative, participants volunteer their time, in the process acquiring valuable coaching experience and skills. This development is further supported by mentorship, provided by existing AEC leaders. By taking on additional responsibilities, these highly motivated young people significantly enhance their confidence, their leadership skills and their employability.

During the 2024-25 season each of our ten JLT members volunteered for over 125 hours and took part in a number of workshops including first aid and safeguarding training.



"The children pay a lot of attention to you and they want to learn a lot of new skills. It just fills me with happiness knowing that I will help them to achieve their goals."

Sophia, junior coach who supports one of our tumble classes





Talent Central

Talent Central is London's first "cheer gym", based on the well-respected principles, values and training ethos of Ascension Eagles. The centre continues to be used by many athletes all the way through to other competitive cheer programmes. We deliver our community outreach work through the Talent Central brand.

Cheerleading is an exceptional sport. It not only allows athletes to develop physical skills but also cultivates invaluable team dynamics. Young people make enduring friendships, build strong relationships and find unwavering support within their team and coaching staff.

We are committed to the development of young people at all levels and offer a comprehensive programme from beginner classes to an elite pathway. We understand the importance of inclusivity and accessibility, so we offer the opportunity for young people to get involved without them having to fully commit to the costs and time-commitment required to take part in competitive cheerleading.

Our recreational classes

Our recreational classes give young people aged five and upwards a pathway to join us in the gym, regardless of their level. These classes are focused on sharing the positive physical and mental wellbeing benefits of our sport through building basic skills, making friends and having fun. This past year we have worked hard to build membership of our classes with the goal of introducing additional classes once at capacity.

Parents' feedback	***I just wanted to say how much of an impact gymnastics has had on my daughter. She absolutely loves being part of the group and learning new skills. She's learned so much since she started as she had no experience beforehand.***	***The coaches are really supportive, and you can see how much confidence the kids are building. They're learning new skills, staying active, and most importantly, they're having so much fun. It's been a really positive experience for them.***
Athletes' feedback	***I feel really happy here.*** ***It is for me! As my sisters do football- it is nice to do something on my own.***	***I like coming here to see my friends and learn new skills.*** ***It makes me feel like I belong.***

Our schools' outreach programme

As part of our outreach programme, we deliver after-school cheerleading in a school-based setting. This increases our reach, allowing us to make cheerleading accessible to so many more young people within the local community.

Throughout the 2024-25 season we delivered 15 schools' classes per week at: Britannia Village (two classes), Calverton, Gallions, Hallsville, Keir Hardie, Lathom Rd, Lister, Manor Rd, New City, New Vic, Royal Wharf (two classes), School 21, St Angela's.

In addition, one other school signed up to participate in all of our end-of-term showcase events.



Each school term culminated in one of our Showcase events, held at the former Olympic venue, ExCeL London. These valuable events provide the young people with a common goal to work towards as a team throughout the term.

The Showcase events, while competitive in nature, provide an opportunity for young people across the schools to come together, expand their social circles and connect with other young people who share similar passions and aspirations.

They also get the opportunity to perform in front of their family and friends, earning well-deserved recognition for their hard work. All school participants receive a certificate and a medal acknowledgement of their commitment throughout the term. Schools are awarded a trophy at bronze, silver or gold level.

In total 922 children attended our three showcase events in our 2024-25 season.

We are so grateful to our school partners for the continued opportunity to bring the benefits of cheerleading to so many young people. We look forward to building on our outreach programme over the coming seasons.

"I am shy and cheerleading helps me to make more friends and get flexible."

School athlete

"I can see firsthand the positive impact that cheer is having on all of our pupils."

Bisi Imafidon, Extended Schools Manager
Gallions Primary School

Our impact

Our impact assessment work helps us to demonstrate our effectiveness and the extent to which we are delivering our mission. It allows us to benchmark how our athletes are feeling so that we can offer them the support and pastoral care they need, and it helps us to show our funders the difference that their investment is making - but it also highlights areas in which we could improve our services and how we deliver them.



Athlete feedback

To help us understand the impact cheerleading has for our young people, we invite our athletes and coaches to complete surveys during the year. We gather data in different ways - using structured questionnaires via Survey Monkey and through informal qualitative feedback (eg asking athletes to write on a sticky note and put it on the wall).

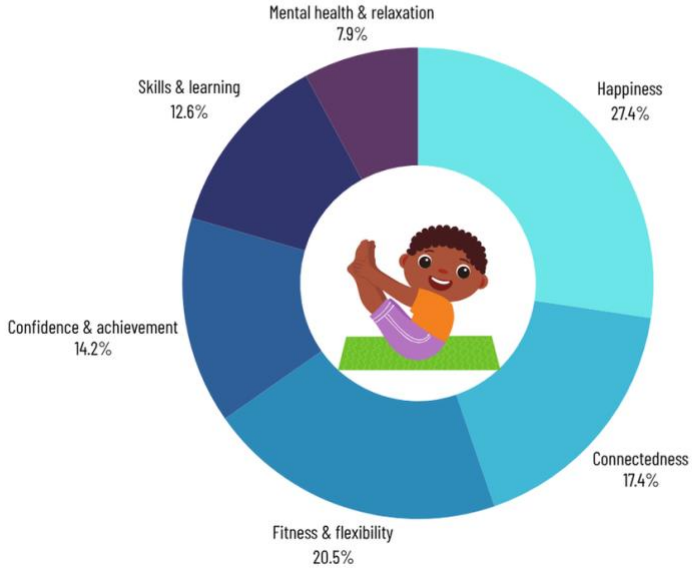
The 193 responses gathered from our surveys among our AEC and schools' participants in March and July 2025 shows clearly that cheerleading has wide-ranging positive impacts for our young people. For example:

- **Happiness / Enjoyment (over 27%)** was the most dominant theme in respondents' comments. Our young people frequently described cheerleading as "fun," "exciting," and something they "love."
- **Physical improvements** are also significant: over **20%** of respondents mentioned feeling fitter, stronger, more flexible, or more active.
- **Social connection** is a major benefit for many participants; over **17%** spoke about making new friends, feeling part of a team, or experiencing a sense of belonging and inclusion.
- **Confidence and achievement** featured in approximately **14%** of responses, with many describing feeling more confident, proud, or motivated to push themselves.
- **Skills development and learning** appeared in over **12%** of responses, with young people highlighting aspects such as new technical skills, self-discipline, or learning to work with others.
- **Mental health and relaxation** were mentioned by almost **8%** of respondents, with participants saying cheer helps them feel calm, take their mind off worries, or feel energised.



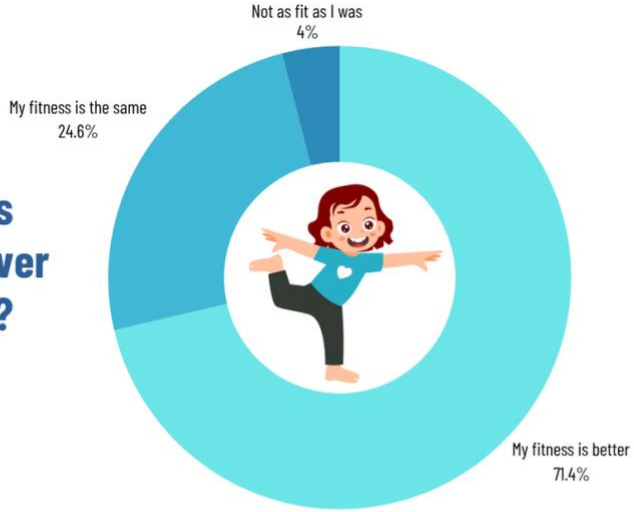
Our impact in 2024-2025

How we make a difference in young people's lives



What difference does doing cheerleading make for you?

Source: AEC athletes and schools' participants
190 responses total; March and July 2025



How has your fitness level has changed over the past six months?

Source: AEC athletes and schools' participants
199 respondents total; March and July 2025



Find it easy to make friends

60%

Source: AEC athletes and schools' participants
200 respondents total; March and July 2025



Don't participate in other sports

18%

Source: AEC athletes and schools' participants
200 respondents total; March and July 2025

Altogether, this evidence demonstrates that cheerleading delivers **strong physical, emotional, social, and psychological benefits**, reinforcing its value to our young people.



As part of our informal feedback gathering during the 2024-25 season, we asked our athletes "*How does being part of AEC make you feel?*" Here are some of the responses we received across our different age groups, reproduced here exactly as they were written by the young people.


I feel happier and confident around everyone
Helps me feel like I'm a good person
I get to meet new people and it challenges me to do better
It helps me to express myself
Makes me happy finding people with the same interest
It makes me feel more of my calmness side
It improves my patience because you have to work together
It makes me feel joyful
Helps build my strength, courage and I'm stronger
It lets my true colour shine
I love to dance, i love the uniform and cheer feels like sisterhood
Cheerleading is making me feel more comfortable in myself

Chair's review

Looking back at 2024-25

In 2024-25 we were delighted to have the opportunity to settle into our new 'home' in North Woolwich. However, the financial planning we had done prior to relocating was significantly impacted by the landlord's failure to provide us with a lease. Despite significant efforts by our legal team at Eversheds Sutherland, our local MPs and our own management team, we were unable to secure the lease we had been promised; which in turn, meant we were not able to benefit from the six-month rent-free period we had planned for.

We continued to focus on finding ways to make AEC more efficient operationally. This led to us identifying an administration system called Coacha, to automate the bulk of the administration and banking tasks our team had been doing manually. While the automation brings an efficiency, the decision to implement Coacha resulted in us having to make a redundancy, which was highly regrettable.

The funding environment in 2024-25 became even more difficult, with many grant-making trusts and funds choosing to restrict their criteria to help them manage overwhelming levels of applications.

Nonetheless, while funding and grants contracted, the challenges and financial hardships faced by many of the families living in our catchment area (ie Newham and the surrounding boroughs) continued to increase. According to data published by Trust for London [3], 45% of Newham's children are living in poverty.

We therefore continued to do our utmost to try and ensure our services remain as accessible, inclusive and affordable as possible, so that Newham's children continue to have access to a sport they love, regardless of their economic situation, demographic status or their ability.

Our new space offers even better cheerleading facilities and an area we can use for presentations and training sessions, such as for our Junior Leadership Team.

We have also been successful in making the space available to other groups in the local community to optimise use of the space during the daytime. For example, in 2024-25 we secured a regular weekly booking from a stunt team who use our gym as a rehearsal space.

In 2024-25 we continued to develop our recreational classes, which offer a more affordable option and provide young people with an alternative to the long-term commitment required for our competition programme.

We also took a team of athletes to Florida, USA to compete; the trip was a great success, both in terms of athlete/parent feedback (eg increase in the participants' self-confidence) and the competition performance, so we hope to make this a more regular event. We were fortunate to receive sponsorship from London City Airport which helped to make the trip such a success.

Strategic priorities for 2025-26

The relocation of AEC in January 2023 has had a significant impact on our financial position, resulting in the additional costs of refurbishing and renting a new space. Given our challenging financial outlook and the difficulty of securing sustained funding in the current environment, the Board of Trustees has agreed to conduct a review of AEC's operating model, with a view to identifying and evaluating potential alternative approaches to how the charity operates and is funded.

The Board will consider, for example, options for a different operating model such as renting a space in another sports-focused organisation, merging with another charity/organisation, the potential for securing social investment etc. However, the Board is not minded to change the charity's mission or purpose.

[3] https://trustforlondon.org.uk/news/borough-level-poverty-2025/#:~:text=as%20a%20whole.-,Child,-poverty%20by%20London

This operating model review and its recommendations will be the Board's key strategic focus for 2025-26. Work streams have been established and have identified their first steps.

Operationally, the management team will continue to focus on the strategic priorities set out in our 2023-28 business plan, which are as follow:

1. **Growth**: Our ambition is to increase the total number of members in our competition and recreational programmes to 200 by the end of the 2027/28 season.
2. **Grant income and funding**: secure additional grant funding to help us cover the increased costs of operating from our new location and to diversify our non-operational income streams.
3. **Sponsorship**: secure corporate sponsorships to help us maintain our fees at an affordable level and to reduce the cost of competitions/events for members.

The appointment of a professional fundraiser, ideally working for The Group two or three days a week, will be a key priority to ensure we improve the charity's financial position.

We will continue to look at ways in which we can diversify our income streams, such as renting out our gym space to local community groups, offering private tuition and earning fee income by performing at sporting events.

We also understand the need to identify, recruit and train suitable coaches to support our growth plans. The development and growth of our Junior Leadership Team programme will be crucial in this regard and will be an additional priority for 2025-26.

Despite the challenging outlook, our services continue to be needed. Data from Public Health England[4] (*Source: Trust for London, December 2024*) shows that 28.8% of children in Newham are considered obese – and Newham is one of two London boroughs with the biggest increase in childhood obesity in the past ten years. Childhood obesity is an issue that continues to cause significant concern - and also one to which we can make a positive contribution by providing access to a fun, affordable, long-term activity which helps to keep Newham's young people active and healthy.

Funding and support

Without the continued support of all of our funders and donors we would not be able to make such a difference to so many young lives. In 2024-25 we were fortunate and thankful to receive support from:

Go! London; The Tuixen Foundation; The Royal Docks Trust (London); The Jack Petchey Foundation; London City Airport; Eversheds Sutherland and ExCeL.

Our donors' support helps us to ensure the young people of Newham have access to a wider range of fun, affordable and inclusive activities which help to keep them healthy physically and mentally.

In addition to funding and gift-in-kind support we receive from the above organisations, we are also grateful for the support and commitment of our Trustees; our members and their families, all of whom have volunteered so many hours to help ensure that The Group delivers its mission so effectively.

We are also indebted to **James Asser, MP for West Ham and Beckton** and his team, and to **Sir Stephen Timms MP for East Ham** for the time and invaluable support they have given to AEC – they have been our cheerleaders!

[4] https://trustforlondon.org.uk/data/child-obesity/?gad_source=1&gad_campaignid=17619451439&gbraid=0AAAADPdc5mjEMmTJ6q88CPLVGcBbkG6z&gclid=Cj0KCQjwqqDFBhDhARIsAIHTlkug23tajlyYmdJLlO5b1JjXNmrq8kfytnSyFiy_1Ckn1167iFhwrroaAimCEALw_wcB#:~:text=each%20London%20borough.-,What,-does%20it%20tell

Arrangements for setting pay and remuneration of Key Management Personnel

Key Management Personnel comprise the Trustees and the management team. Trustees are not remunerated in their capacity as a Trustee. The remuneration of the management team is determined by the Trustees' annually in a Performance Management discussion.

Public benefit

The Trustees have complied with their duty in section 17 of the Charities Act 2011 and have paid due regard to public benefit when preparing this report. There are no unreasonable restrictions, which would prevent young people in London benefiting from The Group's services and support offered. The benefit provided to the public is consistent with the aims of the charity. All activities have been undertaken for the furtherance of public benefit and for the furtherance of The Group's aims and objectives as per our Memorandum and Articles of Association. Further detail and public impact of our actions in 2024-25 are included elsewhere in this report.

Financial review

The reserves as at the beginning of the year were £484,760. We recorded a decrease in the year in unrestricted funds from £459,612 to £310,320 as we used the reserves previously set aside to support The Group following our relocation.

We recorded a decrease in Restricted Funds from £25,418 to £0, also in relation to the move to our new premises and refurbishment of the new space.

Reserves policy

The Board believes that the minimum level of the unrestricted general fund should be the equivalent of six months' usual salaries and other operating costs. This currently equates to approximately £181,000 based on current levels of expenditure.

Unrestricted general funds at year end were £245,065.

Total unrestricted reserves including designated funds and investment revaluation reserve at year end was £310,320.

Preparation of this report

This report has been prepared taking advantage of the small companies' exemption of section 415A of the Companies Act 2006.This report was approved and authorised for issue by the Trustees on 26 January 2026.



Sue Winston
Chair of Board of Trustees, Ascension Eagles Cheerleaders

Date: 27 March 2026

Statement of Trustees' Responsibilities

The trustees are responsible for preparing the Annual Report and the financial statements in accordance with applicable law and regulations.

Company law requires the trustees to prepare financial statements for each financial year in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charity and of application of resources, including the income and expenditure, of the charity 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 judgments 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;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Trust will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charity's transactions and disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Companies Act 2006.

They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In preparing this report the trustees have taken advantage of the small company exemptions provided by section 415a of the Companies Act 2006.

Approved on behalf of the Board of Trustees and signed on its behalf by:

.....

Sue Winston

Chair of Board of Trustees, Ascension Eagles Cheerleaders

Date: 27 March 2026

Independent Examiner's Report to the Trustees of Ascension Eagles Cheerleaders

I report to the charity trustees on my examination of the accounts of Ascension Eagles Cheerleaders for the year ended 31 August 2025.

Responsibilities and basis of report

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ("the 2006 Act").

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the 2011 Act ("the 2011 Act"). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

Independent Examiner's Statement

Since the Charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1) accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
2) the accounts do not accord with those records; or
3) the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an
4) the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Adam Fullerton, FCA, DChA
For and on behalf of Moore Kingston Smith LLP Date:
Chartered Accountants

9 Appold street
London
EC2A 2AP

Ascension Eagles Cheerleaders
Statement of Financial Activities
For the year ended 31st August 2025

	Notes	Year ended 31 August 2025 Unrestricted Funds £	Year ended 31 August 2025 Restricted Funds £	Year ended 31 August 2025 Total Funds £	Year ended 31 August 2024 Total Funds £
Income from:					
Donations and legacies	2	37,198	39,816	77,014	62,790
Charitable activities	4	182,941	-	182,941	175,674
Investments	5	10,079	-	10,079	13,351
Total Income		230,218	39,816	270,034	251,815
Expenditure on:					
Charitable activities	6	368,217	64,964	433,181	351,102
Total Expenditure		368,217	64,964	433,181	351,102
Net gains/(losses) on investments	12	(11,293)	-	(11,293)	33,060
Net Income/(Expenditure)		**(149,292)**	**(25,148)**	**(174,440)**	**(66,227)**
Transfers between funds		-	-	-	-
Net movement in funds		**(149,292)**	**(25,148)**	**(174,440)**	**(66,227)**
Reconciliation of Funds:					
Fund balances at 1 September 2024		459,612	25,148	484,760	550,988
Fund balances at 31 August 2025		**310,320**	**-**	**310,320**	**484,760**

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

All of the above amounts relate to continuing activities.

The notes on pages 22 to 32 form part of these financial statements.

Ascension Eagles Cheerleaders
Statement of Financial Activities
For the year ended 31st August 2025

	Note	2025 £	2025 £	2024 £	2024 £
Fixed Assets					
Tangible assets	10		-		59,621
Current Assets					
Debtors	11	7,942		11,547	
Current asset investments	12	220,152		351,445	
Cash at bank and in hand		118,343		85,689	
		346,437		448,681	
Creditors:					
Amounts falling due within one year	13	(36,117)		(23,541)	
Net Current Assets			310,320		425,139
Net Assets			310,320		484,760
Funds					
Unrestricted funds:	14		310,320		459,612
Restricted funds:	14		-		25,148
			310,320		484,760

For the financial year ended 31 August 2025 the charity was entitled to exemption from audit under section 477 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Act in respect to accounting records and the preparation of the financial statements.

The members have not required the charity to obtain an audit of its financial statements for the year in question in accordance with section 476.

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

The accounts were approved and authorised for issue by board on 26 January 2026 and signed on its behalf by:

Sue Winston, Chair
Trustee

Tara Stimpson, Treasurer
Trustee

Company No: 04197666

Ascension Eagles Cheerleaders
Statement of Financial Activities
For the year ended 31st August 2025

1 Accounting Policies

Charity Information
Ascension Eagles Cheerleaders is a company limited by guarantee and is registered with the Charity Commission (Charity Registered Number 1106766) and Registrar of Companies (Company Registration Number 04197666) in England and Wales.

The address of the registered office is given in the Charity information on page 1 of these financial statements. The nature of the Charity's operations and principal activities are detailed in the Trustees' Report.

Basis of Preparation
The financial statements 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), the Companies Act 2006, the Charities Act 2011 and UK Generally Accepted Practice.

Ascension Eagles Cheerleaders 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.

The financial statements are prepared on a going concern basis under the historical cost convention, modified to include certain items at fair value. The financial statements are presented in sterling which is the functional currency of the Charity and rounded to the nearest pound.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

Going concern
The Trustees have assessed the use of going concern and have considered possible events or conditions that might cast significant doubt on the ability of the Charity to continue as a going concern. The Trustees have made this assessment for a period of at least one year from the date of the approval of these financial statements. The Trustees have concluded that there is a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. The Charity therefore continues to adopt the going concern basis in preparing these financial statements.

Income
All income is recognised once the Charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

For donations to be recognised the Charity will have been notified of the amounts and the settlement date in writing. If there are conditions attached to the donation and this requires a level of performance before entitlement can be obtained then income is deferred until those conditions are fully met or the fulfillment of those conditions is within the control of the Charity and it is probable that they will be fulfilled.

Ascension Eagles Cheerleaders
Statement of Financial Activities
For the year ended 31st August 2025

1 Accounting Policies

Income (continued)
Gifts in kind donated for distribution are included at valuation and recognised as income when they are distributed to the projects. Gifts donated for resale are included as income when they are sold. Donated facilities are included at the value to the Charity where this can be quantified and a third party is bearing the cost. No amounts are included in the financial statements for services donated by volunteers.

Income from trading activities includes income earned from fundraising events and trading activities to raise funds for the Charity. Income is received in exchange for supplying goods and services in order to raise funds and is recognised when entitlement has occurred.

The Charity receives grants in respect of furthering its charitable objective. Income from government and other grants are recognised at fair value when the Charity has entitlement after any performance conditions have been met, it is probable that the income will be received and the amount can be measured reliably. If entitlement is not met then these amounts are deferred.

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the Charity; this is normally upon notification of the interest paid or payable by the Bank.

Expenditure
Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Support costs are those costs incurred directly in support of expenditure on the objects of the Charity and include project management carried out at Headquarters. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset’s use.

Expenditure on charitable activities is incurred on directly undertaking the activities which further the Charity's objectives, as well as any associated support costs.

All expenditure is inclusive of irrecoverable VAT.

Taxation
The Charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the Charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

Ascension Eagles Cheerleaders
Statement of Financial Activities
For the year ended 31st August 2025

1 Accounting Policies

Tangible fixed assets and depreciation
Tangible fixed assets costing £500 or more are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably.

Tangible fixed assets are initially recognised at cost. After recognition, under the cost model, tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. All costs incurred to bring a tangible fixed asset into its intended working condition should be included in the measurement of cost.

Depreciation is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives, using the straight-line method. Depreciation is provided on the following basis:

Leasehold improvement	17%
Office equipment	33%
Gym equipment	25%
Uniforms	20%

Investments
Current asset investments are initially recognised at their transaction cost and subsequently measured at fair value at the Balance sheet date, unless the value cannot be measured reliably in which case it is measured at cost less impairment. Investment gains and losses, whether realised or unrealised, are combined and presented as ‘Gains/(Losses) on investments’ in the Statement of

Debtors
Debtors are recognised when the Charity is legally entitled to the income after any performance conditions have been met, the amount can be measured reliably and it is probable that the income will be received. Prepayments are valued at the amount prepaid.

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

Liabilities and provisions
Liabilities are recognised when there is an obligation at the Balance sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

Financial instruments
The Charity only holds basic Financial Instruments. The financial assets and financial liabilities of the Charity are as follows:

Debtors - trade and other debtors (including accrued income) are basic financial instruments and are debt instruments measured at amortised cost as detailed in Note 11. Prepayments are not financial instruments.

Cash at bank - is classified as a basic financial instrument and is measured at face value.

Liabilities - trade creditors, accruals and other creditors will be classified as financial instruments, and are measured at amortised cost as detailed in Note 13. Taxation and social security are not included in the financial instruments disclosure. Deferred income is not deemed to be a financial liability, as in the cash settlement has already taken place and there is simply an obligation to deliver charitable services rather than cash or another financial instrument.

1 Accounting Policies (continued)

Pensions
The Charity operates a defined contribution pension scheme and the pension charge represents the amounts payable by the Charity to the fund in respect of the year.

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

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Charity for particular purposes. The costs 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.

Investment income, gains and losses are allocated to the appropriate fund.

Ascension Eagles Cheerleaders
Statement of Financial Activities
For the year ended 31st August 2025

2 Income from donations and legacies

Year to 31 August 2025

	2025 Unrestricted £	2025 Restricted £	2025 Total £
Donations	14,398	-	14,398
Grants (see note 3)	22,800	39,816	62,616
	37,198	39,816	77,014

Year to 31 August 2024

	2024 Unrestricted £	2024 Restricted £	2024 Total £
Donations	10,552	-	10,552
Grants (see note 3)	21,800	30,438	52,238
	32,352	30,438	62,790

3 Analysis of grants

	2025 £	2024 £
The Royal Docks Trust (London)	20,000	20,000
Jack Petchey	1,800	1,800
Tuxien Foundation Trust	20,000	20,000
Go London	19,816	10,438
Tesco	1,000	-
	62,616	**52,238**

Ascension Eagles Cheerleaders
Statement of Financial Activities
For the year ended 31st August 2025

4 Income from charitable activities

	Unrestricted 2025 £	Total 2025 £	Unrestricted 2024 £	Total 2024 £
Cheerleading activities	77,616	77,616	82,227	82,227
Talent Central Recreational Classes	22,188	22,188	22,469	22,469
Talent Central Schools	30,120	30,120	26,235	26,235
Talent Central Hire	31,445	31,445	23,788	23,788
Performance and Others	11,951	11,951	7,825	7,825
Sales of uniforms and clothes	9,621	9,621	13,131	13,131
	182,941	182,941	175,675	175,675

5 Investment income

	Unrestricted 2025	Total 2025	Unrestricted 2024	Total 2024
Income from Investments	10,079	10,079	13,351	13,351

6 Expenditure

	Direct costs 2025 £	Support costs 2025 £	Total 2025 £
Cheerleading activities	245,003	188,178	433,181

	Direct costs 2024 £	Support costs 2024 £	Total 2024 £
Cheerleading activities	223,306	127,796	351,102

In 2024, £289,593 of expenditure was allocated to unrestricted funds and £30,438 was allocated to restricted funds.

Analysis of direct costs

	2025 £	2024 £
Staff costs (see note 8)	179,665	167,217
Programme costs	65,338	56,089
	245,003	223,306

Analysis of support costs

	2025 £	2024 £
Depreciation		
- Annual charge	11,179	7,453
- Impairment	48,442	-
Overhead costs	124,157	115,357
Governance costs (see note 7)	4,400	4,986
	188,178	127,796

7 Governance costs

	2025 £	2024 £
Independent Examiners' remuneration - current year	4,400	3,800
Accountancy and other services	-	1,186
	4,400	4,986

8 Staff Costs

	2025 £	2024 £
Staff salaries	155,589	155,637
Termination payments	12,873	-
Social security costs	6,281	6,727
Pension costs	4,922	4,854
	179,665	167,217

The average monthly number of employees was:	2025	2024
Average number of employees	11	11

The Key Management Personnel of the Charity comprise the Trustees and management personnel. The total amount of employee benefits (including employer national insurance contributions and pension contributions) received by Key Management Personnel for their services to the Charity was £62,200 (2024 - £60,460).

No employee received remuneration amounting to more than £60,000 in either year.

9 Trustees

No Trustee received any remuneration during the year (2024 - £nil).

Trustees were reimbursed for expenses during the year 2025:£197 (2024 - £nil).

10 Tangible Fixed Assets

	Office Equipment £	Computer Equipment £	Leasehold improvement	Total £
Cost or Valuation				
At 1st September 2024	3,572	27,121	67,074	97,767
Additions	-	-	-	-
Cost as at 31st August 2025	3,572	27,121	67,074	97,767
Depreciation				
At 1st September 2024	3,572	27,121	7,453	38,146
Charge for the year	-	-	11,179	11,179
Impairment	-	-	48,442	48,442
At 31st August 2025	3,572	27,121	67,074	97,767
Net Book Value				
At 31st August 2025	-	-	-	-
At 31st August 2024	-	-	59,621	59,621

11 Debtors

	2025 £	2024 £
Trade debtors	3,531	3,770
Other debtor	-	1,025
Prepayments and accrued income	4,411	6,752
	7,942	11,547

12 Current asset investment

	2025 £	2024 £
Opening balance	351,445	446,385
Disposals	(120,000)	(128,000)
Gain/(loss) on investment	(11,293)	33,060
Closing balance	220,152	351,445

In 2019, the Charity purchased a £300,000 short-term investment with the CCLA Investment Fund. The investment can be liquidated at short notice and has been classified as a Current Asset Investment in these accounts.

13 Creditors: Amounts falling due within one year

	2025 £	2024 £
Other creditors	15,016	15,034
Accruals and deferred income	21,101	8,508
	36,117	23,541
Deferred income at 1 September	-	1,667
Grant income released during the year	-	(1,667)
	-	-

Ascension Eagles Cheerleaders
Statement of Financial Activities
For the year ended 31st August 2025

13 Funds

Year to 31 August 2025

	Brought forward 31 August 2024	Incoming resources	Outgoing resources	Gains/ (losses)	Carried forward 31 August 2025
	£	£	£	£	£
Unrestricted funds:					
Designated funds					
Gym development project	176,203	-	(112,831)	-	63,372
Designated - AEC Travel Team	-	9,652	(7,768)	-	1,884
	176,203	9,652	(120,599)	-	65,256
General funds					
General Fund	133,964	220,566	(247,618)	-	106,913
Revaluation fund	149,445	-	-	(11,293)	138,152
Total unrestricted funds	**459,612**	**230,218**	**(368,217)**	**(11,293)**	**310,320**
Restricted funds:					
Gym development project	25,148	-	(25,148)	-	-
She Leads programme	-	20,000	(20,000)	-	-
Go London	-	19,816	(19,816)	-	-
Total restricted funds	**25,148**	**39,816**	**(64,964)**	**-**	**-**
Total funds	**484,760**	**270,034**	**(433,181)**	**(11,293)**	**310,320**

Year to 31 August 2024

	Brought forward 1 September 2023	Incoming resources	Outgoing resources	Gains/ (losses)	Carried forward 31 August 2024
	£	£	£	£	£
Unrestricted funds:					
Designated funds					
Gym development project	240,998	-	(64,795)	-	176,203
Fixed assets and premises fund	-	-	-	-	-
	240,998	-	(64,795)	-	176,203
General funds					
General Fund	137,386	221,377	(224,798)	-	133,964
Revaluation fund	116,385	-	-	33,060	149,445
Total unrestricted funds	**494,769**	**221,377**	**(289,593)**	**33,060**	**459,612**
Restricted funds:					
Gym development project	56,219	-	(31,071)	-	25,148
She Leads programme	-	20,000	(20,000)	-	-
Go London	-	10,438	(10,438)	-	-
Total restricted funds	**56,219**	**30,438**	**(61,509)**	**-**	**25,148**
Total funds	**550,988**	**251,815**	**(351,102)**	**33,060**	**484,760**

13 Funds (continued)

Gym development project (designated)
Eagles Cheerleaders, upon the end of the current lease. Please see the Trustees Report for further details.

Fixed assets and Premises fund
These funds relate to the fixed assets of the Charity and are reduced in line with the depreciation of the assets.

General funds

These funds represent the equivalent of six months salaries and operating costs and are for the general use of the Charity.

Gym development project (restricted)
These funds were set aside towards the costs of a permanent Cheer Gym facility for the Ascension Eagles Cheerleaders at St Marks Industrial Estate, upon the end of the lease at Gallions Reach. Please see the Trustees Report for further details.

She Leads programme
This fund relates to grants received which have been restricted for use within the 'She Leads' programme. These funds have been fully utilised in each reporting year.

Go! London
This fund relates to grants received which have been restricted for use to support the payment of rent for our new Cheer Gym at St Marks Industrial Estate.

14 Analysis of funds

Year ended 31 August 2025	**2025 Restricted Funds £**	**2025 Unrestricted Funds £**	**2025 Total Funds £**
Fixed assets	-	-	-
Net current assets	-	310,320	310,320
Net assets	-	310,320	310,320

Year ended 31 August 2024	**2024 Restricted Funds £**	**2024 Unrestricted Funds £**	**2024 Total Funds £**
Fixed assets	-	59,621	59,621
Net current assets	25,148	399,991	425,139
Net assets	25,148	459,612	484,760

15 Related Party Transactions

During the year, trustees donated a total of £3,233 (2024: £4,117) to the charity.

Other than the Trustee donations described above, and Trustee and Key Management Personnel transactions detailed in Note 8 and Note 9, there were no related party transactions during either year.

ASCENSION EAGLES CHEERLEADERS

England & Wales - Charity number 1106766

Accounts

Ascension Eagles Cheerleaders

(a Company Limited by Guarantee)

Charity Number 1106766

Company Number 04197666

Unaudited Financial Statements
and Annual Report

For the Year Ended
31 August 2024

Ascension Eagles Cherleaders
Legal and Administrative Information

Trustees	Sue Winston (Chair) Erica De Rosa Lewis Ridett Peter Sharp Farrah Mughal Tara Stimpson Susan Spiller Hayley Budd (resigned 14 June 2024) Larsen Mabika (resigned 14 June 2024)
Company Secretary	Tara Stimpson
Chief Executive Officer	Angela Green
Registered Office	Unit 2J St. Marks Industrial Estate 439 North Woolwich Road London E16 2BS
Independent examiners	Moore Kingston Smith LLP 6th Floor 9 Appold street London EC2A 2AP
Bankers	National Westminster Bank plc Frobisher Road Beckton London E6 5LX
Company Number	04197666
Charity Number	1106766

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The Trustees present their annual report together with the financial statements of the charity known as Ascension Eagles Cheerleaders for the year 1 September 2023 to 31 August 2024.

The Trustees confirm that the Annual Report and financial statements of the company comply with the current statutory requirements, the requirements of the company's governing document and the provisions of the Statement of Recommended Practice (SORP), applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

Since the charity qualifies as small under section 383, the strategic report required of medium and large companies under The Companies Act 2006 (Strategic Report and Director's Report) Regulations 2013 is not required.

Note:

*In 2022, the Board of trustees and the Management Team agreed that it would adopt the term "**The Group**" (or "We" or "Us") to describe the combined activities of Ascension Eagles Cheerleading and Talent Central, to recognise and to emphasise that our mission is delivered through a range of competition, recreational and schools' programmes.*

People working on behalf of The Group include senior managers (known as "the senior team" or "the Management Team"), the Board of Trustees, paid staff, volunteers, sessional workers, agency staff and students.

Our objectives and activities

Our purpose, as stated in our Memorandum and Articles of Association, is to provide facilities for the recreation and leisure time occupation of young people under the age of 25 in the interest of social welfare.



We provide training in cheerleading activities and performance opportunities, to develop young peoples' fundamental capacities, so that:

They may grow to full maturity as individuals, so that they become effective and considerate members of their communities, and their conditions of life may be improved.

Our mission, vision and values

Our Mission	Our Vision	Our Values
We strive to develop Britain's best cheerleaders while transforming and inspiring children and young people to reach their full potential.	Cheerleading is an effective way of helping children and young people to be healthy and gain confidence, while helping them to make a positive difference – both in their community and in the world.	Consistency Integrity Perseverance Persistence

Background and history

Our charity began in 1996, as a grassroots outreach programme and part of the Ascension Church Centre, with the aim of keeping young people off the streets and out of trouble.

When AEC ranked bottom at their first National Championship in 1997, they were fed-up with negative stereotypes. They decided that coming bottom at Nationals was something they would not accept; instead, they combined efforts with the aspiration of achieving a different result in future competitions.

The following year, in 1998, they won their first National trophy, and, in doing so, proved to themselves that hard work can bring success.

With sheer determination and teamwork, this group of individuals from disadvantaged backgrounds committed themselves to being the best that they could be.

Over a quarter of a century later, our programme is firmly established as the best of British Cheerleading, consistently coming top in competitions but also making a vital contribution to young peoples' social and physical development through our recreational classes and school programmes.



Structure, governance and management

The company was incorporated on 10 April 2001 and became a registered charity on 15 November 2004. It took over the assets and liabilities of the unincorporated association of the same name on 1 September 2004. The company is limited by guarantee and its management is the responsibility of the Trustees who are elected and co-opted under the terms of the Articles of Association at each Annual General Meeting, with the day-to-day responsibility delegated to the Management Team.

The Group's Board has elected to follow the principles and practices set out in the Charity Governance Code *(link: https://www.charitygovernancecode.org/en)* as published by the Charity Commission.

Safeguarding

The Group recognises the importance of its responsibility to protect and safeguard the welfare of children and young people entrusted to its care ("the beneficiaries").

We are committed to regular child protection training for all staff, coaches, volunteers and Trustees, to develop their understanding of the signs of abuse and how to respond to disclosures of abuse. Anyone in leadership who has contact with children/young people must complete an Enhanced Disclosure and Barring Service (DBS) check and trustee appointments are subject to a DBS check; we believe this approach is sensible to mitigate risks to our beneficiaries and to the charity's reputation.

Our safeguarding policy, referred to as the Child And Adults At Risk Protection Policy ("CAARP Policy"), was reviewed and updated in May 2024 in line with changes recommended by the NSPCC. The latest version of our CAARP Policy is available for public view via a link on the Ascension Eagles website. *(link: https://www.ascensioneagles.com/_files/ugd/bf1a1d_b11abc239f4d475996f2703dbed04222.pdf)*

In keeping with the requirement that all organisations working with children must have a designated individual who takes the lead on safeguarding, The Group's Board of Trustees annually appoint a Nominated Safeguarding Lead and a Deputy Safeguarding Lead to ensure the implementation of The Group's CAARP Policy.

In addition, the Board also appoints a Trustee Safeguarding Lead who reports to the Board at each Board meeting on The Group's safeguarding practice, including raising any concerns of which the Board needs to be aware and any incidents which have taken place (in accordance with any confidentiality/ reporting restrictions which may apply).

Trustee matters

Board changes in 2023-24

During the year, two members of the AEC Board stepped down. Both trustees faced a significant increase in their commitments at work, which meant they felt they were no longer able to give AEC the time they had intended to give when they joined the Board.

Hayley Budd resigned as a trustee on 14 June 2024. During her four years as an AEC trustee, Hayley made a significant contribution to the development of our approach to impact measurement, taking a leading role in designing our athlete surveys, and the analysis and presentation of the survey data.

Larsen Mabika resigned as a trustee on 14 June 2024. As a passionate supporter of our mission, Larsen led on the development of AEC's diversity and inclusion policy, and worked directly with AEC athletes on goal-setting.

We are grateful for the time, expertise and support Hayley and Larsen gave to AEC during their tenure. At the time of writing we are in the process of identifying potential new trustees to the Board and expect to finalise the appointments in Spring 2025.

Our approach to trustee appointments

We have a thorough and thoughtful approach to the selection and appointment of Trustees. We advertise trustee vacancies on sites such as Reach Volunteering and Getting OnBoard; we participate in the BoardMatch events run by the East London Business Alliance (ELBA), and we share vacancies on social media, such as LinkedIn. For roles requiring technical skills we also approach membership organisations for specialist roles (e.g. ICAEW for financial skills and IPD for people skills).

Mindful of the benefits of increased Board diversity, the Board aims to place value on candidates' passion for our mission - not simply on their skills or the extent of their professional experience. The Board also conducts a Trustee skills review every couple of years and seeks to address any skills gaps during Trustee recruitment programmes. A Board skills review was conducted in August 2024, in preparation for the recruitment of new trustees (appointments to be finalised in Spring 2025).

Our recruitment process

All Trustee applicants are invited to complete an Expression of Interest form and submissions are shared with the Board. Suitable candidates are informally interviewed by the Chair and, if possible, at least one other

existing Trustee, then invited to attend one of The Group's events or to visit our gym to see what we do 'at first hand'.

Where possible, we aim for a candidate to have met at least 75% of the Trustees by this stage of the process. If the candidate is considered a potential appointee, they are invited to attend a Board meeting as an observer. If the candidate subsequently confirms that they still wish to proceed, the Board agrees in principle whether they wish to appoint the candidate. If they do, the potential new Trustee receives an induction pack (in line with the Charity Commission's recommendations), is subject to an enhanced DBS check and is asked to sign a declaration to confirm that they have not been disqualified from acting as a trustee and to declare any conflicts of interest.

All Trustee appointments are formally voted on by the Board. Any issues arising from the DBS checks or the declaration of eligibility may result in any offer of an appointment being withdrawn.

Review of The Group's policies and practices

All of the Group's policies were reviewed in May 2024 and the policies were approved by the Board. Each policy has a nominated Trustee who is responsible for ensuring each of their policies is up to date and reflects current regulatory requirements and best practice.

The Director's Report



Angela Green, Programme Director – Ascension Eagles, writes:

This past year represents one of the most challenging chapters in our organisation's history to date.

In September 2023 we officially received our three-months' notice on our existing premises at Gallions Reach, the place we had called home for the previous 13 years. Even though we had always wanted a more permanent home of our own, the reality of moving all of our operations from Gallions Reach by December was overwhelmingly daunting. However, we were committed to ensuring that all who benefit from the services we provide would not be negatively impacted by the move and - where possible- that they would have no interruption to their regular schedule.

It was with immense pride that we reopened our doors in our new facility in St Mark's industrial Estate to our families, just three weeks after we closed for our Christmas break in December 2023. This was made possible by the sheer hard work and dedication of our staff, trustees and building team, to whom I am incredibly grateful.

The season following our move was a huge success. Now, as we look forward to completing our first full year in the new space and all that we will achieve in our new home, we know the best is yet to come!

Highlights for the year include:

- Retaining our members during our relocation to St Marks; we only lost three members as a result of our move.
- We were successful in securing two years of funding from Go! London to ease our transition to a rented property.
- We completely redesigned our website and launched our new site in April 2024.

- Two of our competition teams won an invitation to compete in the US Nfinity Finals to be held in Orlando in the United States of America. We have since created a travel team that will see 17 AEC athletes compete in this event in May 2025.

Junior Leadership Team (JLT)

Our Junior Leadership Team (JLT) programme continues to be a source of great pride for The Group. This programme offers an opportunity for AEC athletes to fulfil their ambition of becoming future leaders, both within the AEC programme and in their personal lives.

Participation in the JLT programme gives athletes a pathway to study for coaching qualifications, enhance their leadership skills and build their confidence – all of which enhance their employability.

These motivated young people take on additional responsibility for supporting other athletes and leading sessions. They receive guidance and mentorship from existing AEC leaders to help them develop their personal leadership style.

During the 2023-24 season each of our JLT members volunteered for over 125 hours and took part in a number of workshops. Nine of our members achieved their cheer coaching qualifications.

All of our JLT members attended first aid and safeguarding training during the season, and some all took part in additional activities, such as setting 'SMART' goals and cheer choreography skills.



"I love being a junior coach. It allows me to inspire and guide younger athletes while also developing my own leadership skills."

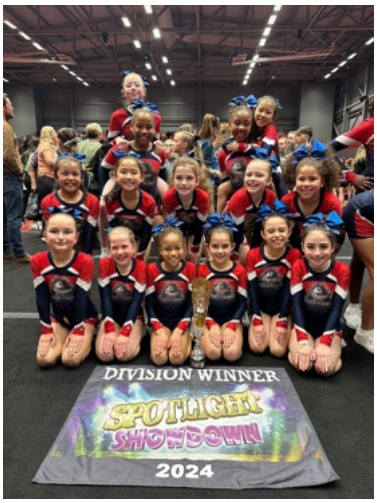
Mara, junior coach, who supports Symphony our Youth 1 Team

Ascension Eagles in 2023-24

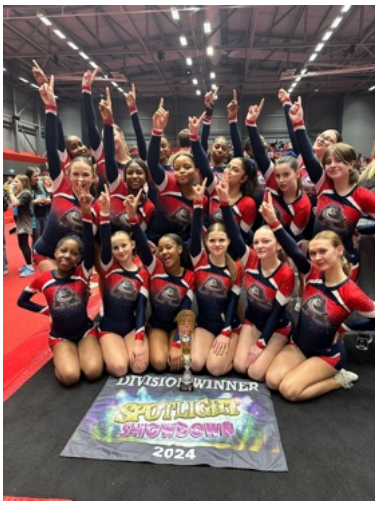
Competition results

Our squads train year-round and compete against regional and national teams in their respective age groups.

Prodigy Mini Level 1 Prep (aged 5-8)	**Royalty Senior Level 1 (aged 10+)**	**Majesty Senior Level 2 (aged 11+)**	**Gravity Youth Novice (aged 6-11)**
Legacy Regionals - 3rd Future Cheer Regionals – 1st Legacy Nationals - 3rd ICC Nationals - 1st & Grand Champions, USA Nfinity Finals Bid Winners	Legacy Regionals – 2nd Future Cheer Regionals – 1st Legacy Nationals – 3rd ICE Nationals – 2nd	Legacy Regionals – 2nd Future Cheer Regionals - 2nd Legacy Nationals – 4th Future Cheer Nationals – 7th	ICE Regionals Superior Rating ICC Nationals Excellent Rating







Symphony Youth Level 1 (aged 9-11)	**Trinity Senior Level 3 (aged 11+)**	**Prophecy Junior Level 1 (aged 10-14)**	**Serenity (Special Educational Needs Team)**
Legacy Regionals – 3rd Future Cheer Regionals – 3rd Legacy Nationals – Exhibition ICC Nationals - 1st & USA Nfinity Finals Bid Winners	Legacy Regionals – 4th Future Cheer Regionals – 3rd Legacy Nationals – 3rd Future Cheer Nationals – 8th	Legacy Regionals – 4th Future Cheer Regionals - 2nd Legacy Nationals – 6th Future Cheer Nationals - 7th	*Performances at:* Legacy Regionals

Talent Central in 2023-24

Talent Central is London's first "cheer gym", based on the well-respected principles, values and training ethos of Ascension Eagles. The centre continues to be used by many athletes, from beginners all the way through to other competitive cheer programmes. We deliver our community outreach work through the Talent Central brand.

Cheerleading as a sport, allows athletes to develop physical skills but also provides a team dynamic; enabling athletes to make friends and build relationships, giving them an additional support network in their fellow athletes and coaches

As we focus on building athlete development, it is important to us to have an offer for athletes at all levels of our sport, from the grassroots all the way to elite competitive pathways. In order to do this we offer a number of initiatives to maximise our impact and extend our reach.

Our recreational classes

Our recreational classes give young people aged five and upwards a pathway to joining us in the gym, regardless of their ability. We offer tumble-only sessions 3 times a week for young people, designed for them to simply have fun, make friends and build their basic skills. Alongside these sessions, we also delivered holiday camps across the school holidays for participants in our schools' programme and to children from the local community.

In these ways, we offer a key opportunity for young people to try our sport, without them having to commit fully to the costs and time-commitment that is required to take part in competitive cheerleading.

"My daughter recently started gymnastics class at TC and we were worried that she wouldn't be able to make friends as she's really shy. She was welcomed instantly and has lots of new friends in the class and has found a new level of confidence."

Parent feedback

"TC is an expert group of professionals that meet not just the technical needs of the girls, but their emotional needs as well. Incredibly happy to be part of this community and I have seen my daughter develop in confidence and skill since joining. I couldn't recommend TC enough. "

Parent feedback

"I come here to learn new skills and make new friends. TC is the best."

Athlete feedback

"I like to do handstands and back walkovers. I like TC because it's fun. I feel really happy here."

Athlete feedback

Our schools' outreach programme

Our school-based sessions are important as they allow us to extend the positive benefits of cheerleading beyond our gym facility. They enable us to take the experience of cheerleading into the wider community.

We began the 2023-24 season with 13 schools' classes a week, and finished the final school term with 14 schools participating in our schools' programme.

Each of the three school terms culminated in our showcase events, held at the former Olympic venue, ExCeL London. Every young person taking part received an individual medal and certificate; each school received a trophy and either a bronze, silver or gold award level certificate. In total, 906 children attended our three showcase events, making this our most successful season to date.

These showcase events have always created an important opportunity for young people from across our local communities to come together; crucially, these events allow them to expand their social networks by meeting other young people from different schools, cultures and backgrounds, with cheerleading giving them all a shared interest and goal.

We delivered cheerleading sessions for the following schools during the 2023-24 season: Britannia Village (two clubs), Calverton, Gallions Reach, Hallsville, Keir Hardie, Lathom Road (two clubs), Stratford Manor, New City, Rosetta (two clubs), Royal Wharf and St Angela's. We also welcomed young people from St Anthony's to our showcase events.

We are grateful to all of our school partners for the opportunity to bring the benefits and fun of cheerleading to so many young people, and we look forward to further building on our outreach programme over the coming seasons.



"I am a very bubbly person but struggle to make friends. Cheer has helped me to be more confident."

"I have met different people than are in my usual friendship group."

Feedback from school programme participants

Chair's review

Looking back at 2023-24

Our top priority for the 2023-24 season was to establish The Group in its new 'home' at St Marks Industrial Estate in North Woolwich. The termination of our lease at Gallions Reach in December 2023 created an opportunity for The Group to realise a long-held ambition to have a space which offers even better cheerleading facilities, and in the longer-term to provide additional 'wrap-around' services for our members, as well as making the space available to other groups in the local community to optimise use of the space during the daytime.

As we had expected, the relocation brought new financial pressures, in the form of rent and other new operational costs. We had been planning for some years for increased operational costs arising from our inevitable relocation and had been managing our investment portfolio accordingly. This enabled us to pay for required refurbishment work in our new location. We were also successful in securing new funding from Go!London to help cover the costs of our rent, helping to support our transition to a new, higher cost-base over the first two years.

A difficult UK economic environment and increasing inflationary pressures continued to bring further uncertainty for many of the families we serve, particularly since the majority of them live in Newham where 37% of residents are estimated to be living in poverty (*Source: Employment and Health in Newham – Needs Assessment July 2022*).

We continue to do our utmost to try and ensure our services remain as accessible, inclusive and affordable as possible, so that our athletes can continue to do the sport they love, regardless of their economic situation, demographic status or their ability. The cost of our classes is currently subsidised by 40% and we are committed to searching for new external funding which we can use to continue to subsidise membership fees, making our services affordable for those on low disposable incomes.

We will also continue to develop our recreational classes, which offer a more affordable option and provide young people with an alternative to the long-term commitment required for our competition programme.

Our impact

Our impact assessment work helps us to demonstrate our effectiveness and the extent to which we are delivering our mission. It allows us to benchmark how our athletes are feeling so that we can offer them the support and pastoral care they need, and it helps us to show our funders the difference that their investment is making - but it also highlights areas in which we could improve our services and how we deliver them.

Athlete feedback

To help us understand the impact cheerleading has for our young people, we invite our athletes and coaches to complete surveys during the year. We gather data in different ways - using structured questionnaires via Survey Monkey and through informal qualitative feedback (e.g. asking athletes to write on a sticky note and put it on the wall).

In our July 2024 survey we invited the young people to tell us what difference cheerleading makes for them. This word cloud shows the most prominent themes in their responses (the size of the word in the cloud denotes the frequency with which it was mentioned); key themes include happiness, exercise, confidence, strength, fun and flexibility.

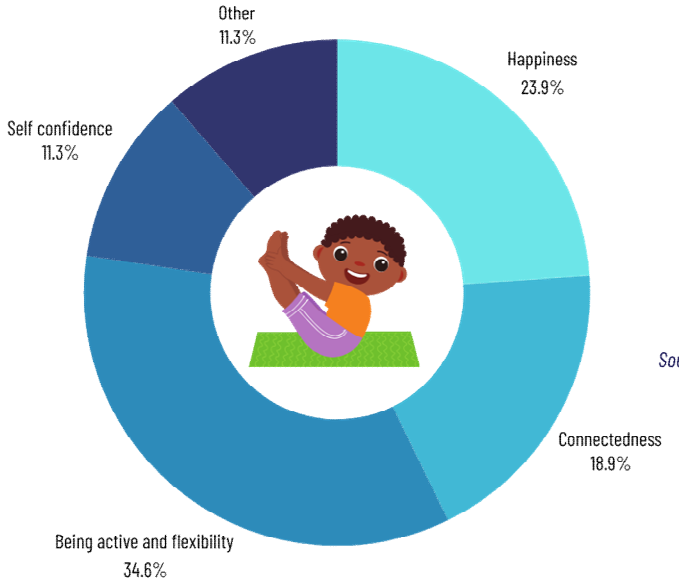


As part of our informal feedback gathering during the 2023-24 season, we asked our athletes "*How does being part of AEC make you feel?*" Here are some of the responses we received across our different age groups, reproduced here exactly as they were written by the young people.



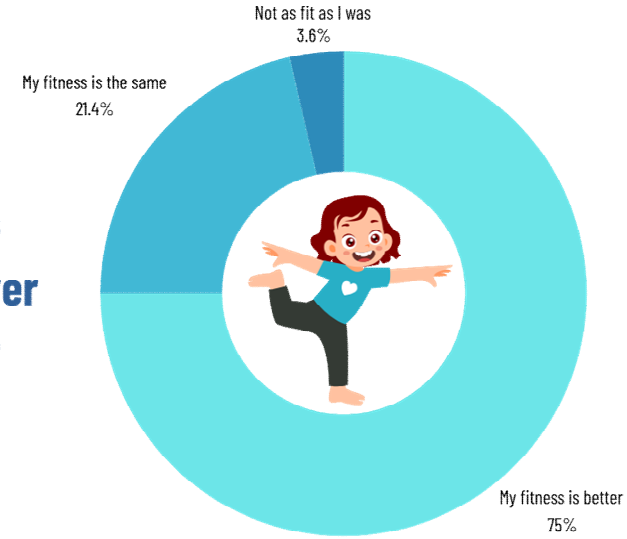
Our impact in 2023-2024

How we make a difference in young people's lives



What difference does doing cheerleading make for you?

Source: AEC athletes and schools' participants
158 respondents, July 2024



How has your fitness level has changed over the past six months?

Source: AEC athletes and schools' participants
158 respondents, July 2024



Find it easy to make friends

78% *July 2023: 70%*

Source: AEC athletes - 69 respondents, July 2024



Participate in other sports

66% *July 2023: 37%*

Source: AEC athletes - 69 respondents, July 2024

Strategic priorities for 2024-25

In summary, the strategic priorities agreed by the Board and management team as set out in our 2023-28 business plan are as follow:

1. **Growth**: Our ambition is to increase the total number of members in our competition and recreational programmes to 200 by the end of the 2027/28 season.
2. **Grant income and funding**: secure additional grant funding to help us cover the increased costs of operating from our new location and to diversify our non-operational income streams.
3. **Sponsorship**: secure corporate sponsorships to help us maintain our fees at an affordable level and to reduce the cost of competitions/events for members.

We will continue to look at ways in which we can diversify our income streams, such as establishing a regular giving programme for our alumni and renting out our gym space to local community groups when it's not being used by our athletes (e.g. daytime groups for local families or activity groups for older people).

In the same way that we experimented with offering classes for home-educated children in 2024, we are always looking for potential new ways to support our young people – for example, mentoring, arranging external speakers on relevant topics or setting up visits to local organisations to help give our young people a broader perspective.

In the near-term, our major challenge will be to identify, recruit and train suitable coaches to support our growth plans. The development and growth of our Junior Leadership Team programme will be crucial in this regard.

We are highly aware that The Group faces a financial challenge in the next three to five years, as we draw on the investment assets which we have been holding in reserve for several years, to cover the increased operational costs resulting from our relocation. It is imperative that we identify and secure new sources of income and grant funding to make the space sustainable for us for the next ten years and beyond.

Many of our families are likely to continue to face financial challenges in the coming year and as a charity we are also far from immune from the impacts of the wider UK economic situation. Inflation and increased tax rates provide additional pressure.

But there are opportunities ahead too; the need for our services is as great as ever. For example, East London has some of the highest rates of childhood obesity in the UK, with almost 30 percent of year-six children in Newham being identified as obese (*Source: the Government's National Child Measurement Programme (NCMP) for England, 2022/23 school year).* We will continue to draw on our passion, experience and technical expertise to play our part in making a difference in the lives of young people in Newham and East London.

Funding and support

Without the continued support of all of our funders and donors we would not be able to make such a difference to so many young lives. In 2023-24 we were fortunate and thankful to receive support from:

Go!London; The Tuixen Foundation; The Royal Docks Trust (London); The Jack Petchey Foundation; abrdn; and ExCeL.

This financial support enables us to subsidise our fees significantly, allowing us to change our athletes and participants approximately 40% less than the full cost of our services. Our donors' support therefore helps us to continue to make a healthy and fun activity affordable to the young people of Newham, giving them more choice and making sport more accessible for all.In addition to funding and gift-in-kind support we receive from the above organisations, we are also grateful for the support and commitment of our trustees, our members and their families, who volunteer so many hours annually to help ensure that The Group delivers its mission so effectively.

Arrangements for setting pay and remuneration of Key Management Personnel

Key Management Personnel comprise the Trustees and the management team. Trustees are not remunerated in their capacity as a Trustee. The remuneration of the management team is determined by the Trustees' annually in a Performance Management discussion.

Public benefit

The Trustees have complied with their duty in section 17 of the Charities Act 2011 and have paid due regard to public benefit when preparing this report. There are no unreasonable restrictions, which would prevent young people in London benefiting from The Group's services and support offered. The benefit provided to the public is consistent with the aims of the charity. All activities have been undertaken for the furtherance of public benefit and for the furtherance of The Group's aims and objectives as per our Memorandum and Articles of Association. Further detail and public impact of our actions in 2023-24 are included elsewhere in this report.

Financial review

The reserves as at the beginning of the year were £550,988. We recorded a decrease in the year in unrestricted funds from £494,769 to £459,612 as we began to utilise the reserves set aside to support The Group in our move to new premises.

We recorded a decrease in Restricted Funds from £56,219 to £25,418 also in relation to the move to our new premises and refurbishment of the new space.

Reserves policy

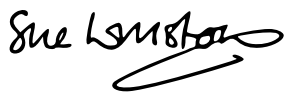
The Board believes that the minimum level of the unrestricted general fund should be the equivalent of six months' usual salaries and other operating costs. This currently equates to approximately £175,000 based on current levels of expenditure.

Unrestricted general funds at year end were £283,410.

Total unrestricted reserves including designated funds and investment revaluation reserve at year end was £459,612.

Preparation of this report

This report has been prepared taking advantage of the small companies' exemption of section 415A of the Companies Act 2006.This report was approved and authorised for issue by the Trustees on 13 January 2025.



Sue Winston
Chair of Board of Trustees, Ascension Eagles Cheerleaders ***Date*:** 12 March 2025

Ascension Eagles Cheerleaders
Report of the Trustees (Continued)

Statement of Trustees' Responsibilities

The trustees are responsible for preparing the Annual Report and the financial statements in accordance with applicable law and regulations.

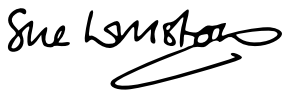
Company law requires the trustees to prepare financial statements for each financial year in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charity and of application of resources, including the income and expenditure, of the charity 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 judgments 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;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Trust will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charity's transactions and disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In preparing this report the trustees have taken advantage of the small company exemptions provided by section 415a of the Companies Act 2006.

Approved on behalf of the Board of Trustees and signed on its behalf by:



.....

Sue Winston
Chair of Board of Trustees, Ascension Eagles Cheerleaders

Date: 12 March 2025

Independent Examiner's Report to the Trustees of Ascension Eagles Cheerleaders

I report to the charity trustees on my examination of the accounts of Ascension Eagles Cheerleaders for the year ended 31 August 2024.

Responsibilities and basis of report

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ("the 2006 Act").

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the 2011 Act ("the 2011 Act"). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

Independent Examiner's Statement

Since the Charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1) accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
2) the accounts do not accord with those records; or
3) the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination; or
4) the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Adam Fullerton, FCA, DChA
For and on behalf of Moore Kingston Smith LLP Date: 12 March 2025
Chartered Accountants

9 Appold street
London
EC2A 2AP

Ascension Eagles Cheerleaders
Statement of Financial Activities
For the year ended 31st August 2024

	Notes	Year ended 31 August 2024 Unrestricted Funds £	Year ended 31 August 2024 Restricted Funds £	Year ended 31 August 2024 Total Funds £	Year ended 31 August 2023 Total Funds £
Income from:					
Donations and legacies	2	32,352	30,438	62,790	94,915
Charitable activities	4	175,675	-	175,675	164,672
Investments	5	13,351	-	13,351	7,914
Total Income		221,377	30,438	251,815	267,501
Expenditure on:					
Charitable activities	6	289,593	61,509	351,102	260,217
Total Expenditure		289,593	61,509	351,102	260,217
Net gains/(losses) on investments	12	33,060	-	33,060	(1,920)
Net Income/(Expenditure)		**(35,156)**	**(31,071)**	**(66,227)**	**5,364**
Transfers between funds		-		-	-
Net movement in funds		**(35,156)**	**(31,071)**	**(66,227)**	**5,364**
Reconciliation of Funds:					
Fund balances at 1 September 2023		494,769	56,219	550,988	545,624
Fund balances at 31 August 2024		**459,612**	**25,148**	**484,760**	**550,988**

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

All of the above amounts relate to continuing activities.

The notes on pages 20 to 30 form part of these financial statements.

Ascension Eagles Cheerleaders
Statement of Financial Activities
For the year ended 31st August 2024

	Note	2024 £	2024 £	2023 £	2023 £
Fixed Assets					
Tangible assets	10		59,621		-
Current Assets					
Debtors	11	11,547		9,634	
Current asset investments	12	351,445		446,385	
Cash at bank and in hand		85,690		115,495	
		448,681		571,514	
Creditors:					
Amounts falling due within one year	13	(23,541)		(20,526)	
Net Current Assets			425,139		550,988
Net Assets			484,760		550,988
Funds					
Unrestricted funds:	14		459,612		494,769
Restricted funds:	14		25,148		56,219
			484,760		550,988

For the financial year ended 31 August 2024 the charity was entitled to exemption from audit under section 477 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Act in respect to accounting records and the preparation of the financial statements.

The members have not required the charity to obtain an audit of its financial statements for the year in question in accordance with section 476.

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

The accounts were approved and authorised for issue by board on 13 January 2025 and signed on its behalf by:

Sue Winston, Chair
Trustee

Tara Stimpson, Treasurer
Trustee

Company No: 04197666

Ascension Eagles Cheerleaders
Statement of Financial Activities
For the year ended 31st August 2024

1 Accounting Policies

Charity Information
Ascension Eagles Cheerleaders is a company limited by guarantee and is registered with the Charity Commission (Charity Registered Number 1106766) and Registrar of Companies (Company Registration Number 04197666) in England and Wales.

The address of the registered office is given in the Charity information on page 1 of these financial statements. The nature of the Charity's operations and principal activities are detailed in the Trustees' Report.

Basis of Preparation
The financial statements 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), the Companies Act 2006, the Charities Act 2011 and UK Generally Accepted Practice.

Ascension Eagles Cheerleaders 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.

The financial statements are prepared on a going concern basis under the historical cost convention, modified to include certain items at fair value. The financial statements are presented in sterling which is the functional currency of the Charity and rounded to the nearest pound.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

Going concern
The Trustees have assessed the use of going concern and have considered possible events or conditions that might cast significant doubt on the ability of the Charity to continue as a going concern. The Trustees have made this assessment for a period of at least one year from the date of the approval of these financial statements. The Trustees have concluded that there is a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. The Charity therefore continues to adopt the going concern basis in preparing these financial statements.

Income
All income is recognised once the Charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

For donations to be recognised the Charity will have been notified of the amounts and the settlement date in writing. If there are conditions attached to the donation and this requires a level of performance before entitlement can be obtained then income is deferred until those conditions are fully met or the fulfillment of those conditions is within the control of the Charity and it is probable that they will be fulfilled.

Ascension Eagles Cheerleaders
Statement of Financial Activities
For the year ended 31st August 2024

1 Accounting Policies

Income (continued)
Gifts in kind donated for distribution are included at valuation and recognised as income when they are distributed to the projects. Gifts donated for resale are included as income when they are sold. Donated facilities are included at the value to the Charity where this can be quantified and a third party is bearing the cost. No amounts are included in the financial statements for services donated by

Income from trading activities includes income earned from fundraising events and trading activities to raise funds for the Charity. Income is received in exchange for supplying goods and services in order to raise funds and is recognised when entitlement has occurred.

The Charity receives government and other grants in respect of furthering its charitable objective. Income from government and other grants are recognised at fair value when the Charity has entitlement after any performance conditions have been met, it is probable that the income will be received and the amount can be measured reliably. If entitlement is not met then these amounts are deferred.

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the Charity; this is normally upon notification of the interest paid or payable by the Bank.

Expenditure
Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Support costs are those costs incurred directly in support of expenditure on the objects of the Charity and include project management carried out at Headquarters. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset’s use.

Expenditure on charitable activities is incurred on directly undertaking the activities which further the Charity's objectives, as well as any associated support costs.

All expenditure is inclusive of irrecoverable VAT.

Taxation
The Charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the Charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

Ascension Eagles Cheerleaders
Statement of Financial Activities
For the year ended 31st August 2024

1 Accounting Policies

Tangible fixed assets and depreciation
Tangible fixed assets costing £500 or more are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably.

Tangible fixed assets are initially recognised at cost. After recognition, under the cost model, tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. All costs incurred to bring a tangible fixed asset into its intended working condition should be included in the measurement of cost.

Depreciation is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives, using the straight-line method. Depreciation is provided on the following basis:

Leasehold improvement	17%
Office equipment	33%
Gym equipment	25%
Uniforms	20%

Investments
Current asset investments are initially recognised at their transaction cost and subsequently measured at fair value at the Balance sheet date, unless the value cannot be measured reliably in which case it is measured at cost less impairment. Investment gains and losses, whether realised or unrealised, are combined and presented as ‘Gains/(Losses) on investments’ in the Statement of

Debtors
Debtors are recognised when the Charity is legally entitled to the income after any performance conditions have been met, the amount can be measured reliably and it is probable that the income will be received. Prepayments are valued at the amount prepaid.

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

Liabilities and provisions
Liabilities are recognised when there is an obligation at the Balance sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

Financial instruments
The Charity only holds basic Financial Instruments. The financial assets and financial liabilities of the Charity are as follows:

Debtors - trade and other debtors (including accrued income) are basic financial instruments and are debt instruments measured at amortised cost as detailed in Note 11. Prepayments are not financial instruments.

Cash at bank - is classified as a basic financial instrument and is measured at face value.

Liabilities - trade creditors, accruals and other creditors will be classified as financial instruments, and are measured at amortised cost as detailed in Note 13. Taxation and social security are not included in the financial instruments disclosure. Deferred income is not deemed to be a financial liability, as in the cash settlement has already taken place and there is simply an obligation to deliver charitable services rather than cash or another financial instrument.

1 Accounting Policies (continued)

Pensions
The Charity operates a defined contribution pension scheme and the pension charge represents the amounts payable by the Charity to the fund in respect of the year.

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

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Charity for particular purposes. The costs 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.

Investment income, gains and losses are allocated to the appropriate fund.

Ascension Eagles Cheerleaders
Statement of Financial Activities
For the year ended 31st August 2024

2 Income from donations and legacies

Year to 31 August 2024

	2024 Unrestricted £	2024 Restricted £	2024 Total £
Donations	10,552	-	10,552
Grants (see note 3)	21,800	30,438	52,238
Government grants	-	-	-
	32,352	30,438	62,790

Year to 31 August 2023

	2023 Unrestricted £	2023 Restricted £	2023 Total £
Donations	15,645	-	15,645
Grants (see note 3)	50,520	28,750	79,270
Government grants	-	-	-
	66,165	28,750	94,915

3 Analysis of grants

	2024 £	2023 £
The Royal Docks Trust (London)	20,000	28,750
Jack Petchey	1,800	1,800
Tuxien Foundation Trust	20,000	20,000
Go London	10,438	-
Newham Council	-	7,000
NatWest	-	20,000
Attic	-	1,720
	52,238	**79,270**

Ascension Eagles Cheerleaders
Statement of Financial Activities
For the year ended 31st August 2024

4 Income from charitable activities

	Unrestricted 2024 £	Total 2024 £	Unrestricted 2023 £	Total 2023 £
Cheerleading activities	82,227	82,227	78,392	78,392
Talent Central Recreational Classes	22,469	22,469	21,309	21,309
Talent Central Schools	26,235	26,235	21,720	21,720
Talent Central Hire	23,788	23,788	29,638	29,638
Performance and Others	7,825	7,825	4,774	4,774
Sales of uniforms and clothes	13,131	13,131	8,839	8,839
	175,675	175,675	164,672	164,672

5 Investment income

	Unrestricted 2024	Total 2024	Unrestricted 2023	Total 2023
Income from Investments	13,351	13,351	7,914	7,914

6 Expenditure

	Direct costs 2024 £	Support costs 2024 £	Total 2024 £
Cheerleading activities	223,306	127,796	351,102

	Direct costs 2023 £	Support costs 2023 £	Total 2023 £
Cheerleading activities	224,208	36,009	260,217

In 2023, £231,467 of expenditure was allocated to unrestricted funds and £28,750 was allocated to restricted funds.

Analysis of direct costs

	2024 £	2023 £
Staff costs	167,217	164,956
Programme costs	56,089	59,252
	223,306	224,208

Analysis of support costs

	2024 £	2023 £
Depreciation	7,453	381
Overhead costs	115,357	30,916
Governance costs (see note 7)	4,986	4,712
	127,796	36,009

7 Governance costs

	2024 £	2023 £
Independent Examiners' remuneration - current year	3,800	3,500
Accountancy and other services	1,186	1,212
	4,986	4,712

8 Staff Costs

	2024 £	2023 £
Staff salaries	155,637	153,304
Social security costs	6,727	6,702
Pension costs	4,854	4,950
	167,217	164,956

The average monthly number of employees was:	2024	2023
Average number of employees	11	11

The Key Management Personnel of the Charity comprise the Trustees and management personnel. The total amount of employee benefits (including employer national insurance contributions and pension contributions) received by Key Management Personnel for their services to the Charity was £ 60,460 (2023 - £58,164).

No employee received remuneration amounting to more than £60,000 in either year

9 Trustees

No Trustee received any remuneration during the year (2023 - £nil).

No Trustees were reimbursed for expenses during the year (2023 - £nil).

10 Tangible Fixed Assets

	Office Equipment £	Computer Equipment £	Leasehold improvement	Total £
Cost or Valuation				
At 1st September 2023	3,572	27,121	-	30,693
Additions			67,074	67,074
Cost as at 31st August 2024	3,572	27,121	67,074	97,767
Depreciation				
At 1st September 2023	3,572	27,121	-	30,693
Charge for the year	-	-	7,453	7,453
At 31st August 2024	3,572	27,121	7,453	38,146
Net Book Value				
At 31st August 2024	-	-	59,621	59,621
At 31st August 2023	-	-	-	-

11 Debtors

	2024 £	2023 £
Trade debtors	3,770	9,385
Other debtor	1,025	-
Prepayments and accrued income	6,752	249
	11,547	9,634

12 Current asset investment

	2024 £	2023 £
Opening balance	446,385	448,305
Disposals	(128,000)	-
Gain/(loss) on investment	33,060	(1,920)
Closing balance	351,445	446,385

In 2019, the Charity purchased a £300,000 short-term investment with the CCLA Investment Fund. The investment can be liquidated at short notice and has been classified as a Current Asset Investment in these accounts.

13 Creditors: Amounts falling due within one year

	2024 £	2023 £
Trade creditors	-	6,720
Other creditors	15,034	5,831
Accruals and deferred income	8,508	7,975
	23,541	20,526
Deferred income at 1 September	1,667	7,000
Grant income released during the year	(1,667)	(7,000)
Grant income deferred during the year	-	1,667
	-	1,667

Ascension Eagles Cheerleaders
Statement of Financial Activities
For the year ended 31st August 2024

13 Funds

Year to 31 August 2024

	Brought forward 31 August 2023	Incoming resources	Outgoing resources	Gains/ (losses)	Carried forward 31 August 2024
	£	£	£	£	£
Unrestricted funds:					
Designated funds					
Gym development project	240,998	-	(64,795)	-	176,203
Fixed assets and premises fund	-	-	-	-	-
	240,998	-	(64,795)	-	176,203
General funds					
General Fund	137,386	221,377	(224,798)	-	133,965
Revaluation fund	116,385	-	-	33,060	149,445
Total unrestricted funds	**494,769**	**221,377**	**(289,593)**	**33,060**	**459,612**
Restricted funds:					
Gym development project	56,219	-	(31,071)	-	25,148
She Leads programme	-	20,000	(20,000)	-	-
Go London	-	10,438	(10,438)	-	-
Total restricted funds	**56,219**	**30,438**	**(61,509)**	**-**	**25,148**
Total funds	**550,988**	**251,815**	**(351,102)**	**33,060**	**484,760**

Year to 31 August 2023

	Brought forward 1 September 2022	Incoming resources	Outgoing resources	Gains/ (losses)	Carried forward 31 August 2023
	£	£	£	£	£
Unrestricted funds:					
Designated funds					
Gym development project	240,998	-	-	-	240,998
Fixed assets and premises fund	381	-	(381)		-
	241,379	-	(381)	-	240,998
General funds					
General Fund	129,721	238,751	(231,086)	-	137,386
Revaluation fund	118,305	-	-	(1,920)	116,385
Total unrestricted funds	**489,405**	**238,751**	**(231,467)**	**(1,920)**	**494,769**
Restricted funds:					
Gym development project	56,219	-	-	-	56,219
She Leads programme	-	28,750	(28,750)	-	-
Total restricted funds	**56,219**	**28,750**	**(28,750)**	**-**	**56,219**
Total funds	**545,624**	**267,501**	**(260,217)**	**(1,920)**	**550,988**

13 Funds (continued)

Gym development project (designated)
Eagles Cheerleaders, upon the end of the current lease. Please see the Trustees Report for further details.

Fixed assets and Premises fund
These funds relate to the fixed assets of the Charity and are reduced in line with the depreciation of the assets.

General funds

These funds represent the equivalent of six months salaries and operating costs and are for the general use of the Charity.

Gym development project (restricted)
These funds were set aside towards the costs of a permanent Cheer Gym facility for the Ascension Eagles Cheerleaders at St Marks Industrial Estate, upon the end of the lease at Gallions Reach. Please see the Trustees Report for further details.

She Leads programme
This fund relates to grants received which have been restricted for use within the 'She Leads' programme. These funds have been fully utilised in each reporting year.

Go! London
This fund relates to grants received which have been restricted for use to support the payment of rent for our new Cheer Gym at St Marks Industrial Estate.

14 Analysis of funds

Year ended 31 August 2024	**2024 Restricted Funds £**	**2024 Unrestricted Funds £**	**2024 Total Funds £**
Fixed assets	-	59,621	59,621
Net current assets	25,148	399,991	425,139
Net assets	25,148	459,612	484,760

Year ended 31 August 2023	**2023 Restricted Funds £**	**2023 Unrestricted Funds £**	**2023 Total Funds £**
Fixed assets	-	-	-
Net current assets	494,769	56,219	550,988
Net assets	494,769	56,219	550,988

15 Related Party Transactions

During the year, trustees donated a total of £4,117 (2023: £3,000) to the charity.

Other than the Trustee donations described above, and Trustee and Key Management Personnel transactions detailed in Note 8 and Note 9, there were no related party transactions during either year.

ASCENSION EAGLES CHEERLEADERS

England & Wales - Charity number 1106766

Accounts

Company registered number: 04197666
Charity registered number: 1106766

ASCENSION EAGLES CHEERLEADERS

(A company limited by guarantee and registered charity)

UNAUDITED

TRUSTEES' REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 AUGUST 2023

ASCENSION EAGLES CHEERLEADERS
(A company limited by guarantee and registered charity)

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ASCENSION EAGLES CHEERLEADERS

(A company limited by guarantee and registered charity)

REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS FOR THE YEAR ENDED 31 AUGUST 2023

Trustees	Sue Winston, Chair Susan Spiller Hayley Budd Peter Leslie Sharp Farrah Mughal Tara Stimpson, Treasurer Larsen Mabika (appointed 17 October 2022) Lewis Ridett (appointed 17 October 2022) Erica de Rosa (appointed 17 October 2022)
Company registered number	04197666
Charity registered number	1106766
Registered and principal operating office	Unit 2J St. Marks Industrial Estate 439 North Woolwich Road London E16 2BS
Company secretary	Tara Stimpson
Chief executive officer	Angela Green
Independent Examiner	MHA Chartered Accountants 910 The Crescent Colchester Business Park Colchester Essex CO4 9YQ
Bankers	National Westminster Bank plc Frobisher Road Beckton London E6 5LX

ASCENSION EAGLES CHEERLEADERS
(A company limited by guarantee)

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 AUGUST 2023

The Trustees present their annual report together with the financial statements of the charity known as Ascension Eagles Cheerleaders for the year 1 September 2022 to 31 August 2023.

The Trustees confirm that the Annual Report and financial statements of the company comply with the current statutory requirements, the requirements of the company's governing document and the provisions of the Statement of Recommended Practice (SORP), applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

Since the charity qualifies as small under section 383, the strategic report required of medium and large companies under The Companies Act 2006 (Strategic Report and Director's Report) Regulations 2013 is not required.

Note:

*In 2022, the Board of trustees and the Management Team agreed that it would adopt the term "**The Group**" (or "We" or "Us") to describe the combined activities of Ascension Eagles Cheerleading and Talent Central, to recognise and to emphasise that our mission is delivered through a range of competition, recreational and schools' programmes.*

People working on behalf of The Group include senior managers (known as "the senior team" or "the Management Team"), the Board of Trustees, paid staff, volunteers, sessional workers, agency staff and students.

Our objectives and activities



Our purpose, as stated in our Memorandum and Articles of Association, is to provide facilities for the recreation and leisure time occupation of young people under the age of 25 in the interest of social welfare.

We provide training in cheerleading activities and performance opportunities, to develop young peoples' fundamental capacities, so that:

They may grow to full maturity as individuals, so that they become effective and considerate members of their communities, and their conditions of life may be improved.

Our mission, vision and values

Our Mission	Our Vision	Our Values
We strive to develop Britain's best cheerleaders while transforming and inspiring children and young people to reach their full potential.	Cheerleading is an effective way of helping children and young people to be healthy and gain confidence, while helping them to make a positive difference – both in their community and in the world.	Consistency Integrity Perseverance Persistence

Background and history

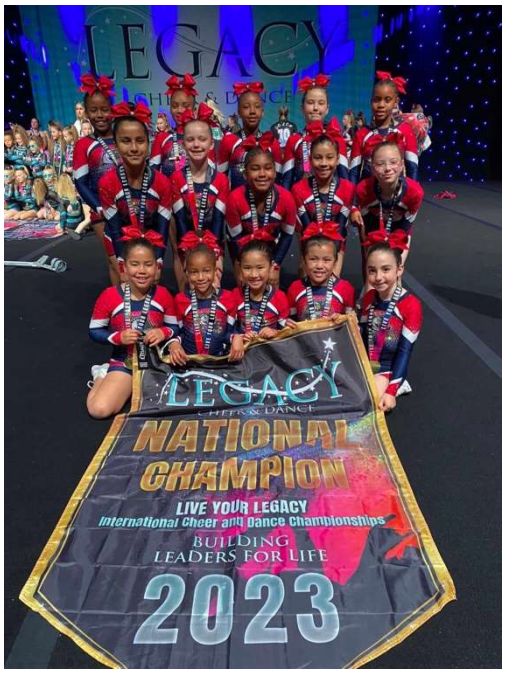
Our charity began in 1996, as a grassroots outreach programme and part of the Ascension Church Centre, with the aim of keeping young people off the streets and out of trouble.

When AEC ranked bottom at their first National Championship in 1997, they were fed-up with negative stereotypes. They decided that coming bottom at Nationals was something they would not accept; instead, they combined efforts with the aspiration of achieving a different result in future competitions.

The following year, in 1998, they won their first National trophy, and, in doing so, proved to themselves that hard work can bring success.

With sheer determination and teamwork, this group of individuals from disadvantaged backgrounds committed themselves to being the best that they could be.

Over a quarter of a century later, our programme is firmly established as the best of British Cheerleading, consistently coming top in competitions but also making a vital contribution to young peoples' social and physical development through our recreational classes and school programmes.



Structure, governance and management

The company was incorporated on 10 April 2001 and became a registered charity on 15 November 2004. It took over the assets and liabilities of the unincorporated association of the same name on 1 September 2004. The company is limited by guarantee and its management is the responsibility of the Trustees who are elected and co-opted under the terms of the Articles of Association at each Annual General Meeting, with the day-to-day responsibility delegated to the Management Team.

The Group's Board has elected to follow the principles and practices set out in the Charity Governance Code *(link: https://www.charitygovernancecode.org/en)* as published by the Charity Commission.

Safeguarding

The Group recognises the importance of its responsibility to protect and safeguard the welfare of children and young people entrusted to its care ("the beneficiaries").

We are committed to regular child protection training for all staff, coaches, volunteers and Trustees, to develop their understanding of the signs of abuse and how to respond to disclosures of abuse. Anyone in leadership who has contact with children/young people must complete an Enhanced Disclosure and Barring Service (DBS) check and trustee appointments are subject to a DBS check; we believe this approach is sensible to mitigate risks to our beneficiaries and to the charity's reputation.

Our safeguarding policy, referred to as the Child And Adults At Risk Protection Policy ("CAARP Policy"), was reviewed and updated in May 2023 in line with changes recommended by the NSPCC. The latest version of our CAARP Policy is available for public view via a link on the Ascension Eagles website. *(link: https://www.ascensioneagles.com/_files/ugd/87f7e5_b8767706565849b28f1edfd756617a49.pdf)*

In keeping with the requirement that all organisations working with children must have a designated individual who takes the lead on safeguarding, The Group's Board of Trustees annually appoint a Nominated Safeguarding Lead and a Deputy Safeguarding Lead to ensure the implementation of The Group's CAARP Policy.

In addition, the Board also appoints a Trustee Safeguarding Lead who reports to the Board at each Board meeting on The Group's safeguarding practice, including raising any concerns of which the Board needs to be aware and any incidents which have taken place (in accordance with any confidentiality/ reporting restrictions which may apply).

Trustee matters

Board changes in 2022-23

There were no changes to the Board.

Our approach to trustee appointments

We have a thorough and thoughtful approach to the selection and appointment of Trustees. We advertise trustee vacancies on sites such as Reach Volunteering and Getting on Board; we participate in the BoardMatch events run by the East London Business Alliance (ELBA), and we share vacancies on social media, such as LinkedIn. For roles requiring technical skills we also approach membership organisations for specialist roles (e.g. ICAEW for financial skills and IPD for people skills).

Mindful of the benefits of increased Board diversity, the Board aims to place value on candidates' passion for our mission - not simply on their skills or the extent of their professional experience. The Board also conducts a Trustee skills review every couple of years (more recently in 2022) and seeks to address any skills gaps during Trustee recruitment programmes.

Our recruitment process

All Trustee applicants are invited to complete an Expression of Interest form and submissions are shared with the Board. Suitable candidates are informally interviewed by at least two existing Trustees, then invited to attend one of The Group's events or to visit our gym to see what we do 'at first hand'.

We aim for a candidate to have met at least 75% of the Trustees by this stage of the process. If the candidate is considered a potential appointee, they are invited to attend a Board meeting as an observer. If the candidate subsequently confirms that they still wish to proceed, the Board agrees in principle whether they wish to appoint the candidate. If they do, the potential new Trustee receives an induction pack (in line with the Charity Commission's recommendations), is subject to an enhanced DBS check and is asked to sign a declaration to confirm that they have not been disqualified from acting as a trustee and to declare any conflicts of interest.

Assuming no issues arise from the DBS check or declarations, the Trustee's appointment is formally voted on by the Board.

Review of The Group's policies and practices

All of the Group's policies were reviewed in May 2023 and the policies were approved by the Board. Each policy has a nominated Trustee who is responsible for ensuring their policy/policies is up to date and reflects current regulatory requirements and best practice.

The Director's Report



Angela Green, Programme Director – Ascension Eagles, writes:

We are proud that, as a charity, our focus has always been on reflecting the needs of the young people we serve. The past few years have been extremely turbulent for our members and their families, with the Covid-19 pandemic and the subsequent economic recession.

As a result, our primary focus this year was on supporting our members, and on delivering a consistently excellent service to them. We wanted this season to be about simply providing a positive environment in which they could reconnect, with each other and with the sport they love. The feedback that we received (see page 7) when we surveyed our athletes demonstrates that we met this objective in the 2022-23 season.



Throughout the year our staff team have worked hard to build on their existing relationships with athletes, cultivate a strong 'team' ethos and ensure that The Group continues to be the safe and welcoming environment that we have become known for.

Highlights for the year include:

- The continuing success and growth of our Special Education Needs (SEN) team, Serenity, who performed at a number of events throughout the season including a regional competition.
- Through our female empowerment programme, we were incredibly honoured to welcome trailblazing sports broadcaster and journalist Reshmin Choudhury to the gym to talk with our athletes about her experiences in the sports industry, especially as a woman of colour. Our athletes enjoyed asking her about all the famous footballers she had worked with, and took home the message that opportunities are available, if they push themselves, regardless of where they have come from and what they want to achieve.
- We were pleased to support one of our local partners, the University of East London, as they celebrated their 125th Anniversary.

Junior Leadership Team (JLT)

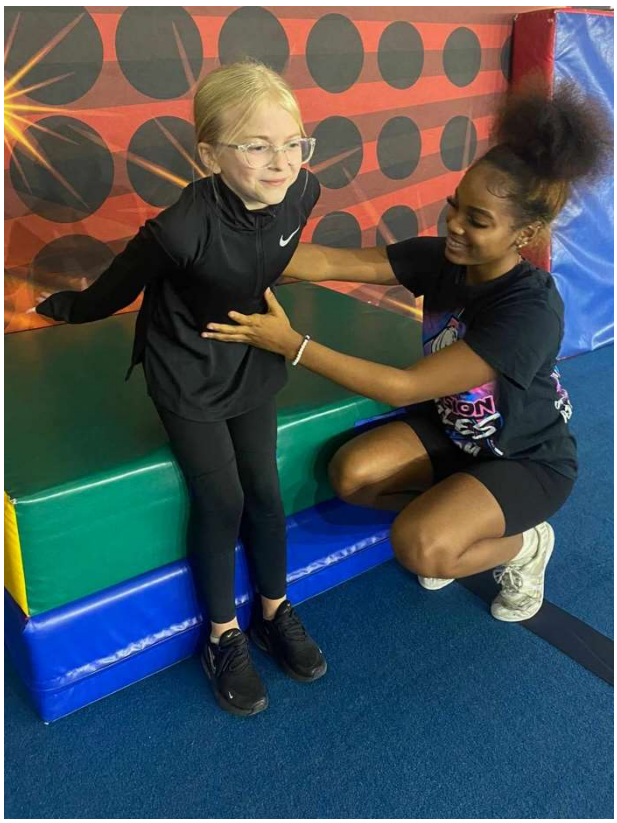
Our Junior Leadership Team (JLT) programme has continued to evolve and grow: it is a source of great pride for The Group. This programme offers an avenue for AEC athletes to fulfil their ambition of becoming future leaders.

Participation in the JLT programme gives athletes opportunities to study for coaching qualifications, enhance their leadership skills and build their confidence – all of which enhance their employability.

These motivated young people take on additional responsibility for supporting other athletes and leading sessions. They receive guidance and mentorship from existing AEC leaders to help them develop their personal leadership style.

During the 2022-23 season our JLT members took part in workshops which were developed and delivered by our existing coaches, alongside industry professionals. They also volunteered for more than 125 hours of cheerleading coaching and for community projects.

All of our JLT members attended first aid and safeguarding training and, additionally six JLT coaches who turned 16 achieved recognised coaching qualifications provided by Building from the Ground Up (BGU), the UK's leading cheerleading educator.



"The session on coaching mini and youth athletes was really useful as it went into tips on how to be the best coach for your athletes. We discussed scenarios which helped us to think about how we would deal with specific issues.
I felt I was able to build on my understanding of what kinds of challenges might come up, and I am confident that I could apply this to the class that I teach and have tried to be more proactive in my coaching style since."

Reanne, junior coach, who supports Prodigy our Mini 1 Team

Athlete feedback

During the 2022-23 season, we asked our athletes "*How does being part of AEC make you feel?*"

Here are some of the responses we received across our different age groups:



**All quotes are reproduced here exactly as written by athletes*

Ascension Eagles in 2022-23

Competition results

Our squads train year-round and compete against regional and national teams in their respective age groups.

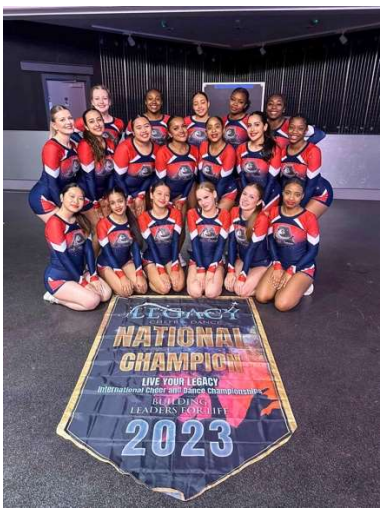
Prodigy Mini Level 1 Prep (aged 5-8)	**Royalty Senior Level 1 (aged 10+)**	**Majesty Senior Level 2 (aged 11+)**
Legacy Regionals - 1st & Grand Champions Future Cheer Regionals – 1st Legacy Nationals - 1st Future Cheer Nationals - 3rd	Legacy Regionals – 3rd Future Cheer Regionals – 1st Legacy Nationals – 2nd Future Cheer Nationals – 2nd	Legacy Regionals – 2nd Future Cheer Regionals - 1st Legacy Nationals – 3rd Future Cheer Nationals – 3rd

Harmony Youth Novice (aged 6-11)	**Symphony Youth Level 1 (aged 9-11)**	**Infinity Senior Level 4.2 (ages 11+)**
Future Cheer Regionals - Excellent Award	Legacy Regionals – 2nd Future Cheer Regionals –4th Legacy Nationals – 2nd Future Cheer Nationals - 1st	Future Cheer Regionals - 2nd Legacy Nationals - 1st

Prophecy Junior Level 1 (aged 10-14)	**Serenity (Special Educational Needs Team)**	**Trinity Senior Level 3 (aged 11+)**
Legacy Regionals – 1st Future Cheer Regionals - 1st Legacy Nationals – 3rd Future Cheer Nationals - 8th	*Performances at:* Legacy Regionals Future Cheer Regionals	Legacy Regionals – 4th Future Cheer Regionals –2nd Legacy Nationals – 2nd Future Cheer Nationals –2nd







Talent Central in 2022-23

Talent Central is London's first "cheer gym", based on the well-respected principles, values and training ethos of Ascension Eagles. The centre is used by many athletes, from beginners all the way through to other competitive cheer programmes. We deliver our community outreach work through the Talent Central brand.

Our schools' outreach programme

Our school-based sessions are important as they allow us to extend the positive benefits of cheerleading beyond our gym facility. They enable us to take the experience of cheerleading into the wider community.

After a successful rebuilding period during the 2021-2022 season, following the Covid-19 pandemic, we started the 2022-23 season with 11 schools' classes a week. By the Spring term (January to March 2023), even more schools had joined our programme and we were delivering 14 classes a week.

All three school terms culminated in our showcase events, held at the former Olympic venue, ExCeL London. Each participant received an individual medal and certificate; each school received a trophy and either a bronze, silver or gold award level certificate. In total, 714 children attended our three showcase events, a significant increase from 492 children during the 2021-22 season.

These showcase events have always created an important opportunity for young people from across our local communities to come together; crucially, these events allow them to expand their social circle by forming connections with other young people from different schools, cultures and backgrounds all of whom share a common goal – cheerleading.

We delivered cheerleading sessions for the following schools during the 2022-23 season: Britannia Village (two clubs), Calverton, Gallions Reach, Hallsville, Lathom Road (two clubs), Stratford Manor, New City, Oasis, Rosetta (two clubs), Royal Wharf and St Angela's. We also welcomed young people from St Anthony's and City of London Academy to our showcase events.

We are grateful to all of our school partners for the opportunity to bring the joy of cheerleading to so many young people and we look forward to further building on our outreach programme over the coming seasons.

As well as our after-school club sessions delivered at schools, during the May half-term we hosted a free instructional camp at our gym, Talent Central, exclusively for those young people already taking part in our schools' programme. The event was attended by 59 cheerleaders from our regular partner schools. This was the first time we had held such an event and we will aim to repeat it in future seasons.



"The showcase event continues to be a termly highlight for the students of St Angela's. The opportunities for our students to make progress with this unique sport is fantastic. The chance for students from our socio-economic background to engage in this sport, at no cost to themselves, has boosted the confidence of students, who otherwise may not have had the chance to engage. We are very grateful to TC for the opportunity."

St Angela's Secondary School

Our recreational classes

The success of the previous (2021-22) season allowed us to step-up, reimagine and evolve the way we delivered our TC recreational gymnastic classes in 2022-23.



Our main goal was to end the 2022-23 season at a point where we could start exploring ways to distinguish between the abilities of our athletes, offer class differentiation suitable to all needs and bridge the gap so that athletes can see a clear pathway to success.

To prepare for this shift in our 'curriculum' we have implemented changes to provide the opportunity for greater challenge for each ability level - but disguised in the form of games and challenges.

For example:

- dynamic exercises/ conditioning where athletes compete in timed events
- group challenges that involve athletes using their own body weight to create structures
- pace-related challenges to support plyometric progression (ie short, intense bursts of activity that target fast-twitch muscle fibres in the lower body, which help increase speed and jumping height)
- A key tumble 'shapes' circuit, coupled with our handstand circuit to encourage athletes' muscle memory.

These, alongside our usual session elements, have meant that athletes are stronger, more agile and therefore more confident when attempting new and challenging skills.

Our goals for next year are to continue to create new pathways to help athletes excel and make measurable progress. Demand for recreational classes has increased and we want to ensure that everyone taking part - regardless of their ability, experience or need – feels included and achieves a sense of personal growth. We are proud of what we offer and are confident there is opportunity for all to develop.

"I love watching my daughter thrive, grow in confidence and learn new skills whether it's physical or social. She started a very shy girl and is now happy and comfortable attending classes."

Parent feedback

"The shift in behaviour I have seen in my child is remarkable. She now has a sport that she loves so much, and she has never missed a session. She always moans at me to hurry up as she doesn't ever want to be late."

Parent feedback

"I like Talent Central because I didn't know how to do a back flip before, but now I do, thanks to TC. I rate this place 20 out of 10, bonus stars."

Athlete feedback

"I like doing the circuits and the games we do because I want to improve my gym. I like TC because it makes me feel 'me'."

Athlete feedback

Chair's review

We made good progress against the strategic objectives that we set out for 2022-23.

Our first priority was to make a transformational difference for our young people by rebuilding and sustaining our membership numbers. In last year's report, we said that there were strong indications that The Group's membership levels would return to pre-pandemic levels during the 2022-23 season – and indeed that proved to be the case.

The recovery in membership was swifter and stronger than we had expected, as the management team and our coaches worked tirelessly to encourage athletes to return to the programme, to develop attractive new classes and to identify potential new sources of members. This ensured that we achieved our second strategic priority, which was to grow Talent Central, the part of The Group that delivers the tumble/recreational classes, the schools' programme and the facility hire income.

The schools' programme recovered strongly during the season. We also began to make the most of the opportunity to encourage the pupils to join our other classes at Talent Central.

The recreational and tumble classes proved very popular, offering a lower-cost, lower-commitment alternative to our highly successful competition programmes.

During the 2022-23 season, as per our third strategic priority of sustainability, we continued to look for a new location for The Group which could provide better long-term security and growth potential. Having identified a potential unit in North Woolwich, we made good progress on negotiations during the year and reached heads of terms for a 10-year tenancy.

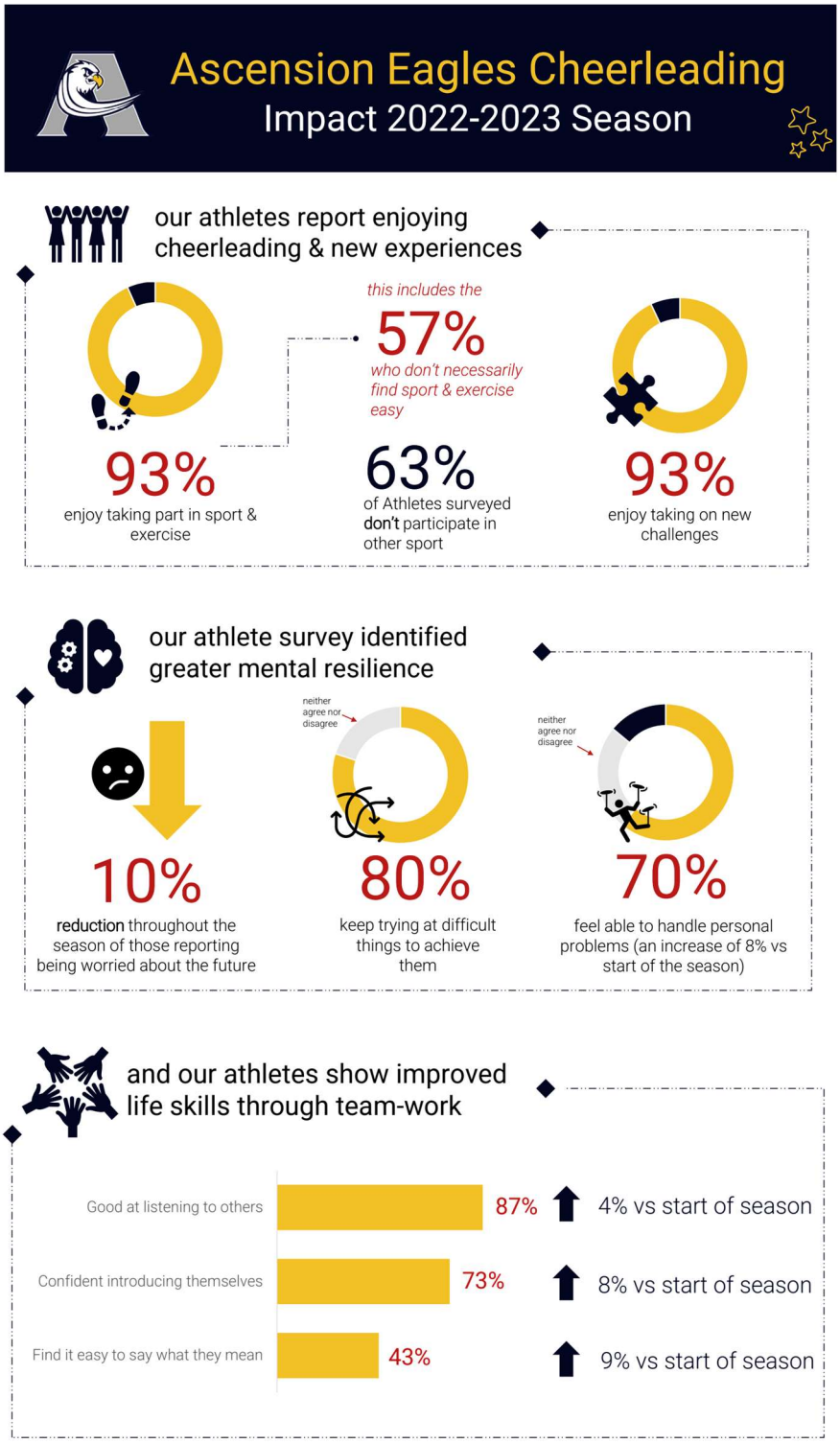
Mindful of the potential new opportunities for growth and the additional financial responsibilities that the relocation will bring, the management team and Board of Trustees worked together during the year to develop a new business plan for the period 2023-2028.

Our impact in 2022-23

Our impact measurement work helps us to demonstrate our effectiveness and the extent to which we are delivering our mission. It allows us to benchmark how our athletes are feeling so that we can offer them the support and pastoral care they need, and it helps us to show our funders the difference that their investment is making - but it also highlights areas in which we could improve our services and how we deliver them.



At three points during the year we invited our athletes to tell us how taking part in our activities makes them feel and what difference it makes for them. In the wake of the Covid-19 pandemic, we are finding that many young people still carry a legacy of isolation and for some there has been a long-tail impact on their mental well-being. We were therefore pleased to see a significant reduction in numbers of our young people worrying about the future and an 8% increase during the season in those saying they felt able to handle personal problems.


Ascension Eagles Cheerleading
Impact 2022-2023 Season
our athletes report enjoying cheerleading & new experiences
this includes the
57%
who don't necessarily find sport & exercise easy
93%
enjoy taking part in sport & exercise
63%
of Athletes surveyed don't participate in other sport
93%
enjoy taking on new challenges
our athlete survey identified greater mental resilience
neither agree nor disagree
neither agree nor disagree
10%
reduction throughout the season of those reporting being worried about the future
80%
keep trying at difficult things to achieve them
70%
feel able to handle personal problems (an increase of 8% vs start of the season)
and our athletes show improved life skills through team-work
Good at listening to others
87%
4% vs start of season
Confident introducing themselves
73%
8% vs start of season
Find it easy to say what they mean
43%
9% vs start of season

Strategic priorities for 2023-24

Our top priority for the 2023-24 season will be to establish The Group in its new 'home' at St Marks Industrial Estate in North Woolwich. The termination of our lease at Gallions Reach in December 2023 creates an opportunity for The Group to realise a long-held ambition to have a space which offers even better cheerleading facilities, plus additional 'wrap-around' services for our members. In the longer-term, we also aim to make the space available to other groups in the local community.

This relocation will bring new financial challenges too, in the form of rent and other new operational costs. We have been planning for some years for increased costs arising from a relocation and have been managing our investments accordingly. However, we are also acutely aware that we will need to raise new funding to support the long-term growth of the charity.

While our membership numbers have returned to pre-pandemic levels, we anticipate that external factors could make this recovery fragile in the short to medium term. The difficult economic situation and the continuing high inflation environment in the UK will bring further uncertainty for many of the families we serve, particularly since the majority of them live in Newham where 37% of residents are estimated to be living in poverty (*Source: Employment and Health in Newham – Needs Assessment July 2022*).

We will do our utmost to try and ensure our services remain as accessible, inclusive and affordable as possible, so that our athletes can continue to do the sport they love, regardless of their economic situation, demographic status or their ability. We will continue to search for new external funding which we can use to subsidise membership fees for those on low disposable incomes. We will also continue to develop our recreational classes, which offer a more affordable option and don't require the long-term commitment of our competition programme.

In summary, the strategic priorities agreed by the Board and management team for 2023-24 are as follow:

1. **Relocation**: ensure a good lease for The Group's new 'home'; complete phases one (winter) and two (summer) of the refurbishment plan; manage our relocation to minimise the impact for existing athletes; maximise the opportunity to attract new members near to our new location.
2. **Income generation**: secure additional funding to help us cover the increased costs of operating from our new location and to support our growth plans (in line with our new 2023-2028 business plan).
3. **Governance**: continue to be alert to any changes we may be required to make to ensure our compliance with the new Charities Act 2022, the non-legislative changes recommended by the Law Commission's report, and recommendations by the Charity Commission, such as social media use.

Outlook for 2023-24 and beyond

We face a significant change in 2024 as we move to a new location, after more than 10 years at Gallions Reach. While we will be sad to leave Gallions Reach, moving to a location in Newham will create opportunities for us to develop and grow. Having more space means we will be able to provide additional 'wrap-around' support for existing athletes, and the proximity to residential developments and local schools will help us to reach even more young people in the borough and surrounding areas.

For example, in 2024 we have plans to create a learning space in which the athletes can study and do their homework while waiting for their classes to start and a presentation room/classroom so that we can host external speakers and coaches can hold video playback sessions. We will install a second sprung floor on which athletes can practice.

In the longer-term, 2024 and beyond, we want to look at introducing new services for our athletes – such as physiotherapy and more access to external speakers on relevant topics and issues. We are hopeful that we will also be able to make the gym available to the local community when it's not being used by our athletes, to optimise income generation from the space and to benefit our community, perhaps with daytime groups for local families or activity groups for older people.

We are highly aware that we face a greater financial challenge in the coming years; we will finally use the investment assets which we have been holding in reserve for several years, to enable us to launch in our new location, but we will also need to identify new sources of income and funding to make the space sustainable for us for the next ten years and beyond.

In the near-term, our other challenge will be to identify, recruit and train suitable coaches to support our growth plans. The development of our Junior Leadership Team programme will be crucial in this regard.

The current economic outlook for the United Kingdom is likely to continue to create financial challenges for many of our families. We are also aware of the uncertainties created by wider geo-political factors – such as political uncertainty in the United Kingdom and abroad, and the impacts of international conflicts which may directly affect the friends and relations of our athletes.

As ever, we will continue to support our families in every way we can, while also focusing on the delivery of our 2023-2028 business plan to make the most of the opportunities presented by the relocation and thus ensure the longevity of the charity.

Funding and support

During the year our two major funders both reduced their donations but continue to support us generously for which we are immensely grateful.

Without the continued support of all of our funders and donors we would not be able to make such a difference to so many young lives. In 2022-23 we were fortunate and thankful to receive support from:

The Tuixen Foundation; NatWest Group; Attic Self Storage; Gallions Reach Shopping Park; The Jack Petchey Foundation; London Borough of Newham; The Royal Docks Trust (London); and abrdn;

This financial support enables us to subsidise our fees significantly, allowing us to charge our athletes and participants approximately 40% less than the full cost of our services. Our donors' support therefore helps us to continue to make a healthy and fun activity affordable to the young people of Newham, giving them more choice and making sport more accessible for all.

In addition to funding and gift-in-kind support we receive from the above organisations, we are also grateful for the support and commitment of our trustees, our members and their families, who volunteer so many hours annually to help ensure that The Group delivers its mission so effectively.

Given our need for funds to help us cover the increased operating costs associated with our relocation, we will continue to look for new sources of funding in 2023-24 and beyond, including corporate sponsorships, project-specific funding (eg Junior Leadership Team development, the refurbishment of our new location etc).

We continue to support our business development manager and the Director with their fundraising training. We have also identified an external fundraising specialist with whom we hope to work in the coming year to improve our fundraising skills and to make our efforts more effective.

Arrangements for setting pay and remuneration of Key Management Personnel

Key Management Personnel comprise the Trustees and the management team. Trustees are not remunerated in their capacity as a Trustee. The remuneration of the management team is determined by the Trustees' annually in a Performance Management discussion.

Public benefit

The Trustees have complied with their duty in section 17 of the Charities Act 2011 and have paid due regard to public benefit when preparing this report. There are no unreasonable restrictions, which would prevent young people in London benefiting from The Group's services and support offered. The benefit provided to the public is consistent with the aims of the charity. All activities have been undertaken for the furtherance of public benefit and for the furtherance of The Group's aims and objectives as per our Memorandum and Articles of Association. Further detail and public impact of our actions in 2022-23 are included elsewhere in this report.

Financial review

The reserves as at the beginning of the year were £545,624. We recorded an increase in the year in unrestricted funds from £489,405 to £494,769.

Restricted Funds were unchanged at £56,219.

Reserves policy

The Board believes that the minimum level of the unrestricted general fund should be the equivalent of six months' usual salaries and other operating costs. This currently equates to approximately £173,000 based on 2023/2024 expected expenditure.

The general fund at year end was £253,771.

Total unrestricted reserves including designated funds and investment revaluation reserve at year end was £494,769.

Preparation of this report

This report has been prepared taking advantage of the small companies' exemption of section 415A of the Companies Act 2006.This report was approved and authorised for issue by the Trustees on 8th April 2024 and signed on its behalf by:

Sue Winston
Chair of Board of Trustees, Ascension Eagles Cheerleaders

INDEPENDENT EXAMINER'S REPORT
FOR THE YEAR ENDED 31 AUGUST 2023

Independent examiner's report to the Trustees of Ascension Eagles Cheerleaders ('the Charity')

I report to the charity Trustees on my examination of the accounts of the Charity for the year ended 31 August 2023.

Responsibilities and basis of report

As the Trustees of the Charity (and its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Charity are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the Charity's accounts carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

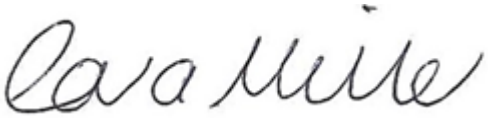
Independent examiner's statement

Since the Charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of ACCA, which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Charity as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Signed:  Dated: 22/05/2024

Cara Miller ACCA

910 The Crescent, Colchester Business Park
Colchester, Essex
CO4 9YQ

STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT) FOR THE YEAR ENDED 31 AUGUST 2023

	Note	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £	*Total funds 2022 £*
Income from:					
Donations and legacies	3	**66,165**	**28,750**	**94,915**	*83,061*
Charitable activities	5	**164,672**	**-**	**164,672**	*148,153*
Investments	6	**7,914**	**-**	**7,914**	*190*
Total income		**238,751**	**28,750**	**267,501**	*231,404*
Expenditure on:					
Charitable activities		**231,467**	**28,750**	**260,217**	*258,319*
Total expenditure		**231,467**	**28,750**	**260,217**	*258,319*
Net income/(expenditure) before net losses on investments		**7,284**	**-**	**7,284**	*(26,915)*
Net losses on investments		**(1,920)**	**-**	**(1,920)**	*(7,843)*
Net movement in funds		**5,364**	**-**	**5,364**	*(34,758)*
Reconciliation of funds:					
Total funds brought forward		**489,405**	**56,219**	**545,624**	*580,382*
Net movement in funds		**5,364**	**-**	**5,364**	*(34,758)*
Total funds carried forward		**494,769**	**56,219**	**550,988**	*545,624*

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

The notes on pages 19 to 32 form part of these financial statements.

All income and expenditure relate to continuing activities.

ASCENSION EAGLES CHEERLEADERS
(A company limited by guarantee and registered charity)
REGISTERED NUMBER: 04197666

BALANCE SHEET
AS AT 31 AUGUST 2023

	Note		2023 £		*2022 £*
Fixed assets					
Tangible assets	11		**-**		*381*
Current assets					
Stocks	12	**-**		*2,431*	
Debtors	13	**9,634**		*10,599*	
Investments	14	**446,385**		*448,305*	
Cash at bank and in hand		**115,495**		*106,267*	
		571,514		*567,602*	
Creditors: amounts falling due within one year	15	**(20,526)**		*(22,359)*	
Total net assets			**550,988**		*545,624*
Charity funds					
Restricted funds	16		**56,219**		*56,219*
Unrestricted funds	16		**494,769**		*489,405*
Total funds			**550,988**		*545,624*

The Charity was entitled to exemption from audit under section 477 of the Companies Act 2006.

The members have not required the company to obtain an audit for the year in question in accordance with section 476 of Companies Act 2006.

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to entities subject to the small companies regime.

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:

....

Sue Winston, Chair **Tara Stimpson, Treasurer**

Date: 8 April 2024

The notes on pages 19 to 32 form part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2023

1. General information

Ascension Eagles Cheerleaders is a company limited by guarantee and is registered with the Charity Commission (Charity Registered Number 1106766) and Registrar of Companies (Company Registration Number 04197666) in England and Wales.

In the event of the Charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the Charity.

The address of the registered office is given in the Charity information on page 1 of these financial statements. The nature of the Charity's operations and principal activities are detailed in the Trustees' Report.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements 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), the Companies Act 2006, the Charities Act 2011 and UK Generally Accepted Practice.

Ascension Eagles Cheerleaders 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.

The Charity has applied Update Bulletin 1 as published on 2 February 2016 and does not include a cash flow statement on the grounds that it is applying FRS 102 Section 1A.

The financial statements are prepared on a going concern basis under the historical cost convention, modified to include certain items at fair value. The financial statements are presented in sterling which is the functional currency of the Charity and rounded to the nearest pound.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

2.2 Going concern

The Trustees have assessed the use of going concern and have considered possible events or conditions that might cast significant doubt on the ability of the Charity to continue as a going concern. The Trustees have made this assessment for a period of at least one year from the date of the approval of these financial statements. The Trustees have concluded that there is a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. The Charity therefore continues to adopt the going concern basis in preparing these financial statements.

2. Accounting policies (continued)

2.3 Income

All income is recognised once the Charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

For donations to be recognised the Charity will have been notified of the amounts and the settlement date in writing. If there are conditions attached to the donation and this requires a level of performance before entitlement can be obtained then income is deferred until those conditions are fully met or the fulfillment of those conditions is within the control of the Charity and it is probable that they will be fulfilled.

Gifts in kind donated for distribution are included at valuation and recognised as income when they are distributed to the projects. Gifts donated for resale are included as income when they are sold. Donated facilities are included at the value to the Charity where this can be quantified and a third party is bearing the cost. No amounts are included in the financial statements for services donated by volunteers.

Income from trading activities includes income earned from fundraising events and trading activities to raise funds for the Charity. Income is received in exchange for supplying goods and services in order to raise funds and is recognised when entitlement has occurred.

The Charity receives government and other grants in respect of furthering its charitable objective. Income from government and other grants are recognised at fair value when the Charity has entitlement after any performance conditions have been met, it is probable that the income will be received and the amount can be measured reliably. If entitlement is not met then these amounts are deferred.

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the Charity; this is normally upon notification of the interest paid or payable by the Bank.

2.4 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Support costs are those costs incurred directly in support of expenditure on the objects of the Charity and include project management carried out at Headquarters. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset’s use.

Expenditure on charitable activities is incurred on directly undertaking the activities which further the Charity's objectives, as well as any associated support costs.

All expenditure is inclusive of irrecoverable VAT.

2. Accounting policies (continued)

2.5 Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the Charity; this is normally upon notification of the interest paid or payable by the institution with whom the funds are deposited.

2.6 Taxation

The Charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the Charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

2.7 Tangible fixed assets and depreciation

Tangible fixed assets costing £500 or more are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably.

Tangible fixed assets are initially recognised at cost. After recognition, under the cost model, tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. All costs incurred to bring a tangible fixed asset into its intended working condition should be included in the measurement of cost.

Depreciation is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:

Office equipment	-	33%
Gym equipment	-	25%
Uniforms	-	20%

2.8 Investments

Current asset investments are initially recognised at their transaction cost and subsequently measured at fair value at the Balance sheet date, unless the value cannot be measured reliably in which case it is measured at cost less impairment. Investment gains and losses, whether realised or unrealised, are combined and presented as ‘Gains/(Losses) on investments’ in the Statement of financial activities.

2.9 Stocks

Stocks are valued at the lower of cost and net realisable value after making due allowance for obsolete and slow-moving stocks.

2.10 Debtors

Debtors are recognised when the Charity is legally entitled to the income after any performance conditions have been met, the amount can be measured reliably and it is probable that the income will be received. Prepayments are valued at the amount prepaid.

2. Accounting policies (continued)

2.11 Cash at bank and in hand

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

2.12 Liabilities and provisions

Liabilities are recognised when there is an obligation at the Balance sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

2.13 Financial instruments

The Charity only holds basic Financial Instruments. The financial assets and financial liabilities of the Charity are as follows:

Debtors - trade and other debtors (including accrued income) are basic financial instruments and are debt instruments measured at amortised cost as detailed in Note 13. Prepayments are not financial instruments.

Cash at bank - is classified as a basic financial instrument and is measured at face value.

Liabilities - trade creditors, accruals and other creditors will be classified as financial instruments, and are measured at amortised cost as detailed in Note 15. Taxation and social security are not included in the financial instruments disclosure. Deferred income is not deemed to be a financial liability, as in the cash settlement has already taken place and there is simply an obligation to deliver charitable services rather than cash or another financial instrument.

2.14 Pensions

The Charity operates a defined contribution pension scheme and the pension charge represents the amounts payable by the Charity to the fund in respect of the year.

2.15 Fund accounting

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

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Charity for particular purposes. The costs 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.

Investment income, gains and losses are allocated to the appropriate fund.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2023

3. Income from donations and legacies

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £	*Total funds 2022 £*
Donations	15,645	-	**15,645**	*12,403*
Grants	50,520	28,750	**79,270**	*70,143*
Government grants	-	-	**-**	*515*
Total 2023	66,165	28,750	**94,915**	*83,061*
Total 2022	*44,728*	*38,333*	*83,061*	

4. Analysis of grants

	2023 £	*2022 £*
The Royal Docks Trust (London)	**28,750**	*33,333*
Jack Petchey	**1,800**	*1,810*
Tuxien Foundation Grant	**20,000**	*30,000*
Newham Council	**7,000**	*2,000*
Newham Council Summer Grant	**-**	*3,000*
Natwest	**20,000**	-
Attic	**1,720**	-
	79,270	*70,143*

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 AUGUST 2023

5. Income from charitable activities

	Unrestricted funds 2023 £	Total funds 2023 £	*Total funds 2022 £*
Cheerleading activities	78,392	**78,392**	*65,811*
Talent Central Recreational Classes	21,309	**21,309**	*15,607*
Talent Central Schools	21,720	**21,720**	*21,125*
Talent Central Hire	29,638	**29,638**	*21,408*
Performance and Others	4,774	**4,774**	*4,181*
Sales of Uniforms and Clothes	8,839	**8,839**	*20,021*
Total 2023	164,672	**164,672**	*148,153*
Total 2022	*148,153*	*148,153*	

6. Investment income

	Unrestricted funds 2023 £	Total funds 2023 £	*Total funds 2022 £*
Bank interest receivable	7,914	**7,914**	*190*
Total 2022	*190*	*190*	

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2023

7. Analysis of expenditure by activities

	Activities undertaken directly 2023 £	Support costs 2023 £	Total funds 2023 £	*Total funds 2022 £*
Cheerleading activities	224,208	36,009	**260,217**	*258,319*
Total 2022	*224,952*	*33,367*	*258,319*	

In 2022, £219,986 of expenditure was allocated to unrestricted funds and £38,333 was allocated to restricted funds.

Analysis of direct costs

	Cheer-leading activities 2023 £	Total funds 2023 £	*Total funds 2022 £*
Staff costs	164,956	**164,956**	*159,138*
Programme costs	59,252	**59,252**	*65,814*
Total 2023	224,208	**224,208**	*224,952*
Total 2022	*224,952*	*224,952*	

7. Analysis of expenditure by activities (continued)

Analysis of support costs

	Cheer-leading activities 2023 £	Total funds 2023 £	*Total funds 2022 £*
Depreciation	381	**381**	*765*
Overhead costs	30,916	**30,916**	*27,694*
Governance costs	4,712	**4,712**	*4,908*
Total 2023	36,009	**36,009**	*33,367*
Total 2022	*33,367*	*33,367*	

Governance costs have been analysed further in Note 8.

8. Governance costs

	2023 £	*2022 £*
Independent Examiners' remuneration - current year	**3,500**	*3,360*
Independent Examiners' remuneration - under-accrual of prior year	**-**	*60*
Accountancy and other services	**1,212**	*1,488*
	4,712	*4,908*

9. Staff costs

	2023 £	*2022* *£*
Wages and salaries	**153,304**	*146,989*
Social security costs	**6,702**	*7,356*
Contribution to defined contribution pension schemes	**4,950**	*4,793*
	164,956	*159,138*

The average number of persons employed by the Charity during the year was as follows:

	2023 No.	*2022* *No.*
Staff members	**11**	*12*

No employee received remuneration amounting to more than £60,000 in either year.

The Key Management Personnel of the Charity comprise the Trustees and management personnel. The total amount of employee benefits (including employer national insurance contributions and pension contributions) received by Key Management Personnel for their services to the Charity was £58,164 (2022 - £53,958).

10. Trustees' remuneration and expenses

During the year, no Trustees received any remuneration or other benefits *(2022 - £NIL)*.

During the year ended 31 August 2023, no Trustee expenses have been incurred *(2022 - £NIL)*.

11. Tangible fixed assets

	Office equipment £	Computer equipment £	Total £
Cost or valuation			
At 1 September 2022	**3,572**	**27,121**	**30,693**
At 31 August 2023	**3,572**	**27,121**	**30,693**

11. Tangible fixed assets (continued)

	Office equipment £	Computer equipment £	Total £
Depreciation			
At 1 September 2022	**3,572**	**26,740**	**30,312**
Charge for the year	**-**	**381**	**381**
At 31 August 2023	**3,572**	**27,121**	**30,693**
Net book value			
At 31 August 2023	**-**	**-**	**-**
At 31 August 2022	*-*	*381*	*381*

12. Stocks

	2023 £	*2022 £*
Athletic clothing for resale	**-**	*2,431*

13. Debtors

	2023 £	*2022 £*
Due within one year		
Trade debtors	**9,385**	*4,502*
Prepayments and accrued income	**249**	*6,097*
	9,634	*10,599*

14. Current asset investments

	2023 £	*2022 £*
CCLA Investment Fund	**446,385**	*448,305*

14. Current asset investments (continued)

In 2019, the Charity purchased a £300,000 short-term investment with the CCLA Investment Fund. The investment can be liquidated at short notice and has been classified as a Current Asset Investment in these accounts. At the year-end, the investment was revalued downwards to £446,385 (2022: upwards to £448,305), with a revaluation loss of £1,920 (2022: loss of £7,843) being recognised through the Statement of Financial Activities and within its own revaluation reserve in the Statement of Funds.

15. Creditors: Amounts falling due within one year

	2023 £	*2022* *£*
Trade creditors	**6,720**	-
Other creditors	**5,831**	*9,941*
Accruals and deferred income	**7,975**	*12,418*
	20,526	*22,359*

	2023 £	*2022* *£*
Deferred income at 1 September 2022	**7,000**	-
Grant income released during the year	**(7,000)**	*7,000*
Grant income deferred during the year	**1,667**	-
	1,667	*7,000*

In the year ended 31 August 2023, the Charity received £1,667 of grant income in advance for projects undertaken in the 23/24 financial year.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2023

16. Statement of funds

Statement of funds - current year

	Balance at 1 September 2022 £	Income £	Expenditure £	Gains/ (Losses) £	Balance at 31 August 2023 £
Unrestricted funds					
Designated funds					
Gym Development Project	**240,998**	**-**	**-**	**-**	**240,998**
Fixed Assets and Premises Fund	**381**	**-**	**(381)**	**-**	**-**
	241,379	**-**	**(381)**	**-**	**240,998**
General funds					
General Funds	**129,721**	**238,751**	**(231,086)**	**-**	**137,386**
Revaluation fund	**118,305**	**-**	**-**	**(1,920)**	**116,385**
	248,026	**238,751**	**(231,086)**	**(1,920)**	**253,771**
Total Unrestricted funds	**489,405**	**238,751**	**(231,467)**	**(1,920)**	**494,769**
Restricted funds					
Gym development project	**56,219**	**-**	**-**	**-**	**56,219**
She Leads programme	**-**	**28,750**	**(28,750)**	**-**	**-**
	56,219	**28,750**	**(28,750)**	**-**	**56,219**
Total of funds	**545,624**	**267,501**	**(260,217)**	**(1,920)**	**550,988**

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 AUGUST 2023

16. Statement of funds (continued)

Statement of funds - prior year

	Balance at 1 September 2021 £	*Income* £	*Expenditure* £	*Gains/ (Losses)* £	*Balance at 31 August 2022* £
Unrestricted funds					
Designated funds					
Gym Development Project	*240,998*	*-*	*-*	*-*	*240,998*
Fixed Assets and Premises Fund	*1,146*	*-*	*(765)*	*-*	*381*
	242,144	*-*	*(765)*	*-*	*241,379*
General funds					
General Funds	*155,871*	*193,071*	*(219,221)*	*-*	*129,721*
Revaluation fund	*126,148*	*-*	*-*	*(7,843)*	*118,305*
	282,019	*193,071*	*(219,221)*	*(7,843)*	*248,026*
Total Unrestricted funds	*524,163*	*193,071*	*(219,986)*	*(7,843)*	*489,405*
Restricted funds					
Gym development project	*56,219*	*-*	*-*	*-*	*56,219*
She Leads programme	*-*	*33,333*	*(33,333)*	*-*	*-*
Newham's Future Cheerleading Olympians	*-*	*2,000*	*(2,000)*	*-*	*-*
Newham Council	*-*	*3,000*	*(3,000)*	*-*	*-*
	56,219	*38,333*	*(38,333)*	*-*	*56,219*
Total of funds	*580,382*	*231,404*	*(258,319)*	*(7,843)*	*545,624*

16. Statement of funds (continued)

Gym development project (designated)
These funds are set aside towards the costs of a permanent Cheer Gym facility for the Ascension Eagles Cheerleaders, upon the end of the current lease. Please see the Trustees Report for further details.

Fixed assets and Premises fund
These funds relate to the fixed assets of the Charity and are reduced in line with the depreciation of the assets.

General funds
These funds represent the equivalent of six months salaries and operating costs and are for the general use of the Charity.

Gym development project (restricted)
This fund represents donated funds which have been restricted for use in relation to the Gym Development project.

She Leads programme
This fund relates to grants received which have been restricted for use within the 'She Leads' programme. These funds have been fully utilised in each reporting year.

17. Analysis of net assets between funds

Analysis of net assets between funds - current year

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £
Current assets	515,295	56,219	**571,514**
Creditors due within one year	(20,526)	-	**(20,526)**
Total	494,769	56,219	**550,988**

18. Related party transactions

Other than the Trustee and Key Management Personnel transactions detailed in Note 9 and Note 10, there were no related party transactions during either period.

ASCENSION EAGLES CHEERLEADERS

England & Wales - Charity number 1106766

Accounts

Company registered number: 04197666
Charity registered number: 1106766

ASCENSION EAGLES CHEERLEADERS

(A company limited by guarantee and registered charity)

UNAUDITED

TRUSTEES' REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 AUGUST 2022

ASCENSION EAGLES CHEERLEADERS
(A company limited by guarantee and registered charity)

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ASCENSION EAGLES CHEERLEADERS
(A company limited by guarantee and registered charity)

REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS FOR THE YEAR ENDED 31 AUGUST 2022

Trustees	Sue Winston, Chair Lorraine Hart (resigned 7 April 2022) Duncan Smith (resigned 21 October 2021) Susan Spiller Hayley Budd Peter Leslie Sharp Farrah Mughal Tara Stimpson, Treasurer Larsen Mabika (appointed 17 October 2022) Lewis Ridett (appointed 17 October 2022) Erica de Rosa (appointed 17 October 2022)
Company registered number	04197666
Charity registered number	1106766
Registered office	Ascension Church Centre Baxter Road, Custom House London E16 3HJ
Principal operating office	Talent Central Cheer & Dance Unit 27a, Gallions Reach Shopping Park 3 Armada Way London E6 7ER
Company secretary	Tara Stimpson
Chief executive officer	Angela Green
Independent Examiner	MHA MacIntyre Hudson Chartered Accountants 910 The Crescent Colchester Business Park Colchester Essex CO4 9YQ
Bankers	National Westminster Bank plc Frobisher Road Beckton London E6 5LX

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 AUGUST 2022

The Trustees present their annual report together with the financial statements of the charity known as Ascension Eagles Cheerleaders for the year 1 September 2021 to 31 August 2022.

The Trustees confirm that the Annual Report and financial statements of the company comply with the current statutory requirements, the requirements of the company's governing document and the provisions of the Statement of Recommended Practice (SORP), applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

Since the charity qualifies as small under section 383, the strategic report required of medium and large companies under The Companies Act 2006 (Strategic Report and Director's Report) Regulations 2013 is not required.

Our objectives and activities

Our purpose, as stated in our Memorandum and Articles of Association, is to provide facilities for the recreation and leisure time occupation of young people under the age of 25 in the interest of social welfare.

We provide training in cheerleading activities and performance opportunities, to develop young peoples' fundamental capacities, so that:

They may grow to full maturity as individuals, so that they become effective and considerate members of their communities, and their conditions of life may be improved.



We - alongside our members and their families - are still experiencing the lasting impact of the Coronavirus pandemic which caused us to close our doors for the first time in over two decades.

Our focus over the past year has been on rebuilding our programmes across our Ascension Eagles competitive teams, our schools outreach work and our community with our Talent Central recreational classes.

Alongside this we have worked hard to support our members and families as they face the challenges of a post-pandemic world.

Despite all of the challenges, the 2021-22 season has been very much a celebration of being back together, resuming our full service to our members and working towards growth for the future.

In 2022, the Board of trustees and the Management Team agreed that it would adopt the term "**The Group**" (or "We" or "Us") to describe the combined activities of Ascension Eagles Cheerleading and Talent Central, to recognise and to emphasise that our mission is delivered through a range of competition, recreational and schools' programmes.

People working on behalf of The Group include senior managers (known as "the senior team" or "the Management Team"), the Board of Trustees, paid staff, volunteers, sessional workers, agency staff and students.

Our mission, vision and values

Our Mission	Our Vision	Our Values
We strive to develop Britain's best cheerleaders while transforming and inspiring children and young people to reach their full potential.	Cheerleading is an effective way of helping children and young people to be healthy and gain confidence, while helping them to make a positive difference - both in their community and in the world.	Consistency Integrity Perseverance Persistence

Background and history

Our charity began in 1996, as a grassroots outreach programme and part of the Ascension Church Centre, with the aim of keeping young people off the streets and out of trouble.

When AEC ranked bottom at their first National Championship in 1997, they were fed-up with negative stereotypes. They decided that coming bottom at Nationals was something they would not accept; instead, they combined efforts with the aspiration of achieving a different result in future competitions.

The following year, in 1998, they won their first National trophy, and, in doing so, proved to themselves that hard work can bring success. With sheer determination and teamwork, this group of individuals from disadvantaged backgrounds committed themselves to being the best that they could be.

Over a quarter of a century later, our programme is firmly established as the best of British Cheerleading, consistently coming top in competitions but also making a vital contribution to young peoples' social and physical development through our recreational classes and school programmes.

In 2021-22 we experienced our first full season after the Covid-19 pandemic and, despite facing legacy effects of the pandemic, particularly on our membership levels, we were determined to ensure a great season for all of our members and their families.



Structure, governance and management

The company was incorporated on 10 April 2001 and became a registered charity on 15 November 2004. It took over the assets and liabilities of the unincorporated association of the same name on 1 September 2004. The company is limited by guarantee and its management is the responsibility of the Trustees who are elected and co-opted under the terms of the Articles of Association at each Annual General Meeting, with the day-to-day responsibility delegated to the Management Team.

The Group's Board has elected to follow the principles and practices set out in the Charity Governance Code as published by the Charity Commission.

Safeguarding

The Group recognises the importance of its responsibility to protect and safeguard the welfare of children and young people entrusted to its care ("the beneficiaries").

We are committed to regular child protection training for all staff, coaches, volunteers and Trustees, to develop their understanding of the signs of abuse and how to respond to disclosures of abuse. Anyone in leadership who has contact with children/young people will complete an Enhanced Disclosure and Barring Service (DBS) check. Any Trustee appointment is subject to a DBS check; we believe this is sensible to mitigate risks to our beneficiaries and the charity.

Our safeguarding policy, referred to as the Child And Adults At Risk Protection Policy ("CAARP Policy"), was reviewed and updated on 1 May 2022 in line with changes recommended by the NSPCC. The latest version of our CAARP Policy is available for public view via a link on the Ascension Eagles website.
(https://www.ascensioneagles.com/_files/ugd/87f7e5_3e6eaf93607a4fa1807ddd0fb7583573.pdf)

In keeping with the requirement that all organisations working with children must have a designated individual who takes the lead on safeguarding, The Group's Board of Trustees annually appoint a Nominated Safeguarding Lead and a Deputy Safeguarding Lead to ensure the implementation of The Group's CAARP Policy.

In addition, the Board also appoints a Trustee Safeguarding Lead who reports to the Board at each Board meeting on The Group's safeguarding practice, including raising any concerns of which the Board needs to be aware and any incidents which have taken place (in accordance with any confidentiality/ reporting restrictions which may apply).

Trustee matters

Board changes in 2021-22

We appointed three new Trustees in 2022: Erica De Rosa, Larsen Mabika, and Lewis Ridett. Together they bring greater diversity to the board, together with experience in sports fundraising, product development, equality and inclusion, and youth sport.

Duncan Smith resigned as a trustee of AEC on 21 October 2021. During his four years as a trustee, Duncan was a great advocate for our work, giving his time generously and using his network to benefit not only our charity, but others in his native South Africa.

Lorraine Hart resigned as a trustee on 7 April 2022. Lorraine was a passionate supporter of The Group's mission; we benefited greatly from Lorraine's excellent third sector experience and she was instrumental in developing our Theory of Change.

The Board is grateful to both Duncan and Lorraine for their significant contributions as AEC Trustees.

Our approach to trustee appointments

We have a thorough and thoughtful approach to the selection and appointment of trustees. We advertise trustee vacancies on sites such as Reach Volunteering and Getting on Board; we participate in the BoardMatch events run by the East London Business Alliance (ELBA), and we share vacancies on social media, such as LinkedIn. For roles requiring technical skills we also approach membership organisations for specialist roles (e.g. ICAEW for financial skills and IPD for people skills).

Mindful of the benefits of increased Board diversity, the Board aims to place value on candidates' passion for our mission - not simply on their skills or the extent of their professional experience. In the recruitment we undertook in early 2022, we achieved this aim; we appointed three new trustees who bring to our Board a greater diversity of age and ethnicity, as well as experience of youth sport (as participants and coaches), fundraising experience and experience of living on a low disposable income - the key areas identified in the Board skills audit that we conducted prior to our recruitment programme.

Our recruitment process

All Trustee applicants are invited to complete an Expression of Interest form and submissions are shared with the Board. Suitable candidates are informally interviewed by at least two existing Trustees, then invited to attend one of The Group's events or to visit our gym to see what we do 'at first hand'.

We aim for a candidate to have met at least 75% of the Trustees by this stage of the process. If the candidate is considered a potential appointee, they are invited to attend a Board meeting as an observer. If the candidate subsequently confirms that they still wish to proceed, the Board agrees in principle whether they wish to appoint the candidate. If they do, the potential new Trustee receives an induction pack (in line with the Charity Commission's recommendations), is subject to an enhanced DBS check and is asked to sign a declaration to confirm that they have not been disqualified from acting as a trustee and to declare any conflicts of interest.

Assuming no issues arise from the DBS check or declarations, the Trustee's appointment is formally voted on by the Board.

Board development

Board effectiveness review

In late 2021 the Board decided to undertake a Board effectiveness review to self-assess its effectiveness on what the Board does well and areas for improvement.

This review was facilitated by one of the Trustees using a framework employed by other boards. Each Trustee was asked to respond to a detailed questionnaire covering: the functioning of the Board, Trustee training, composition of the Board, culture, and the role of the Chair. The results were anonymized and a summary of the results was shared with all members of the Board. At a separate debrief session held in Q1 2022, the Board agreed key actions to address areas highlighted by the review.

Board skills audit

In January 2022 we conducted a Board Skills Audit to identify any skills gaps or diversity factors we should address in our future trustee recruitment campaigns.

We adapted a template from the Trustee Recruitment Cycle and to include aspects specific to The Group's requirements. Each trustee self-assessed 65 aspects of their own skills, knowledge and experience, which were under headings such as Governance and Leadership, People, Finance, Operations, Digital, Marketing and Fundraising.

The Board accepted that some of the skills gaps identified in this exercise could be 'bought in' if necessary (e.g. legal and marketing). We therefore focussed on addressing skills gaps in fundraising and HR, and lived-experience of youth sport and living on a low disposable income and we highlighted these areas in the person specification when we ran our trustee recruitment campaign.

The key outcomes from the Board effectiveness review and the skills audit were:

- The Board recognised its strengths in terms of culture and positive, open, collaborative working relationships. In addition, these exercises confirmed that the Board adds value in terms of guiding The Group's strategy and objectives, and the Chair provides a positive atmosphere for this work.
- In term of addressing areas for improvement, the Board has taken the following actions:
    - Each trustee met individually with the Programme Director, Angela Green, to ensure they were fully up to date on The Group's operations and challenges, and to discuss how each Trustee can best contribute to the organisation
    - Actions arising from Board meetings have been streamlined to ensure the Board focuses on those which are most valuable in terms of delivering The Group's mission
    - The recruitment of three new trustees, who bring additional skills and address some gaps in terms of diversity of age and experiences

- The Board has undertaken a review of the committee structures and their terms of reference to ensure it is best able to support The Group.

Review of The Group's policies and practices

We undertook a review of all of The Group's policies in May 2022. This was a significant project which included assessing whether we had the right policies in place and whether additional policies were required, ensuring existing policies were up to date, reformatting all of the policy documentation to ensure a consistent approach, agreeing a new annual review process and applying a categorisation to all policies (eg internal or public). Each policy now has an allocated 'lead trustee' who is responsible for leading an annual review of the policy.

As part of this process we also reviewed the Members' Code of Conduct (for athletes and their families) and the Staff Handbook. The East London Business Alliance (ELBA) facilitated a human resources director in the financial services sector, who generously gave The Group her time and expertise to help with our Staff Handbook review.

A review of our approach to performance management and our pay review process were included as part of this project.

The Director's Report



Angela Green, Programme Director – Ascension Eagles, writes:

We have been deeply rooted in the community we serve during our 27 years of consistent service. Part of the success of our programme has always relied very much on the face-to-face connection we are able to have with our athletes and their families; from sharing moments of joy, to being the shoulder to lean on when times get tough and everything in between. All these things we took for granted and they were hugely missed during the pandemic.

While I am incredibly proud of the hard work and dedication of our staff team to our athletes during this unprecedented time, it just wasn't quite the same.

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 AUGUST 2022

This past year, coming back post-Covid-19, has been both rewarding and challenging. While it has been incredible to see our athletes back to doing what they love without restrictions and to have those personal connections, we have had to rely on our resilience in response to the ongoing impact of the pandemic and the increased support our members, families and staff team have needed. Across this year I have been privileged to work alongside such a great team of people who have given their all for our athletes regardless of their own personal circumstances.

Overall this has been a year of celebration, with several highlights:

- Delivering a "World of Work" workshop for our members, in partnership with '15 Billion EBP', a local charity dedicated to promoting mobility and raising aspirations among children and young people, whom we also work with to deliver work experience placements. During the session 60 school children from schools in the Borough of Newham visited us at Talent Central for some 'real life' experience of different professions within sport in line with the 'World of Work' area of the national curriculum.

- This year saw the introduction of our Champions In Training (CIT) programme, designed to offer a lower-commitment alternative to our full competitive cheerleading programme. Given the current economic climate it creates an additional pathway, making cheerleading accessible to more children and young people. Despite starting small, the team progressed well over the season with 10 athletes going through to competition under the team name 'Ascension Eagles Harmony' where they were graded as *"Excellent"* by judges. We are very much looking forward to seeing this as an area of growth over the coming season.

- This past season has been very much a rebuilding year with our membership numbers impacted by the pandemic over the past two years. It was wonderful to see numbers building back up towards pre-pandemic levels and the retention of just under 100 athletes for AEC's competitive season, with four out of six teams achieving National Champion status - and two of those teams remaining unbeaten for the whole season. While we are proud to have proven that Ascension Eagles continue to be a force to be reckoned with on the competition floor, in spite of all challenges, we were equally proud that we also provided a safe place for all of our members, along with continued support, as they navigate a new, post-pandemic 'normal'.

Junior Leadership Team (JLT)



The Ascension Eagles' Junior Leadership Team continues to go from strength-to-strength. This season, as part of our post-pandemic rebuild, the team comprised six AEC competitive team junior coaches, five junior coaches assisting our recreational gymnastic classes, and three SEND (Special Educational Needs and Disability) support coaches.

In the learning sessions and evaluations for the JLT members, our focus has been on building their confidence as coaches, including effective planning, and session-leading skills, particularly for the younger athletes.

Junior coach Shante, who supports our Youth 1 Team Symphony, said: "*Understanding that athletes will respond to different behaviour management strategies has really helped me think more about how I can get the best from them in a way that makes them feel valued and appreciated, while still maintaining clear boundaries of expectation*."

In October 2021 we sent our JLT members, with their mentors, to a cheerleading industry coaching conference. This gave them the opportunity to join coaches from across the UK for a weekend of learning from industry professionals from around the world.

Many of our coaches are approaching 16-years old and are now eligible to sit the qualifications and courses for which they have been preparing since the inception of our JLT programme.

All our JLT members now have first aid and safeguarding certification and, additionally, those who have turned 16 have achieved recognised coaching qualifications provided by Building from the Ground Up (BGU) - the UK's leading cheerleading educator.





Of course, our mission is about more than just creating successful, happy athletes - it's also about helping our young people to be productive members of their community.

To this end, we partnered with local community association Bonny Downs to give our young leaders valuable volunteering experience. Bonny Downs are dedicated to supporting the needs of Newham's older and more vulnerable residents.

Our JLT members led an Elders project and a Christmas Hamper making event.

For the Elders project, they helped prepare the venue and the catering, and took part in the quiz during the day. This was a great opportunity for our young leaders to have a chance to give back to the local community and to experience leading something which was completely new to them and outside of their typical 'comfort zone'.

JLT member Lexy said of her time with the project members; *"I'm really glad I came. It was nice to meet them and to spend time talking to them. I especially enjoyed the quiz!*"

We are pleased with the progress the JLT programme is making, notwithstanding the unavoidable impacts of Covid-19, and look forward to seeing our programme continue to evolve next season.

A parent's view

My daughter's transformation to a confident, bubbly girl



"From a very young age my daughter has always shown an interest in gymnastics; she was always doing the splits, handstands, cartwheels etc.

In 2017, aged five, she joined a Talent Central recreational class. I remember telling her the fantastic news, she was so excited and couldn't wait to start.

She thoroughly enjoyed gymnastics and loved going there every week. She learnt a great deal and made lots of friends.

As much as she loved gymnastics, in 2021 we decided to transition into Ascension Eagles; so she auditioned for a team and was so happy to be placed on the youth team, Symphony.

They have had a fantastic year, they won all four competitions they entered along with two Grand Champion titles. But more importantly than that, I have seen such a transformation in my daughter; from such a shy little girl to now, a confident bubbly girl - and that is all down to her time in Talent Central and Ascension Eagles.

What is lovely is that Rob has coached her from the beginning of her journey in Talent Central and he still does now in her tumble classes for cheerleading.

The coaches really go 'above and beyond' for each child in the gym, and my daughter adores her coaches, especially Coach Mel who coaches her for Symphony.

We are so glad that we made the decision to join cheerleading and can't wait to see what is in store for our daughter's second season."

Ascension Eagles in 2021-22

Competition results

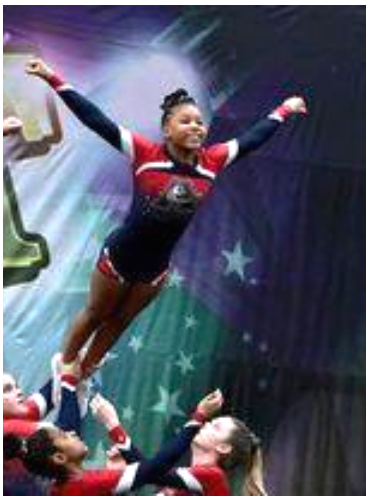
Our squads train year-round, and compete against regional and national teams in their respective age groups.

Prodigy Mini Level 1 Prep (aged 5-8)	Symphony Youth Level 1 (aged 9-11)	Prophecy Junior Level 1 (aged 10-14)	Royalty Senior Level 1 (aged 10+)
Legacy Regionals - 1st Future Cheer Regionals - 2nd Legacy Nationals - 1st Future Cheer Nationals - 3rd	Legacy Regionals - 1st Future Cheer Regionals - 1st & Grand Champions Legacy Nationals - 1st & Grand Champions Future Cheer Nationals - 1st	Legacy Regionals - 3rd Future Cheer Regionals - 1st Legacy Nationals - 2nd Future Cheer Nationals - 2nd	Legacy Regionals - 4sh Future Cheer Regionals - 2nd Legacy Nationals - 3rd Future Cheer Nationals - 10th

Majesty Senior Level 2 (aged 11+)	Trinity Senior Coed Level 3 (aged 11+)	Harmony Youth Novice (aged 6-11)	Serenity (Special Educational Needs Team)
Legacy Regionals - 1st & Outstanding Technique Award Future Cheer Regionals - 1st Legacy Nationals - 1st Future Cheer Nationals - 1st	Legacy Regionals - 2nd Future Cheer Regionals - 1st Legacy Nationals - 1st Future Cheer Nationals - 1st	Future Cheer Regionals - Excellent Award	Performances at: Legacy Regionals Future Cheer Regionals







Talent Central in 2021-22

Talent Central is London's first "cheer gym", based on the well-respected principles, values and training ethos of Ascension Eagles. The centre is used by many athletes, from beginners all the way through to other competitive cheer programmes. We deliver our community outreach work through the Talent Central brand.

Our schools' outreach programme

Our school-based sessions are important as they allow us to extend the positive benefits of cheerleading beyond our gym facility. They enable us to take the experience of cheerleading into the wider community.

We are still working to bring participation in our schools outreach programme up to the same levels as they were pre-pandemic. However, we made excellent progress in this objective in 2021-22.

At the start of the season four schools were able to commit to our programme and this meant that we were able to run our first showcase event since 2019. Although the event was on a much smaller scale than our usual Schools Showcase events, the participants' passion and enthusiasm to show what they had learnt from their Talent Central cheerleading coaches was as powerful as ever. It was an important step towards regaining some of the opportunities and freedom that these children had lost as a result of the Covid-19 pandemic.

These showcase events have always created an important opportunity for young people from across our local communities to come together; crucially, these events allow them to form connections with other young people from different schools, cultures and backgrounds all of whom share a common goal - cheerleading.

By the end of the school year we had increased our schools' outreach programme to 11 classes a week; this meant that we were once again able to deliver our full-scale, end-of-term showcases in March and July at the ExCeL Centre London. Each participant received an individual medal and certificate; each school received a trophy and either a bronze, silver or gold award level certificate. In total, 492 children attended our three showcase events.

We delivered cheerleading sessions for the following schools during the 2021-22 season: Britannia Village (two clubs), Hallsville, Lathom Road (two clubs), Manor Road, New City, Rosetta (two clubs) and St Angela's.

We are grateful to all of our school partners for the opportunity to bring the joy of cheerleading to so many young people and we look forward to further rebuilding our outreach programme over the coming seasons.



"Cheerleading has been a great success at Manor Road Primary, the kids have found new confidence and self-belief and that's all through cheerleading.
A number of girls who have joined cheerleading have never been to one of our sports clubs before and now we have boys coming to show it's for everyone.
We can't thank cheerleading enough."

Charles Murphy – Manor Road Primary School

Our recreational classes



Despite our expectations that we would face a slow rebuild of our recreational programme following the Covid-19 pandemic, the Talent Central recreational classes continued to go from strength-to-strength in 2021-22. For example:

- class sizes steadily increased over the season
- we found that we were able to make the content of the classes more challenging because the participants were making such good progress
- feedback from our young people confirmed how much they enjoy attending the sessions.

Our aim is to provide fun, accessible and affordable tumbling and gymnastics for young people who want to develop their skills and without the significant levels of time and the long-term commitment that participating in our competition programme requires.

Through our recreational classes, we see that several of our young athletes are starting to show some flair for gymnastics. Many participants are now confidently able to perform intermediate-level skills which has been a fantastic boost for their own self-confidence, but has also inspired and incentivised a greater determination among the other participants.

This season has been primarily about introducing session frameworks and gymnastic elements which will support all of our athletes' development. Next year our focus will be on balancing the ability ranges of new-joiners and less-able athletes with the abilities of the more experienced athletes, so that we can create learning environments which are suitable - and enjoyable - for all participants.

"I love that my son is learning new skills. He is meeting new people and learning to work with others to achieve his goals in gymnastics. He is so happy he can now do a bridge."

Parent feedback

"My daughter had tried gymnastics before but refused to stay for the session - then we found you. She loves being in the gym and working with her coaches. She has found her motivation and I can't ever imagine her doing anything else ."

Parent feedback

"I like doing gymnastics at Talent Central because I get to practice my skills and I make lots of friends and the teachers are nice here."

Athlete feedback

"I really like doing gymnastics because it's fun and I learn new things. I'm happy I get to move to the next class soon, I will miss my coach but I will learn new things"

Athlete feedback

Chair's review

We began our 26th season with a slight sense of apprehension; we anticipated experiencing some legacy effects from the Covid-19 pandemic, which had so dramatically impacted our local communities and we anticipated that our funding streams would come under pressure if the risk of a post-pandemic economic recession materialised.

In the midst of all of the uncertainty, one thing was clear; the management team and coaches remained compassionate, focused and resolutely determined to ensure that when our young athletes were ready to return to the gym and to our schools outreach programme, we would make their experience as positive and rewarding as ever.

As the UK's pandemic measures were lifted and normality gradually returned, so did our members. While the 2021-22 membership levels didn't quite return to pre-pandemic levels, there are strong indicators that they will. Our management team and the coaches did a superb job of rebuilding the competition programme, regenerating the schools outreach programme and raising funding.

While the pace of The Group's recovery from the pandemic was encouraging in 2021-22, we are not complacent. We know that we will face challenges in the coming seasons as a result of factors beyond our control, such as the predicted UK-wide economic recession. But, our team has a strong track-record of facing up to such challenges.

We are very hopeful that in the 2022-23 season we will be able to fully rebuild our teams, rejuvenate our schools programme and re-ignite the aspirations and ambitions of our young athletes.

Our impact in 2021-22

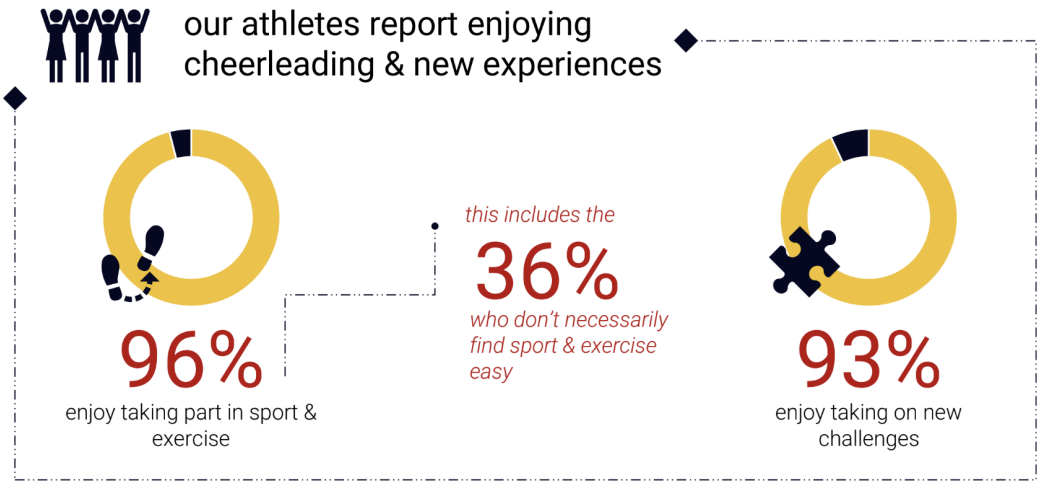
Our impact measurement work helps us to demonstrate our effectiveness and the extent to which we are delivering our mission. It allows us to benchmark how our athletes are feeling so that we can offer them the support and pastoral care they need, and it helps us to show our funders the difference that their investment is making - but it also highlights areas in which we could improve our services and how we deliver them.

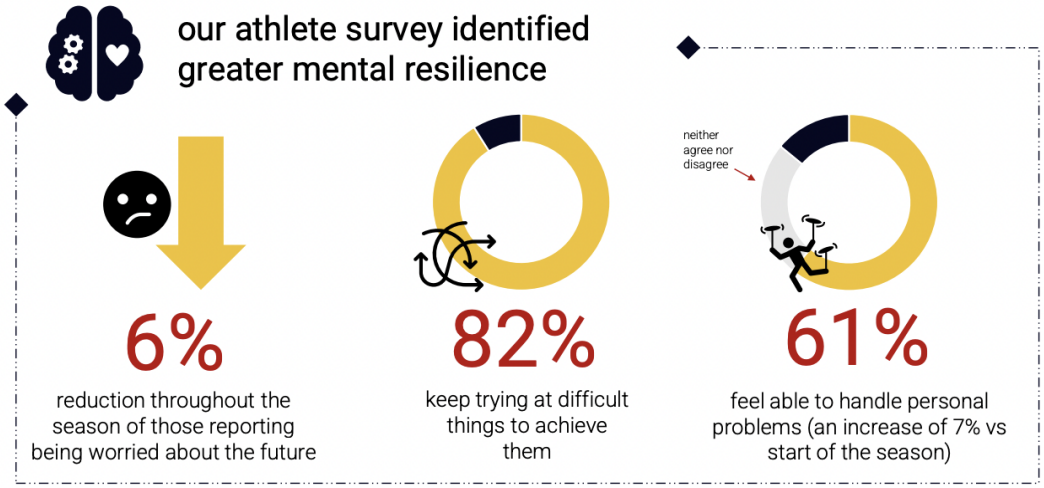


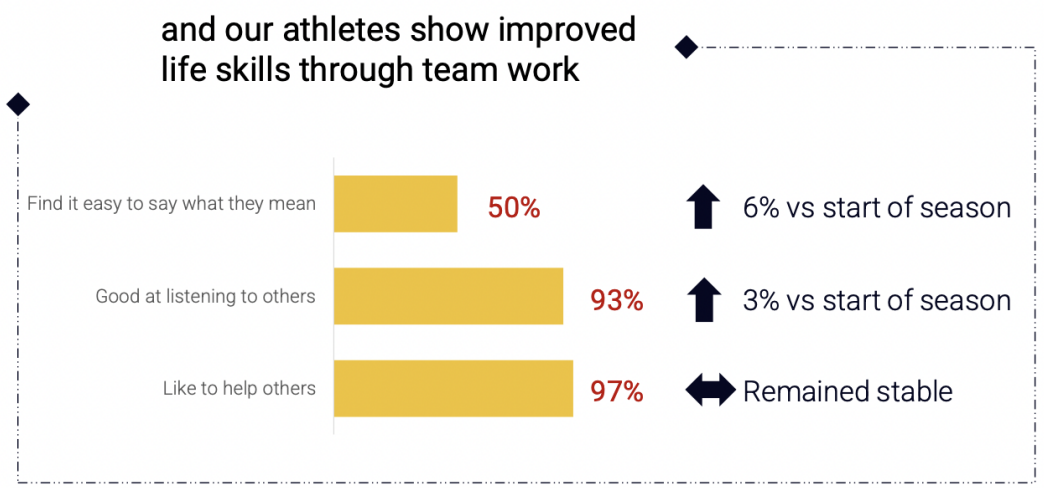
We take a multi-tiered approach to measurement;

- **Athlete questionnaire**: We surveyed our athletes at the start, mid-point and end of the season, using an online questionnaire. The core question-set is centred on measuring our impact on athletes' leadership and resilience skills and the respondent's physical fitness.
- **Observation and assessments by coaches:** These are completed for each of Ascension Eagles' athletes, as well as for the JLT coaches, and for the members of our Talent Central tumble classes. The coach assessments focus on physical fitness, as well as technical cheerleading skills. Coaches also report on participants' time management, organisational and leadership skills.

- **Parent feedback**: Historically we have also surveyed parents, with the same question-set as for athletes; however we intend to change our approach in 2022-23 to more of a "focus group" style assessment, so that we can gather more qualitative data from parents, to deepen our understanding of our impact.







Strategic priorities for 2022-23

In last year's report, we said that It will take us more than one season to get The Group back to its pre-pandemic position. There is no doubt that the increasingly challenging economic environment and the 'cost of living crisis' in the UK will create further uncertainty for many people. We anticipate these external factors could impact our operations in 2022-23 and beyond, just as it will affect many UK-based organisations.

Our families face increasing economic pressures from the cost of living crisis - particularly since many of them live in an area facing significant deprivation. We will make sure our services remain as accessible and affordable as possible, so that our athletes can continue to do the sport they love.

To do this, we will need to find new funding to allow us to subsidise membership fees for those on low disposable incomes. We will also continue to look at how we can make our programmes more affordable and attractive to new members by offering new activity programmes which don't require the same commitment or cost as our competitive programme.

We want to rejuvenate our successful schools' programme, because it plays such an important role in supporting young peoples' physical and mental health, which has become especially important in the wake of the Covid-19 pandemic.

We are aware of the phased introduction of the Charities Act 2022 over the next 18 months. The Board will assess how the new requirements of the Act and the additional recommended non-legislative changes will apply to The Group and what changes we may - or may not - need to make to ensure The Group remains compliant.

In summary, the strategic priorities agreed by the Board and management team for 2021-22 remain unchanged for 2022-23:

1. Make a transformational difference

- We will focus on continuing to rebuild and then sustaining our membership numbers
- We want to ensure our programmes remain accessible and meet the needs of our local young people; in the increasingly difficult UK economic environment, to ensure children do not lose access to the benefits of our programmes we will need to secure funding for our programme costs so that we can offer subsidised places to families impacted by the 'cost of living crisis'.

2. Grow Talent Central

- We aim to grow the income generated by our tumble/recreational classes and hiring out Talent Central
- We are focused on restoring participation in our schools' programme to, at least, its pre-pandemic levels.

3. Sustainability

- We are mindful of an ever increasing focus on sustainability (for example by grant-making trusts) and the need for charities to set out their own position and policies on environmental, societal and economic impacts. We will look at creating an environmental policy in 2022-23.
- In July 2021 we signed a three-year lease for our current premises at Gallions Reach Shopping Centre; however the lease can be broken by either party, at any time, with three-months' notice. Any change in The Group's current arrangements will incur additional costs (i.e. both in terms of set-up and ongoing operational costs). The Board has therefore determined that The Group's reserves should be maintained to contribute to those, as yet unknown, costs, which could be significant. We will therefore continue to explore alternative venues and locations which could provide a temporary or permanent home for The Group.

Outlook for 2022-23 and beyond

As the UK economy faces challenging times, we anticipate that some families in our area will find it financially difficult to continue to participate in our programmes. This impact may continue for more than one season. However, the Board remains confident in the long-term outlook for The Group. The imperatives of young people wishing to participate in

team sport, together with society's growing need to manage the risks of childhood obesity and a focus on the importance of youth mental wellbeing, remain as compelling as ever.

Our offering has an even more relevant role in a post-pandemic world, helping young people to recover and maintain their mental and physical fitness, and their self-confidence and resilience, after two years of upheaval and isolation. The long-term effects of the pandemic are, only now, becoming fully apparent; our programmes offer a valuable opportunity to support families facing longer-term impacts on their children's mental well-being, health and social skills. (https://www.gov.uk/government/publications/covid-19-mental-health-and-wellbeing-surveillance-report/7-children-and-young-people#:~:text=of%20this%20gap.-,Disadvantaged,-Children%20and%20Young)

In the short to medium term we are mindful of the increasing economic pressures on our families – such as rising fuel prices, increasing inflation and parental fears about employment prospects. We will focus on ensuring our services remain as accessible and affordable as possible to help our families weather these potential pressures, so that our athletes can continue to do the sport they love.

We will continue to look for operational efficiencies and ways to reduce our costs. We will also look for ways to generate more revenue by diversifying our income streams to mitigate any impact of reduced external funding.

Funding and support

We are immensely grateful to our supporters for their financial donations. Without their continued support we would not be able to make such a difference to so many young lives. In 2022-23 we were fortunate to receive support from:

The Tuixen Foundation; Gallions Reach Shopping Park; The Jack Petchey Foundation; The Royal Docks Trust (London); abrdn; Newham Council; the East London Business Alliance and Jacqueline Bell-Gam.

In addition to funding and gift-in-kind support we receive from the above organisations, we are also grateful for the support and commitment of our trustees, our members and their families, who volunteer so many hours annually to help ensure that The Group delivers its mission so effectively.

Arrangements for setting pay and remuneration of Key Management Personnel

Key Management Personnel comprise the Trustees and the management team. Trustees are not remunerated in their capacity as a Trustee. The remuneration of the management team is determined by the Trustees' annually in a Performance Management discussion.

Public benefit

The Trustees have complied with their duty in section 17 of the Charities Act 2011 and have paid due regard to public benefit when preparing this report. There are no unreasonable restrictions, which would prevent young people in London benefiting from The Group's services and support offered. The benefit provided to the public is consistent with the aims of the charity. All activities have been undertaken for the furtherance of public benefit and for the furtherance of The Group's aims and objectives as per our Memorandum and Articles of Association. Further detail and public impact of our actions in 2021-22 are included elsewhere in this report.

Financial review

The reserves as at the beginning of the year were £580,382. We recorded a decrease in the year in unrestricted funds from £524,163 to £489,405.

Restricted Funds were unchanged at £56,219.

Reserves policy

The Board believes that the minimum level of the unrestricted general fund should be the equivalent of six months' usual salaries and other operating costs. This currently equates to approximately £129,000.

The general fund at year end was £129,721. Any significant excess operating surplus at each year end is transferred to the Gym Development Project designated fund, set up to find a permanent home and gym facility for The Group.

Total unrestricted reserves including designated funds and investment revaluation reserve at year end were £489,405.

Preparation of this report

This report has been prepared taking advantage of the small companies' exemption of section 415A of the Companies Act 2006. This report was approved and authorised for issue by the Trustees on 16 January 2023 and signed on its behalf by:



Sue Winston
Chair of Board of Trustees, Ascension Eagles Cheerleaders

Date: **18 January 2023**

INDEPENDENT EXAMINER'S REPORT FOR THE YEAR ENDED 31 AUGUST 2022

Independent examiner's report to the Trustees of Ascension Eagles Cheerleaders ('the Charity')

I report to the charity Trustees on my examination of the accounts of the Charity for the year ended 31 August 2022.

Responsibilities and basis of report

As the Trustees of the Charity (and its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Charity are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the Charity's accounts carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe in any material respect:

1. accounting records were not kept in respect of the Charity as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Signed:  Dated: 20 January 2023

Cara Miller ACCA

910 The Crescent, Colchester Business Park
Colchester, Essex
CO4 9YQ

STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT) FOR THE YEAR ENDED 31 AUGUST 2022

	Note	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £	*Total funds 2021 £*
Income from:					
Donations and legacies	3	**44,728**	**38,333**	**83,061**	*91,156*
Charitable activities	5	**148,153**	**-**	**148,153**	*73,267*
Investments	6	**190**	**-**	**190**	*11*
Total income		**193,071**	**38,333**	**231,404**	*164,434*
Expenditure on:					
Charitable activities	7	**219,986**	**38,333**	**258,319**	*192,948*
Total expenditure		**219,986**	**38,333**	**258,319**	*192,948*
Net (losses)/gains on investments		**(7,843)**	**-**	**(7,843)**	*74,427*
Net movement in funds		**(34,758)**	**-**	**(34,758)**	*45,913*
Reconciliation of funds:					
Total funds brought forward		**524,163**	**56,219**	**580,382**	*534,469*
Net movement in funds		**(34,758)**	**-**	**(34,758)**	*45,913*
Total funds carried forward	16	**489,405**	**56,219**	**545,624**	*580,382*

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

The notes on pages 21 to 35 form part of these financial statements.

All income and expenditure relate to continuing activities.

ASCENSION EAGLES CHEERLEADERS
(A company limited by guarantee and registered charity)
REGISTERED NUMBER: 04197666

BALANCE SHEET
AS AT 31 AUGUST 2022

	Note		2022 £		*2021 £*
Fixed assets					
Tangible assets	11		**381**		*1,146*
Current assets					
Stocks	12	**2,431**		-	
Debtors	13	**10,599**		*12,356*	
Investments	14	**448,305**		*426,148*	
Cash at bank and in hand		**106,267**		*163,735*	
		567,602		*602,239*	
Creditors: amounts falling due within one year	15	**(22,359)**		*(23,003)*	
Net current assets			**545,624**		*580,382*
Total net assets			**545,624**		*580,382*
Charity funds					
Restricted funds	16		**56,219**		*56,219*
Unrestricted funds	16		**489,405**		*524,163*
Total funds			**545,624**		*580,382*

The Charity was entitled to exemption from audit under section 477 of the Companies Act 2006.

The members have not required the company to obtain an audit for the year in question in accordance with section 476 of Companies Act 2006.

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to entities subject to the small companies regime.

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:

....

Sue Winston, Chair **Tara Stimpson, Treasurer**

Date: **18 January 2023**

The notes on pages 21 to 35 form part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2022

1. General information

Ascension Eagles Cheerleaders is a company limited by guarantee and is registered with the Charity Commission (Charity Registered Number 1106766) and Registrar of Companies (Company Registration Number 04197666) in England and Wales.

In the event of the Charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the Charity.

The address of the registered office is given in the Charity information on page 1 of these financial statements. The nature of the Charity's operations and principal activities are detailed in the Trustees' Report.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements 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), the Companies Act 2006, the Charities Act 2011 and UK Generally Accepted Practice.

Ascension Eagles Cheerleaders 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.

The Charity has applied Update Bulletin 1 as published on 2 February 2016 and does not include a cash flow statement on the grounds that it is applying FRS 102 Section 1A.

The financial statements are prepared on a going concern basis under the historical cost convention, modified to include certain items at fair value. The financial statements are presented in sterling which is the functional currency of the Charity and rounded to the nearest pound.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

2.2 Going concern

The Trustees have assessed the use of going concern and have considered possible events or conditions that might cast significant doubt on the ability of the Charity to continue as a going concern. The Trustees have made this assessment for a period of at least one year from the date of the approval of these financial statements. The Trustees have concluded that there is a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. The Charity therefore continues to adopt the going concern basis in preparing these financial statements.

2. Accounting policies (continued)

2.3 Income

All income is recognised once the Charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

For donations to be recognised the Charity will have been notified of the amounts and the settlement date in writing. If there are conditions attached to the donation and this requires a level of performance before entitlement can be obtained then income is deferred until those conditions are fully met or the fulfillment of those conditions is within the control of the Charity and it is probable that they will be fulfilled.

Gifts in kind donated for distribution are included at valuation and recognised as income when they are distributed to the projects. Gifts donated for resale are included as income when they are sold. Donated facilities are included at the value to the Charity where this can be quantified and a third party is bearing the cost. No amounts are included in the financial statements for services donated by volunteers.

Income from trading activities includes income earned from fundraising events and trading activities to raise funds for the Charity. Income is received in exchange for supplying goods and services in order to raise funds and is recognised when entitlement has occurred.

The Charity receives government and other grants in respect of furthering its charitable objective. Income from government and other grants are recognised at fair value when the Charity has entitlement after any performance conditions have been met, it is probable that the income will be received and the amount can be measured reliably. If entitlement is not met then these amounts are deferred.

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the Charity; this is normally upon notification of the interest paid or payable by the Bank.

2.4 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Support costs are those costs incurred directly in support of expenditure on the objects of the Charity and include project management carried out at Headquarters. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset’s use.

Expenditure on charitable activities is incurred on directly undertaking the activities which further the Charity's objectives, as well as any associated support costs.

All expenditure is inclusive of irrecoverable VAT.

2. Accounting policies (continued)

2.5 Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the Charity; this is normally upon notification of the interest paid or payable by the institution with whom the funds are deposited.

2.6 Taxation

The Charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the Charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

2.7 Tangible fixed assets and depreciation

Tangible fixed assets costing £500 or more are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably.

Tangible fixed assets are initially recognised at cost. After recognition, under the cost model, tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. All costs incurred to bring a tangible fixed asset into its intended working condition should be included in the measurement of cost.

Depreciation is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:

Office equipment	-	33%
Gym equipment	-	25%
Uniforms	-	20%

2.8 Investments

Current asset investments are initially recognised at their transaction cost and subsequently measured at fair value at the Balance sheet date, unless the value cannot be measured reliably in which case it is measured at cost less impairment. Investment gains and losses, whether realised or unrealised, are combined and presented as ‘Gains/(Losses) on investments’ in the Statement of financial activities.

2.9 Stocks

Stocks are valued at the lower of cost and net realisable value after making due allowance for obsolete and slow-moving stocks.

2.10 Debtors

Debtors are recognised when the Charity is legally entitled to the income after any performance conditions have been met, the amount can be measured reliably and it is probable that the income will be received. Prepayments are valued at the amount prepaid.

2. Accounting policies (continued)

2.11 Cash at bank and in hand

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

2.12 Liabilities and provisions

Liabilities are recognised when there is an obligation at the Balance sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

2.13 Financial instruments

The Charity only holds basic Financial Instruments. The financial assets and financial liabilities of the Charity are as follows:

Debtors - trade and other debtors (including accrued income) are basic financial instruments and are debt instruments measured at amortised cost as detailed in Note 13. Prepayments are not financial instruments.

Cash at bank - is classified as a basic financial instrument and is measured at face value.

Liabilities - trade creditors, accruals and other creditors will be classified as financial instruments, and are measured at amortised cost as detailed in Note 15. Taxation and social security are not included in the financial instruments disclosure. Deferred income is not deemed to be a financial liability, as in the cash settlement has already taken place and there is simply an obligation to deliver charitable services rather than cash or another financial instrument.

2.14 Pensions

The Charity operates a defined contribution pension scheme and the pension charge represents the amounts payable by the Charity to the fund in respect of the year.

2.15 Fund accounting

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

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Charity for particular purposes. The costs 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.

Investment income, gains and losses are allocated to the appropriate fund.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 AUGUST 2022

3. Income from donations and legacies

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £	*Total funds 2021 £*
Donations	12,403	-	**12,403**	*2,342*
Grants	31,810	38,333	**70,143**	*33,410*
Government grants	515	-	**515**	*55,404*
Total 2022	44,728	38,333	**83,061**	*91,156*
Total 2021	*59,246*	*31,910*	*91,156*	

In 2021, £31,910 of income from grants was allocated to restricted funds. All other income, being £59,246 in total, was allocated to unrestricted funds.

Government grants recognised in the year relate to income received as part of the Job Retention Scheme. At the year-end, there were no unfulfilled conditions or other contingencies associated with this income.

4. Analysis of grants

	2022 £	*2021 £*
The Royal Docks Trust (London)	**33,333**	*20,000*
Jack Petchey	**1,810**	*1,500*
Tuxien Foundation Grant	**30,000**	-
Newham Council	**2,000**	-
Newham Council Summer Grant	**3,000**	-
Charities Aid Foundation (CAF)	**-**	*11,910*
	70,143	*33,410*

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 AUGUST 2022

5. Income from charitable activities

	Unrestricted funds 2022 £	Total funds 2022 £	*Total funds 2021 £*
Cheerleading activities	65,811	**65,811**	*42,410*
Talent Central Recreational Classes	15,607	**15,607**	*9,189*
Talent Central Schools	21,125	**21,125**	*4,350*
Talent Central Hire	21,408	**21,408**	*9,493*
Performance and Others	4,181	**4,181**	*694*
Sales of Uniforms and Clothes	20,021	**20,021**	*7,131*
Total 2022	148,153	**148,153**	*73,267*
Total 2021	*73,267*	*73,267*	

6. Investment income

	Unrestricted funds 2022 £	Total funds 2022 £	*Total funds 2021 £*
Bank interest receivable	190	**190**	*11*
Total 2021	*11*	*11*	

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2022

7. Analysis of expenditure by activities

	Activities undertaken directly 2022 £	Support costs 2022 £	Total funds 2022 £	*Total funds 2021 £*
Cheerleading activities	224,952	33,367	**258,319**	*192,948*
Total 2021	*164,642*	*28,306*	*192,948*	

In 2021, £161,038 of expenditure was allocated to unrestricted funds and £31,910 of direct expenditure was allocated to restricted funds.

Analysis of direct costs

	Cheer-leading activities 2022 £	Total funds 2022 £	*Total funds 2021 £*
Staff costs	159,138	**159,138**	*149,908*
Programme costs	65,814	**65,814**	*14,734*
Total 2022	224,952	**224,952**	*164,642*
Total 2021	*164,642*	*164,642*	

7. Analysis of expenditure by activities (continued)

Analysis of support costs

	Cheer-leading activities 2022 £	Total funds 2022 £	*Total funds 2021 £*
Depreciation	765	**765**	*765*
Overhead costs	27,694	**27,694**	*22,892*
Governance costs	4,908	**4,908**	*4,649*
Total 2022	33,367	**33,367**	*28,306*
Total 2021	*28,306*	*28,306*	

Governance costs have been analysed further in Note 8.

8. Governance costs

	2022 £	*2021 £*
Independent Examiners' remuneration - current year	**3,360**	*3,180*
Independent Examiners' remuneration - under-accrual of prior year	**60**	-
Accountancy and other services	**1,488**	*1,469*
	4,908	*4,649*

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2022

9. Staff costs

	2022 £	2021 £
Wages and salaries	**146,989**	*138,315*
Social security costs	**7,356**	*7,281*
Contribution to defined contribution pension schemes	**4,793**	*4,312*
	159,138	*149,908*

The average number of persons employed by the Charity during the year was as follows:

	2022 No.	2021 No.
Staff members	**12**	*11*

No employee received remuneration amounting to more than £60,000 in either year.

The Key Management Personnel of the Charity comprise the Trustees and management personnel. The total amount of employee benefits (including employer national insurance contributions and pension contributions) received by Key Management Personnel for their services to the Charity was £53,958 (2021 - £51,892).

10. Trustees' remuneration and expenses

During the year, no Trustees received any remuneration or other benefits *(2021 - £NIL)*.

During the year ended 31 August 2022, no Trustee expenses have been incurred *(2021 - £NIL)*.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2022

11. Tangible fixed assets

	Office equipment £	Gym equipment £	Total £
Cost or valuation			
At 1 September 2021	**3,572**	**27,121**	**30,693**
At 31 August 2022	**3,572**	**27,121**	**30,693**
Depreciation			
At 1 September 2021	**3,572**	**25,975**	**29,547**
Charge for the year	**-**	**765**	**765**
At 31 August 2022	**3,572**	**26,740**	**30,312**
Net book value			
At 31 August 2022	**-**	**381**	**381**
At 31 August 2021	*-*	*1,146*	*1,146*

12. Stocks

	2022 £	*2021 £*
Athletic clothing for resale	**2,431**	*-*

13. Debtors

	2022 £	*2021 £*
Due within one year		
Trade debtors	**4,502**	*1,387*
Prepayments and accrued income	**6,097**	*10,969*
	10,599	*12,356*

14. Current asset investments

	2022	2021
	£	£
CCLA Investment Fund	**448,305**	*426,148*

In 2019, the Charity purchased a £300,000 short-term investment with the CCLA Investment Fund. The investment can be liquidated at short notice and has been classified as a Current Asset Investment in these accounts. At the year-end, the investment was revalued upwards to £448,305 (2021: £426,148), with additions of £30,000 (2021: £Nil) and a revaluation loss of £7,843 (2021: gain of £74,426) being recognised through the Statement of Financial Activities and within its own revaluation reserve in the Statement of Funds.

15. Creditors: Amounts falling due within one year

	2022	2021
	£	£
Other creditors	**9,941**	*18,265*
Accruals and deferred income	**12,418**	*4,738*
	22,359	*23,003*

	2022	2021
	£	£
Grant income deferred during the year	**7,000**	-

In the year ended 31 August 2022, the Charity received £7,000 of grant income in advance for projects undertaken in the 22/23 financial year.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2022

16. Statement of funds

Statement of funds - current year

	Balance at 1 September 2021 £	Income £	Expenditure £	Gains/ (Losses) £	Balance at 31 August 2022 £
Unrestricted funds					
Designated funds					
Gym Development Project	**240,998**	**-**	**-**	**-**	**240,998**
Fixed Assets and Premises Fund	**1,146**	**-**	**(765)**	**-**	**381**
	242,144	**-**	**(765)**	**-**	**241,379**
General funds					
General Funds	**155,871**	**193,071**	**(219,221)**	**-**	**129,721**
Revaluation fund	**126,148**	**-**	**-**	**(7,843)**	**118,305**
	282,019	**193,071**	**(219,221)**	**(7,843)**	**248,026**
Total Unrestricted funds	**524,163**	**193,071**	**(219,986)**	**(7,843)**	**489,405**
Restricted funds					
Gym development project	**56,219**	**-**	**-**	**-**	**56,219**
She Leads programme	**-**	**33,333**	**(33,333)**	**-**	**-**
Newham's Future Cheerleading Olympians	**-**	**2,000**	**(2,000)**	**-**	**-**
Newham Council	**-**	**3,000**	**(3,000)**	**-**	**-**
	56,219	**38,333**	**(38,333)**	**-**	**56,219**
Total of funds	**580,382**	**231,404**	**(258,319)**	**(7,843)**	**545,624**

16. Statement of funds (continued)

Statement of funds - prior year

	Balance at 1 September 2020 £	*Income* £	*Expenditure* £	*Transfers in/out* £	*Gains/ (Losses)* £	*Balance at 31 August 2021* £
Unrestricted funds						
Designated funds						
Gym Development Project	*240,998*	-	-	-	-	*240,998*
Fixed Assets and Premises Fund	*1,911*	-	*(765)*	-	-	*1,146*
Tuxien Foundation	*30,000*	-	-	*(30,000)*	-	-
	272,909	-	(765)	*(30,000)*	-	*242,144*
General funds						
General Funds	*153,620*	*132,524*	*(160,273)*	*30,000*	-	*155,871*
Revaluation fund	*51,721*	-	-	-	*74,427*	*126,148*
	205,341	132,524	(160,273)	*30,000*	*74,427*	*282,019*
Total Unrestricted funds	478,250	132,524	(161,038)	-	*74,427*	*524,163*
Restricted funds						
Gym development project	*56,219*	-	-	-	-	*56,219*
She Leads programme	-	*20,000*	*(20,000)*	-	-	-
COVID community response	-	*11,910*	*(11,910)*	-	-	-
	56,219	31,910	(31,910)	-	-	*56,219*

16. Statement of funds (continued)

Statement of funds - prior year (continued)

	Balance at 1 September 2020 £	*Income* £	*Expenditure* £	*Transfers in/out* £	*Gains/ (Losses)* £	*Balance at 31 August 2021* £
Total of funds	*534,469*	*164,434*	*(192,948)*	*-*	*74,427*	*580,382*

Gym development project (designated)
These funds are set aside towards the costs of a permanent Cheer Gym facility for the Ascension Eagles Cheerleaders, upon the end of the current lease. Please see the Trustees Report for further details.

Fixed assets and Premises fund
These funds relate to the fixed assets of the Charity and are reduced in line with the depreciation of the assets.

Tuxien Foundation
During the 19/20 year a grant of £30,000 was received from the Tuxien Foundation in advance of its due date, being September 2020. Although received early, these funds were utilised by the Charity as part of the spend in the year to 31st August 2021 and they were designated for this purpose.

General funds
These funds represent the equivalent of six months salaries and operating costs and are for the general use of the Charity.

Gym development project (restricted)
This fund represents donated funds which have been restricted for use in relation to the Gym Development project.

She Leads programme
This fund relates to grants received which have been restricted for use within the 'She Leads' programme. These funds have been fully utilised in each reporting year.

COVID community response
This fund represents grant funding which was restricted for use in COVID community response actvities. These funds were fully utilised in the 20/21 year.

Newham's Future Cheerleading Olympians
This fund represents grant funding which has been restricted for use in the Charity's Future Cheerleading Olympian programme. These funds were fully utilised in the 21/22 year.

Newham Council
This fund represents grant funding which has been restricted for use in the Charity's 'Living Well with COVID-19' programme. These funds were fully utilised in the 21/22 year.

17. Analysis of net assets between funds

Analysis of net assets between funds - current year

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £
Tangible fixed assets	381	-	**381**
Current assets	511,383	56,219	**567,602**
Creditors due within one year	(22,359)	-	**(22,359)**
Total	489,405	56,219	**545,624**

Analysis of net assets between funds - prior year

	Unrestricted funds 2021 £	*Restricted funds 2021 £*	*Total funds 2021 £*
Tangible fixed assets	1,146	-	*1,146*
Current assets	546,020	56,219	*602,239*
Creditors due within one year	(23,003)	-	*(23,003)*
Total	524,163	56,219	*580,382*

18. Related party transactions

Other than the Trustee and Key Management Personnel transactions detailed in Note 9 and Note 10, there were no related party transactions during either period.

ASCENSION EAGLES CHEERLEADERS

England & Wales - Charity number 1106766

Accounts

Company registered number: 04197666
Charity registered number: 1106766

ASCENSION EAGLES CHEERLEADERS

(A company limited by guarantee and registered charity)

UNAUDITED

TRUSTEES' REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 AUGUST 2021

ASCENSION EAGLES CHEERLEADERS
(A company limited by guarantee and registered charity)

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ASCENSION EAGLES CHEERLEADERS
(A company limited by guarantee and registered charity)

REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS FOR THE YEAR ENDED 31 AUGUST 2021

Trustees	Sue Winston, Chair Lorraine Hart Duncan Smith (resigned 21 October 2021) Susan Spiller Hayley Budd Peter Leslie Sharp Farrah Mughal Tara Stimpson, Treasurer
Company registered number	04197666
Charity registered number	1106766
Registered office	Ascension Church Centre Baxter Road, Custom House London E16 3HJ
Principal operating office	Talent Central Cheer & Dance Unit 27a, Gallions Reach Shopping Park 3 Armada Way London E6 7ER
Company secretary	Tara Stimpson
Chief executive officer	Angela Green
Accountants	MHA MacIntyre Hudson Chartered Accountants Boundary House 4 County Place Chelmsford Essex CM2 0RE
Bankers	National Westminster Bank plc Frobisher Road Beckton London E6 5LX

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 AUGUST 2021

The Trustees present their annual report together with the financial statements of Ascension Eagles Cheerleaders for the year 1 September 2020 to 31 August 2021. The Trustees confirm that the Annual Report and financial statements of the company comply with the current statutory requirements, the requirements of the company's governing document and the provisions of the Statement of Recommended Practice (SORP), applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

Since the Charity qualifies as small under section 383, the strategic report required of medium and large companies under The Companies Act 2006 (Strategic Report and Director's Report) Regulations 2013 is not required.

Structure, governance and management

The Company was incorporated on 10 April 2001 and became a registered charity on 15 November 2004. It took over the assets and liabilities of the unincorporated association of the same name on 1 September 2004. The company is limited by guarantee and its management is the responsibility of the Trustees who are elected and co-opted under the terms of the Articles of Association at each Annual General Meeting, with the day-to-day responsibility delegated to the Management Team.

The AEC Board has elected to follow the principles and practices set out in the Charity Governance Code as published by the Charity Commission.

Safeguarding

Ascension Eagles Cheerleaders recognises the importance of its responsibility to protect and safeguard the welfare of children and young people entrusted to its care (“the beneficiaries”).

The Charity is committed to on-going child protection training for all staff/coaches/volunteers and trustees to develop their understanding of the signs of abuse and how to respond to disclosures of abuse. Anyone in leadership who has contact with children/young people will complete an Enhanced Disclosure and Barring Service (DBS) check. Any trustee appointment is subject to a DBS check; we believe this is sensible to mitigate risks to our beneficiaries and the charity.

AEC’s safeguarding policy, referred to as the Child And Adults At Risk Protection Policy (“CAARP Policy”), was reviewed and updated on 31 October 2020. As part of this process, which included a peer review, the roles of Deputy Safeguarding Lead and Safeguarding Trustee Lead were created and appointments have been made for each role, which were subject to Board approval. The latest version of our CAARP Policy is available for public view on AEC’s website.

All organisations working with children must have a designated individual who takes the lead on safeguarding, known as Nominated Child Protection Lead or Designated Safeguarding Officer. As part of AEC’s commitment to the protection of our young people and to best practice, two staff members completed Designated Safeguarding Officer training provided by the National Society for the Prevention of Cruelty to Children (NSPCC). In addition, one of our staff members became a trained mental health first aider and all of AEC’s trustees took part in online safeguarding training provided by the NSPCC.

Trustees

There were no changes to the Board of Trustees in the year 1 September 2020 to 31 August 2021. Duncan Smith resigned as a trustee of AEC on 21 October 2021.

Our approach to trustee appointment and recruitment

We have a thorough and thoughtful approach to the selection and appointment of trustees. We advertise trustee vacancies on sites such as Reach Volunteering and Getting on Board; we participate in the BoardMatch events run by the East London Business Alliance (ELBA), and we share vacancies on social media, such as LinkedIn. For roles requiring technical skills we also approach membership organisations for specialist roles (eg ICAEW for financial skills and IPD for people skills).

We are mindful of the importance of increasing the diversity of our Board and that to achieve this, as trustee positions become available, we will aim to 'cast the net' widely and consider appointing younger trustees, placing value in candidates' passion, not simply on their skills or professional experience.

All AEC trustee applicants are invited to complete an Expression of Interest form and submissions are shared with the Board. Suitable candidates are informally interviewed by at least two existing AEC trustees, then invited to attend an AEC event or to visit our gym to see what we do 'at first hand'. We aim for the candidate to meet at least 75% of the trustees by this stage of the process. If the candidate is considered a potential appointee, they are invited to attend a Board meeting as an observer. If the candidate subsequently confirms that they still wish to proceed, the Board agrees *in principle* whether they wish to appoint the candidate. If they do, the potential new trustee receives an induction pack (in line with the Charity Commission's recommendations), is subject to a DBS check and is asked to sign a declaration to confirm that they have not been disqualified from acting as a trustee and to declare any conflicts of interest. Assuming no issues arise from the DBS check or declarations, the trustee's appointment is formally voted on by the AEC Board.

Board self-assessment

In 2021-22 we will conduct a Board self-assessment in which we explore opportunities to improve the Board's effectiveness and ways in which it can add value to AEC. The self-assessment will answer the question "*As a Board, how could we do better*?" This review will give us the opportunity to reflect on whether the Board needs to change or evolve to be of most value to AEC (particularly in the post-pandemic world) - and, if so, how we will achieve that.

The data will be gathered via a questionnaire, comprising a combination of a numeric ratings and qualitative comments about the Board, its role, composition, culture, meetings etc and the performance of the Chair.

AEC's objectives and activities

Our purpose, as stated in our Memorandum and Articles of Association, is to provide facilities for the recreation and leisure time occupation of young people under the age of 25 in the interest of social welfare.



The charity provides training in cheerleading activities and performance opportunities, to develop young peoples' fundamental capacities, so that:

They may grow to full maturity as individuals, so that they become effective and considerate members of their communities, and their conditions of life may be improved.

The lasting implications and effects of the Coronavirus pandemic in the UK have confirmed the value and significance of AEC's role in the lives of the athletes and families with whom we work.

The pandemic particularly affected our local communities, with most of our families living in deprived areas which recorded some of the highest COVID-19 mortality rates in 2020.

Now, more than ever, we see how much of a transformative impact we can have on the lives of the young people and families we support.

AEC's mission, vision and values

Our Mission	*Our Vision*	*Our Values*
Ascension Eagles Cheerleaders (AEC) strives to develop Britain's best cheerleaders while transforming and inspiring children and young people to reach their full potential.	Cheerleading is an effective way of helping children and young people to be healthy and gain confidence, while helping them to make a positive difference - both in their community and in the world.	Consistency Integrity Perseverance Persistence

Background and history

AEC began in 1996, as a grassroots outreach programme as part of the Ascension Church Centre, with the aim of keeping young people off the streets and out of trouble.

When AEC ranked bottom at their first National Championship in 1997, they were fed-up with negative stereotypes. They decided that coming bottom at Nationals was something they would not accept; instead, they combined efforts with the aspiration of achieving a different result in future competitions.

The following year, in 1998, they won their first National trophy, and, in doing so, proved to themselves that hard work can bring success. With sheer determination and teamwork, this group of individuals from disadvantaged backgrounds committed themselves to being the best that they could be.

Over two decades later, AEC have firmly established themselves as the best of British Cheerleading, consistently coming top in the nation's fastest growing sporting activity.

In 2019-20 - and into 2020-21 - the impact of the global Coronavirus pandemic severely impacted AEC's ability to deliver its traditional services for young people. But the AEC and Talent Central teams showed their ability to adapt, moving their activities online as they continued to support and encourage the young athletes, many of whom were facing uncertainty and isolation during the national lockdown.



Our silver anniversary

2020-21 marked a particularly special year for AEC – our silver anniversary.

Unfortunately, the ongoing impact of the Coronavirus pandemic meant that our 25th year started with

disappointment and loss for everyone involved when the gym was again forced to close in line with government restrictions.

AEC's activities moved back online and, once again, the focus for AEC and Talent Central was on ensuring that athletes and their families felt supported. Thankfully, the lifting of the government restrictions later in the year, meant that the young people were able to return to the sport they love and celebrate just being together.

While not without its challenges, our silver anniversary year ended on a high with all athletes competing at a National Championships, celebrating two years of hard work at our annual awards evening and with ambitions and aspirations for future success firmly in place.

Director's 2020-21 Report



Angela Green, Programme Director – Ascension Eagles, writes:

When Ascension Eagles had to close its doors for the very first time in over two decades, due to the UK's Coronavirus pandemic in March 2020, there were many unknowns and challenges. Overnight, our members lost all routine: school, physical activity, seeing friends and family, and their 'safe place' – the Ascension Eagles' gym at Talent Central.

However, our team rose to the challenge and adapted quickly, transferring our team activities online and creating a schedule which would keep the young people and their families engaged.

When sport was given the go-ahead to re-start in August 2020, our athletes and their families were excited to be returning to Talent Central, even with the tough restrictions that needed to be in place. Our classes resumed, with socially distanced practices becoming the 'new normal' for the teams.

Cheerleading is a physical activity encompassing several disciplines - such as gymnastics, dance and stunting - and which requires athletes to make physical contact. This meant that, although we were able to meet in person and train together, in order to keep the athletes and our coaches safe our classes didn't resemble the 'cheerleading' that our athletes were used to.

Sadly, this return was short lived, and the gym was forced to close once again at the beginning of November 2020 for the month and then again during December, without any indication of when we would be able to reopen.

These additional lockdowns hit our athletes and our families hard. Although such restrictions were not completely new, our young athletes had, yet again, lost everything; not just their safe space at Talent Central but also their chance to be with friends and family for festivities, such as Diwali and Christmas.

This time we found athletes were less enthusiastic about online classes. With attendance falling, it became more difficult to engage with our young people the way we had during the first lockdown. Despite this, our commitment to supporting our young people and their families remained our top priority. We cut back the online class schedule and focussed on checking-in with families by calling weekly to talk to parents; we also offered shorter check-in sessions online for athletes to take part in other activities, including conditioning classes, creating the opportunity for them to talk to their peers and coaches.

Supporting the AEC family

One of the most important things about AEC is that it acts as a community for so many of our families who, multiple times a week - either in practice or as a parent - spend time with other parents, for example while waiting for their children to finish classes.



We wanted to make sure that the parents and our athletes felt connected to each other and knew that we were still there for them, even if it couldn't be in person.

The pandemic lockdowns also created opportunities. For example:

- Two of our staff team studied for and achieved a Sports Psychology Diploma online. One of them also received an Anxiety Management Diploma, enabling us to further support our athletes and their families
- We used AEC's private Facebook group to signpost our athletes to a stress and anxiety workshop being led by an external group
- We also encouraged the athletes to sign-up to join the nationwide 'Kindness by Post' initiative run by the Mental Health Collective, through which people were inspired to send letters, pictures and messages of goodwill to others - and received the same in return.

As we looked to prepare for when we might reopen Talent Central, we knew that our role in supporting the mental wellbeing of our members and their families was going to be even more important than ever, due to the ongoing impact of Covid-19 on their lives.

As soon as we were able to reopen the gym in April 2021, we delivered a face-to-face mental health workshop for the athletes. This was led by our newly trained member of staff and included insights into how the human brain works, advice on managing fears and guidance on working through the brain's natural processes to overcome any feeling of anxiety. This was well-attended and received positive feedback - for example:

"I thought that yesterday's session was good because it made me realise that I was in control of more things than I thought. I can use what I learnt in my real-life experiences, and I think I would like to do more classes like that."

Athlete feedback

"I thought the session was very relaxing and calm. I found it useful as we got to learn about our brains and about different ways we could control our thoughts and feelings."

Athlete feedback

We also arranged for qualified therapist Deborah Fields to deliver a 90-minute online presentation on body image, including a question-and-answer session, for all our athletes and families. Deborah has been a clinical supervisor and training director at a Harley Street clinic for eating disorders. She has over 50,000 hours of experience in her specialism, including many forms of mental health and wellbeing.

Junior Leadership Team (JLT)

Our Junior Leadership Team faced a really challenging year, given that their JLT journey began between the Covid-19 lockdowns.

In a normal year each JLT member works closely with their mentor and lead coach, to ensure that each young leader receives as much support as necessary to develop their leadership and coaching skills. However, as a result of the enforced closure of Talent Central in November, the in-person interactions - which are such an important part of this programme – couldn't take place. Many of our lead coaches were doing their regular day-job from home while supporting their own children with online learning, in addition to the sessions they were delivering for our athletes - so the coaches had very little capacity to support our JLT members.

We therefore created a special online group where we could communicate with them as a specific community and we used this to set them challenges, encourage them to ask questions and to support them through their JLT journey, aware, of course, that they were also managing their own personal challenges brought on by the further lockdowns.

Our junior leaders were encouraged to lead sessions alongside their coaches online for our AEC athletes and they were also given the opportunity to prepare sessions for the full programme in conditioning, dance, crafts, cooking - or anything at all in which they felt they would lead well and which would benefit the AEC community.

It was important to us that our JLT members had a chance to lead and develop their coaching delivery, even if it meant them delivering something that wasn't cheerleading. This worked well, and it was a refreshing change for our AEC athletes to hear from others outside of their regular coaching staff, giving them experience of different leadership and coaching styles.

When the gym reopened in April 2021 and we were once again able to run classes face-to-face, it was encouraging to see our JLT members going straight into their new coaching roles with confidence, despite not having led in-person in the previous five months.



As a result of our support, four of our junior leaders achieved their coaching qualifications, despite the challenging circumstances. All ten junior leaders went through safeguarding training and UK Coaching Sudden Cardiac Arrest certification in the few short months before the end of the season.

Our young heroes

UK Coaching Hero Award

Coach Louise Horide received a UK Coaching Hero Award for her online coaching sessions with our Special Educational Needs (SEN) team, Serenity.

From January 2021 Louise led 24 sessions specifically for our SEN athletes both online and then in-person at the gym.

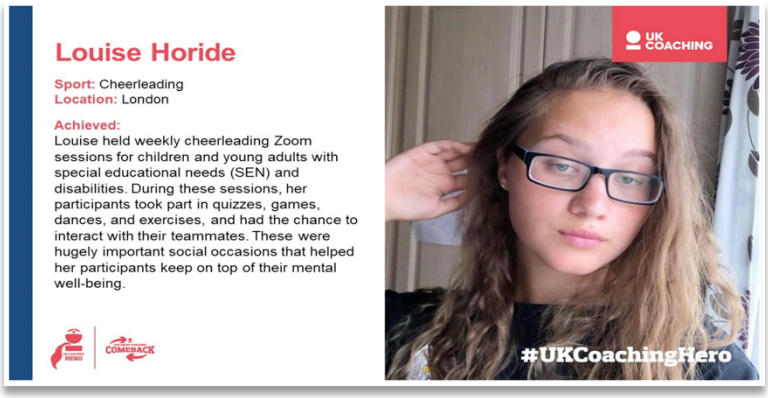
She was one of 25 'lockdown coaching heroes' were voted for by the public for their innovations and achievements in keeping people moving during the Coronavirus lockdowns.



AEC coach Louise Horide is congratulated by a member of our SEN team

Over 500 coaches across the UK were nominated by the public and over 65,000 votes were cast. Each winner received a memento from UK Coaching's Royal Patron, HRH The Princess Royal, to mark the significant difference they made to people's physical and mental wellbeing.

Louise was also interviewed on BBC radio about her role in coaching as a young person and why working with people with disabilities is so important to her.



Year of the Young Person 2021

Newham Council designated 2021 the '*Year of the Young Person*' to showcase the talents of the borough's children and young people.

As part of this initiative, AEC coach and senior athlete Simone Wetherell was recognised as one of Newham's 21 exceptional young people.

Simone was interviewed about her achievements at AEC and why our programme is so important to her.



Exceptional Young Person Simone Wetherell (left) with Programme Director Angela Green

Ascension Eagles Cheerleaders in 2020-21

The impact of the COVID-19 pandemic

The Coronavirus pandemic meant that cheerleading competitions were cancelled and our athletes were unable to train to their usual elite level. The UK Government's pandemic measures also impacted our ability to deliver our schools outreach programme and our recreational classes.

2020-21 AEC competition results

The cancellation of competitive cheerleading events as a result of the Coronavirus pandemic meant that Ascension Eagles were only able to participate in one competition event during the 2020-21 season.

Prodigy Mini Level 1 Prep (aged 5-8)	Symphony Youth Level 1 (aged 9-11)	Prophecy Junior Level 2 (aged 10-14)
1st	1st	6th

Royalty Senior Level 1 (aged 10+)	Majesty Senior Level 2 (aged 11+)	Trinity Senior Coed Level 3 (aged 11+)
2nd	3rd	1st



Symphony on the beach before the Bournemouth competition



Prodigy were awarded 1st place at Future Cheer in Bournemouth



Our athletes were excited to be able to spend time together again

"Getting to compete at Bournemouth made my daughter really happy. It felt like a bit of normality which helped with the anxiety and stress that she was feeling as a result of the lockdown. She was so glad to be getting back to something that she really enjoys."

Parent of an AEC athlete

Talent Central in 2020-21

Talent Central is London's first "cheer gym", based on the well-respected principles, values and training ethos of AEC Cheerleaders. The centre is used by many athletes, from beginners all the way through to other competitive cheer programmes. AEC delivers its outreach work through the Talent Central brand.

Our schools' outreach programme

The coronavirus pandemic meant that we could not operate our Talent Central outreach programme. When the government restrictions were eased, we resumed our work with two schools.

Our focus will now be on rebuilding the schools programme and we aim to re-introduce our highly successful schools' showcase events in 2021-22.

Talent Central recreational classes

The pandemic lockdowns also had a huge impact on our programme of weekly recreational classes at Talent Central.

During the 2021 lockdowns we transferred these weekly classes online – something we had not done in 2020. The feedback was incredibly positive, with parents and our young people expressing their gratitude for these classes.

"My daughter is so happy to be joining in Zoom classes with you. She hasn't stopped talking about it since I told her. She has been really down recently and this has really perked her spirits."

Parent feedback

"My daughter really enjoyed today's Zoom session and was excited to be star of the day! She has been practicing like mad and I can't believe she actually got her back walkover today. I'm so proud of her. Thank you guys so much for persevering with her to get this skill."

Parent feedback

"I just wanted to say what a great idea this was and thank you to the whole TC team for making the experience of learning over Zoom fun."

Parent feedback

"Thank you for running Zoom classes through lockdown, it was lovely for my daughter to have something to look forward to each week."

Parent feedback

Chair's review

The 2020-21 season marked AEC's silver anniversary, but it was not a year of celebration. The continued impact of the UK's Covid-19 pandemic meant that the team had to work hard to keep AEC's athletes engaged and motivated through another round of lockdown restrictions. Even when athletes were able to return to the gym, they were not able to immediately return to stunting and close-contact activities because of the need to maintain social distancing.

In keeping with AEC's values of perseverance and persistence, the AEC team remained positive, focused and determined, creating opportunities where they could, to ensure that our support for our young people and the wider 'AEC family' never waivered.

Despite the significant challenges, AEC's membership levels remained healthy. We are nonetheless acutely aware that the pandemic will leave a legacy for AEC; we will need to rebuild our teams, rejuvenate our schools programme and re-energise the aspirations and ambitions of our young athletes.

The Board is extremely proud that AEC's Programme Director, Angela Green, was one of the four members of a group of experts who created the cheerleading industry's "*Return to Play*" protocol, outlining how the sport could safely resume in October 2020, following an easing of the Government's pandemic measures. This protocol was approved by the Department for Culture, Media and Sport (DCMS), thus enabling cheerleading teams across the country to safely reintroduce stunting and personal contact into their classes at the end of the lockdown.

Impact measurement

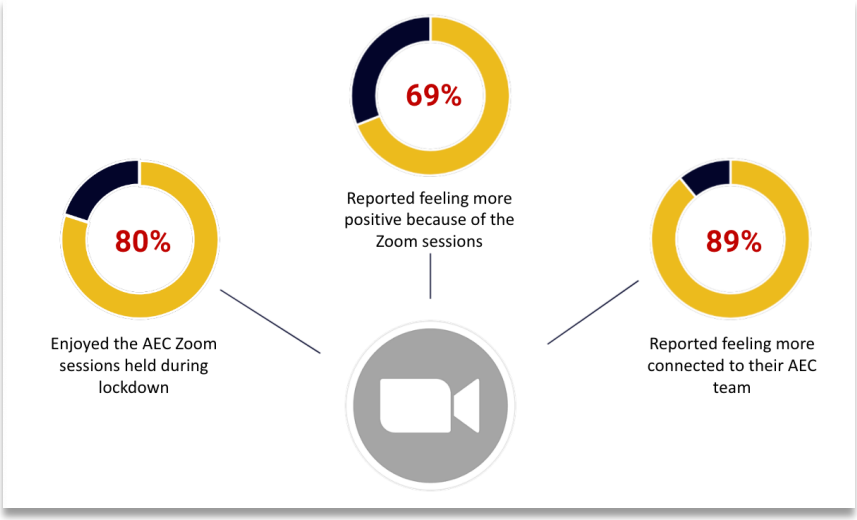
In 2019-20, before the Coronavirus pandemic, we finalised our theory of change, setting out the desired outcomes from AEC's activities and the indicators we would use to measure them:



We believe that our impact measurement work has several benefits for AEC: it helps us to benchmark how our athletes are feeling so that we can offer them the support and pastoral care they need, and it helps us to show our funders the difference that their investment is making - but it also highlights areas in which we could improve our services and how we deliver them.

In February 2021 we surveyed our athletes, using an online questionnaire to help us understand how the pandemic was impacting them, in terms of their confidence, stress and sense of wellbeing.

Unsurprisingly, given the Government measures in place at the time and the disruption they had already endured, the athletes reported increased stress levels. However, it was also clear that AEC's online activities and pastoral support programme had helped to mitigate the stress that they were feeling:



Strategic priorities for 2021-22

A potentially difficult economic environment in the UK and continued uncertainty about the Coronavirus pandemic will impact our operations in 2021-22 and potentially beyond. It will take us more than one season to get AEC back to its pre-pandemic position.

The Board and management team have agreed the following priorities for 2021-22;

1. Make a transformational difference

- We will focus on rebuilding our membership levels
- We want to ensure our programmes remain accessible and meet the needs of our local young people.

2. Grow Talent Central

- We aim to re-establish tumble and gym hire
- We are focused on rebuilding our schools' programme.

3. Ensure sustainability – a permanent home for AEC

- In 2021, we signed a new three-year lease for our current premises; however the lease can be broken by either party, at any time, with three-months' notice.
- AEC's Board is in discussion with the landlord regarding their plans for Gallions Reach. In the Board's view it is likely that this retail park will be redeveloped at some point in the short to medium term, which means that AEC will need to find a new 'home' from which to operate, whether on a temporary or permanent basis.
- While our preferred option is to find a way in which we could remain at Gallions Reach, AEC's Property Strategy team are continuing to explore alternative locations which could be temporary or permanent options for AEC. Any change in AEC's current arrangements will incur additional costs (ie both in terms of set-up and ongoing operational costs). The Board has therefore determined that AEC's reserves should be maintained to contribute to those, as yet unknown, costs, which could be significant.

Outlook for 2021-22 and beyond

While our operations in 2020-21 continued to be severely impacted by the Government measures in response to the Covid-19 pandemic, the Board remains confident in the long-term outlook for AEC. The imperatives of young people

wishing to participate in team sport, together with society's growing need to manage the risks of childhood obesity and a focus on the importance of youth mental wellbeing, remain as compelling as ever. AEC's offering has an even more relevant role in a post-pandemic world, helping young people to recover and maintain their fitness, self-confidence and resilience, after almost two years of upheaval and isolation.

In the short to medium term we are mindful of the increasing economic pressures on our families – such as rising fuel prices, increasing inflation and parental fears about employment prospects. We will focus on ensuring our services remain as accessible and affordable as possible to help our families weather these potential pressures, so that our athletes can continue to do the sport they love.

Our priority for the next year will be to rebuild AEC by, for example, encouraging new members to join us and by rejuvenating our previously successful schools' programme. We will continue to look for operational efficiencies and ways to reduce our costs. We will also look for ways to generate more revenue by diversifying our income stream to mitigate any impact of reduced external funding.

With regard to the longer term, we are encouraged by the news in July 2020 that the International Olympic Committee have granted full recognition to the International Cheer Union, making cheerleading eligible to apply to be in the Olympic programme. While there is no certainty that this will happen and it would not be before the 2028 Olympics at the earliest, we believe that this recognition will help to raise awareness of our sport and will provide an aspirational pathway for our young people.

Funding and Support

We are immensely grateful to our supporters for their financial donations. Without their continued support we would not be able to make such a difference to so many young lives. In 2020-21 we were fortunate to receive support from:

The Tuixen Foundation; the Charities Aid Foundation; Gallions Reach Shopping Park; The Jack Petchey Foundation; The Royal Docks Trust (London); abrdn.

We also received a donation from the employer of trustee Duncan Smith in recognition of his voluntary work as a trustee of AEC.

In addition to funding and gift-in-kind support we receive from the above organisations, we are also grateful for the support and commitment of our trustees, our members and their families, who volunteer so many hours annually to help us achieve incredible results.

Friends Of Ascension

The 'Friends of Ascension' (FOA) Committee was established in 2019 as a supporter association and fundraising group for Ascension Eagles. Unfortunately the Coronavirus pandemic restrictions curtailed FOA's activities in 2020-21, but FOA are aiming to resume their events programme in 2021-22. We would like to thank FOA for giving their time to support and fundraise for AEC. FOA's work brings an even greater sense of community to AEC and this support is greatly appreciated.

Arrangements for setting pay and remuneration of Key Management Personnel

Key Management Personnel comprise the Trustees and the Management Team. Trustees are not remunerated in their capacity as a Trustee. The remuneration of the Management Team is determined by the Trustees' annually in a Performance Management Meeting which also considers sector parameters and benchmarks.

Public benefit

The Trustees have complied with their duty in section 17 of the Charities Act 2011 and have paid due regard to public benefit when preparing this report. There are no unreasonable restrictions, which would prevent young people in

London benefiting from Ascension Eagles' services and support offered. The benefit provided to the public is consistent with the aims of the charity. All activities have been undertaken for the furtherance of public benefit and for the furtherance of AEC's aims and objectives as per our Memorandum and Articles of Association. Further detail and public impact of our actions in 2020-21 are included elsewhere in this report.

Financial review

The reserves as at the beginning of the year were £534,469. AEC recorded an increase in the year in unrestricted funds from £478,250 to £524,163.

Restricted funds were unchanged at £56,219.

Reserves policy

The Board believes that the minimum level of the unrestricted general fund should be the equivalent of six months' usual salaries and other operating costs. However, the last couple of years results have been significantly affected by the pandemic so pre-pandemic costs have been used for the calculation. This currently equates to approximately £145,000 based on 2018-19 results.

The general fund at year end was £155,871. Any significant excess operating surplus at each year end is transferred to the Gym Development Project designated fund, set up to find a permanent home and gym facility for Ascension Eagles Cheerleaders.

Total unrestricted reserves including designated funds and investment revaluation reserve at year end was £524,163.

Preparation of this report

This report has been prepared taking advantage of the small companies' exemption of section 415A of the Companies Act 2006.This report was approved and authorised for issue by the Trustees on 17 January 2022 and signed on its behalf by:



Sue Winston

Chair of Board of Trustees, Ascension Eagles Cheerleaders

Date: 17 January 2022

INDEPENDENT EXAMINER'S REPORT FOR THE YEAR ENDED 31 AUGUST 2021

Independent examiner's report to the Trustees of Ascension Eagles Cheerleaders ('the Charity')

I report to the charity Trustees on my examination of the accounts of the Charity for the year ended 31 August 2021.

Responsibilities and basis of report

As the Trustees of the Charity (and its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Charity are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the Charity's accounts carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe in any material respect:

1. accounting records were not kept in respect of the Charity as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Signed:  Dated: 25 January 2022

Cara Miller ACCA

MHA MacIntyre Hudson
Chartered Accountants
Boundary House, 4 County Place, Chelmsford, CM2 0RE

STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT) FOR THE YEAR ENDED 31 AUGUST 2021

	Note	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £	*Total funds 2020 £*
Income from:					
Donations and legacies	3	**59,246**	**31,910**	**91,156**	*186,072*
Charitable activities	5	**73,267**	**-**	**73,267**	*88,107*
Investments	6	**11**	**-**	**11**	*374*
Total income		**132,524**	**31,910**	**164,434**	*274,553*
Expenditure on:					
Charitable activities	7	**161,038**	**31,910**	**192,948**	*223,197*
Total expenditure		**161,038**	**31,910**	**192,948**	*223,197*
Net gains on investments		**74,427**	**-**	**74,427**	*18,339*
Net movement in funds		**45,913**	**-**	**45,913**	*69,695*
Reconciliation of funds:					
Total funds brought forward		**478,250**	**56,219**	**534,469**	*464,774*
Net movement in funds		**45,913**	**-**	**45,913**	*69,695*
Total funds carried forward	15	**524,163**	**56,219**	**580,382**	*534,469*

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

The notes on pages 18 to 32 form part of these financial statements.

All income and expenditure relate to continuing activities.

ASCENSION EAGLES CHEERLEADERS
(A company limited by guarantee and registered charity)
REGISTERED NUMBER: 04197666

BALANCE SHEET
AS AT 31 AUGUST 2021

	Note		2021 £		*2020 £*
Fixed assets					
Tangible assets	11		**1,146**		*1,911*
Current assets					
Debtors	12	**12,356**		*20,701*	
Investments	13	**426,148**		*351,722*	
Cash at bank and in hand		**163,735**		*182,444*	
		602,239		*554,867*	
Creditors: amounts falling due within one year	14	**(23,003)**		*(22,309)*	
Net current assets			**580,382**		*534,469*
Total net assets			**580,382**		*534,469*
Charity funds					
Restricted funds	15		**56,219**		*56,219*
Unrestricted funds	15		**524,163**		*478,250*
Total funds			**580,382**		*534,469*

The Charity was entitled to exemption from audit under section 477 of the Companies Act 2006.

The members have not required the company to obtain an audit for the year in question in accordance with section 476 of Companies Act 2006.

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to entities subject to the small companies regime.

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:

....

Sue Winston, Chair **Tara Stimpson, Treasurer**

Date: 17 January 2022

The notes on pages 18 to 32 form part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2021

1. General information

Ascension Eagles Cheerleaders is a company limited by guarantee and is registered with the Charity Commission (Charity Registered Number 1106766) and Registrar of Companies (Company Registration Number 04197666) in England and Wales.

In the event of the Charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the Charity.

The address of the registered office is given in the Charity information on page 1 of these financial statements. The nature of the Charity's operations and principal activities are detailed in the Trustees' Report.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements 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), the Companies Act 2006, the Charities Act 2011 and UK Generally Accepted Practice.

Ascension Eagles Cheerleaders 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.

The Charity has applied Update Bulletin 1 as published on 2 February 2016 and does not include a cash flow statement on the grounds that it is applying FRS 102 Section 1A.

The financial statements are prepared on a going concern basis under the historical cost convention, modified to include certain items at fair value. The financial statements are presented in sterling which is the functional currency of the Charity and rounded to the nearest pound.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

2.2 Going concern

The Trustees have assessed the use of going concern and have considered possible events or conditions that might cast significant doubt on the ability of the Charity to continue as a going concern, including the impact of COVID-19. The Trustees have made this assessment for a period of at least one year from the date of the approval of these financial statements. The Trustees have concluded that there is a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. The Charity therefore continues to adopt the going concern basis in preparing these financial statements.

2. Accounting policies (continued)

2.3 Income

All income is recognised once the Charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

For donations to be recognised the Charity will have been notified of the amounts and the settlement date in writing. If there are conditions attached to the donation and this requires a level of performance before entitlement can be obtained then income is deferred until those conditions are fully met or the fulfillment of those conditions is within the control of the Charity and it is probable that they will be fulfilled.

Gifts in kind donated for distribution are included at valuation and recognised as income when they are distributed to the projects. Gifts donated for resale are included as income when they are sold. Donated facilities are included at the value to the Charity where this can be quantified and a third party is bearing the cost. No amounts are included in the financial statements for services donated by volunteers.

Income from trading activities includes income earned from fundraising events and trading activities to raise funds for the Charity. Income is received in exchange for supplying goods and services in order to raise funds and is recognised when entitlement has occurred.

The Charity receives government and other grants in respect of furthering its charitable objective. Income from government and other grants are recognised at fair value when the Charity has entitlement after any performance conditions have been met, it is probable that the income will be received and the amount can be measured reliably. If entitlement is not met then these amounts are deferred.

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the Charity; this is normally upon notification of the interest paid or payable by the Bank.

2.4 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Support costs are those costs incurred directly in support of expenditure on the objects of the Charity and include project management carried out at Headquarters. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset’s use.

Expenditure on charitable activities is incurred on directly undertaking the activities which further the Charity's objectives, as well as any associated support costs.

All expenditure is inclusive of irrecoverable VAT.

2. Accounting policies (continued)

2.5 Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the Charity; this is normally upon notification of the interest paid or payable by the institution with whom the funds are deposited.

2.6 Taxation

The Charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the Charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

2.7 Tangible fixed assets and depreciation

Tangible fixed assets costing £500 or more are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably.

Tangible fixed assets are initially recognised at cost. After recognition, under the cost model, tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. All costs incurred to bring a tangible fixed asset into its intended working condition should be included in the measurement of cost.

Depreciation is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:

Office equipment	-	33%
Gym equipment	-	25%
Uniforms	-	20%

2.8 Investments

Current asset investments are initially recognised at their transaction cost and subsequently measured at fair value at the Balance sheet date, unless the value cannot be measured reliably in which case it is measured at cost less impairment. Investment gains and losses, whether realised or unrealised, are combined and presented as ‘Gains/(Losses) on investments’ in the Statement of financial activities.

2.9 Debtors

Debtors are recognised when the Charity is legally entitled to the income after any performance conditions have been met, the amount can be measured reliably and it is probable that the income will be received. Prepayments are valued at the amount prepaid.

2. Accounting policies (continued)

2.10 Cash at bank and in hand

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

2.11 Liabilities and provisions

Liabilities are recognised when there is an obligation at the Balance sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

2.12 Financial instruments

The Charity only holds basic Financial Instruments. The financial assets and financial liabilities of the Charity are as follows:

Debtors - trade and other debtors (including accrued income) are basic financial instruments and are debt instruments measured at amortised cost as detailed in Note 12. Prepayments are not financial instruments.

Cash at bank - is classified as a basic financial instrument and is measured at face value.

Liabilities - trade creditors, accruals and other creditors will be classified as financial instruments, and are measured at amortised cost as detailed in Note 14. Taxation and social security are not included in the financial instruments disclosure. Deferred income is not deemed to be a financial liability, as in the cash settlement has already taken place and there is simply an obligation to deliver charitable services rather than cash or another financial instrument.

2.13 Pensions

The Charity operates a defined contribution pension scheme and the pension charge represents the amounts payable by the Charity to the fund in respect of the year.

2.14 Fund accounting

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

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Charity for particular purposes. The costs 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.

Investment income, gains and losses are allocated to the appropriate fund.

3. Income from donations and legacies

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £	*Total funds 2020 £*
Donations	2,342	-	**2,342**	*56,614*
Legacies	-	-	**-**	*1,500*
Grants	1,500	31,910	**33,410**	*107,276*
Government grants	55,404	-	**55,404**	*20,682*
Total 2021	59,246	31,910	**91,156**	*186,072*
Total 2020	*140,796*	*45,276*	*186,072*	

In 2020, £45,276 of income from grants was allocated to restricted funds. All other income, being £140,796, was allocated to unrestricted funds.

Government grants recognised in the year relate to income received as part of the Job Retention Scheme and COVID response funding from the London Borough of Newham. At the year-end, there were no unfulfilled conditions or other contingencies associated with this income.

4. Analysis of grants

	2021 £	*2020 £*
The Royal Docks Trust (London)	**20,000**	*30,000*
Jack Petchey	**1,500**	*2,000*
Tuxien Foundation Grant	**-**	*60,000*
City Bridge Trust	**-**	*15,276*
Charities Aid Foundation (CAF)	**11,910**	-
	33,410	*107,276*

During the prior year an unrestricted grant of £30,000 was received from the Tuxien Foundation in advance of its due date, being September 2020. Although received early, these funds were utilised by the Charity as part of the spend in the year to 31st August 2021. The funds were designated in 19/20 by the Trustees for this purpose, and have been released in 20/21 accordingly.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2021

5. Income from charitable activities

	Unrestricted funds 2021 £	Total funds 2021 £	*Total funds 2020 £*
Cheerleading activities	42,410	**42,410**	*39,845*
Talent Central Recreational Classes	9,189	**9,189**	*12,310*
Talent Central Schools	4,350	**4,350**	*14,525*
Talent Central Hire	9,493	**9,493**	*4,012*
Performance and Others	694	**694**	*9,210*
Sales of Uniforms and Clothes	7,131	**7,131**	*8,205*
Total 2021	73,267	**73,267**	*88,107*
Total 2020	*88,107*	*88,107*	

6. Investment income

	Unrestricted funds 2021 £	Total funds 2021 £	*Total funds 2020 £*
Bank interest receivable	11	**11**	*374*
Total 2020	*374*	*374*	

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 AUGUST 2021

7. Analysis of expenditure by activities

	Activities undertaken directly 2021 £	Support costs 2021 £	Total funds 2021 £	*Total funds 2020 £*
Cheerleading activities	164,642	28,306	**192,948**	*223,197*
Total 2020	*187,587*	*35,610*	*223,197*	

In 2020, £177,921 of expenditure was allocated to unrestricted funds and £45,276 of direct expenditure was allocated to restricted funds.

Analysis of direct costs

	Cheer-leading activities 2021 £	Total funds 2021 £	*Total funds 2020 £*
Staff costs	149,908	**149,908**	*150,822*
Programme costs	14,734	**14,734**	*36,765*
Total 2021	164,642	**164,642**	*187,587*
Total 2020	*187,587*	*187,587*	

7. Analysis of expenditure by activities (continued)

Analysis of support costs

	Cheer-leading activities 2021 £	Total funds 2021 £	*Total funds 2020 £*
Depreciation	765	**765**	*3,153*
Overhead costs	22,892	**22,892**	*27,854*
Governance costs	4,649	**4,649**	*4,603*
Total 2021	28,306	**28,306**	*35,610*
Total 2020	*35,610*	*35,610*	

Governance costs have been analysed further in Note 8.

8. Governance costs

	2021 £	*2020 £*
Independent Examiners' remuneration	**3,180**	*3,180*
Accountancy and other services	**1,469**	*1,423*
	4,649	*4,603*

9. Staff costs

	2021 £	*2020* *£*
Wages and salaries	**138,315**	*138,678*
Social security costs	**7,281**	*8,193*
Contribution to defined contribution pension schemes	**4,312**	*3,951*
	149,908	*150,822*

The average number of persons employed by the Charity during the year was as follows:

	2021 No.	*2020* *No.*
Staff members	**11**	*12*

No employee received remuneration amounting to more than £60,000 in either year.

The Key Management Personnel of the Charity comprise the Trustees and management personnel. The total amount of employee benefits (including employer national insurance contributions and pension contributions) received by Key Management Personnel for their services to the Charity was £51,892 (2020 - £47,990).

10. Trustees' remuneration and expenses

During the year, no Trustees received any remuneration or other benefits *(2020 - £NIL)*.

During the year ended 31 August 2021, no Trustee expenses have been incurred *(2020 - £NIL)*.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2021

11. Tangible fixed assets

	Office equipment £	Computer equipment £	Other fixed assets £	Total £
Cost or valuation				
At 1 September 2020	**3,572**	**27,121**	**24,844**	**55,537**
Disposals	**-**	**-**	**(24,844)**	**(24,844)**
At 31 August 2021	**3,572**	**27,121**	**-**	**30,693**
Depreciation				
At 1 September 2020	**3,572**	**25,210**	**24,844**	**53,626**
Charge for the year	**-**	**765**	**-**	**765**
On disposals	**-**	**-**	**(24,844)**	**(24,844)**
At 31 August 2021	**3,572**	**25,975**	**-**	**29,547**
Net book value				
At 31 August 2021	**-**	**1,146**	**-**	**1,146**
At 31 August 2020	*-*	*1,911*	*-*	*1,911*

12. Debtors

	2021 £	*2020 £*
Due within one year		
Trade debtors	**1,387**	*241*
Other debtors	**-**	*248*
Prepayments and accrued income	**10,969**	*20,212*
	12,356	*20,701*

13. Current asset investments

	2021	2020
	£	£
CCLA Investment Fund	**426,148**	*351,722*

In 2019, the Charity purchased a £300,000 short-term investment with the CCLA Investment Fund. The investment can be liquidated at short notice and has been classified as a Current Asset Investment in these accounts. At the year-end, the investment was revalued upwards to £426,148 (2020: £351,722), with the revaluation gain of £74,426 (2020: £18,339) being recognised through the Statement of Financial Activities and within its own revaluation reserve in the Statement of Funds.

14. Creditors: Amounts falling due within one year

	2021	2020
	£	£
Other creditors	**18,265**	*18,055*
Accruals	**4,738**	*4,254*
	23,003	*22,309*

15. Statement of funds

Statement of funds - current year

	Balance at 1 September 2020 £	Income £	Expenditure £	Transfers in/out £	Gains/ (Losses) £	Balance at 31 August 2021 £
Unrestricted funds						
Designated funds						
Gym Development Project	**240,998**	**-**	**-**	**-**	**-**	**240,998**
Fixed Assets and Premises Fund	**1,911**	**-**	**(765)**	**-**	**-**	**1,146**
Tuxien Foundation	**30,000**	**-**	**-**	**(30,000)**	**-**	**-**
	272,909	**-**	**(765)**	**(30,000)**	**-**	**242,144**
General funds						
General Funds	**153,620**	**132,524**	**(160,273)**	**30,000**	**-**	**155,871**
Revaluation fund	**51,721**	**-**	**-**	**-**	**74,427**	**126,148**
	205,341	**132,524**	**(160,273)**	**30,000**	**74,427**	**282,019**
Total Unrestricted funds	**478,250**	**132,524**	**(161,038)**	**-**	**74,427**	**524,163**
Restricted funds						
Gym development project	**56,219**	**-**	**-**	**-**	**-**	**56,219**
She Leads programme	**-**	**20,000**	**(20,000)**	**-**	**-**	**-**
COVID community response	**-**	**11,910**	**(11,910)**	**-**	**-**	**-**
	56,219	**31,910**	**(31,910)**	**-**	**-**	**56,219**

15. Statement of funds (continued)

Statement of funds - current year (continued)

	Balance at 1 September 2020 £	Income £	Expenditure £	Transfers in/out £	Gains/ (Losses) £	Balance at 31 August 2021 £
Total of funds	**534,469**	**164,434**	**(192,948)**	**-**	**74,427**	**580,382**

Gym development project (designated)
These funds are set aside towards the costs of a permanent Cheer Gym facility for the Ascension Eagles Cheerleaders, upon the end of the current lease. Please see the Trustees Report for further details.

Fixed assets and Premises fund
These funds relate to the fixed assets of the Charity and are reduced in line with the depreciation of the assets.

Tuxien Foundation
During the prior year a grant of £30,000 was received from the Tuxien Foundation in advance of its due date, being September 2020. Although received early, these funds were utilised by the Charity as part of the spend in the year to 31st August 2021 and they were designated for this purpose.

General funds
These funds represent the equivalent of six months salaries and operating costs and are for the general use of the Charity.

Gym development project (restricted)
This fund represents donated funds which have been restricted for use in relation to the Gym Development project.

She Leads programme
This fund relates to grants received which have been restricted for use within the 'She Leads' programme. These funds have been fully utilised in the 20/21 year.

COVID community response
This fund represents grant funding which has been restricted for use in COVID community response actvities. These funds have been fully utilised in the 20/21 year.

15. Statement of funds (continued)

Statement of funds - prior year

	Balance at 1 September 2019 £	*Income* £	*Expenditure* £	*Transfers in/out* £	*Gains/ (Losses)* £	*Balance at 31 August 2020* £
Unrestricted funds						
Designated funds						
Gym Development Project	*216,488*	-	-	*24,510*	-	*240,998*
Fixed Assets and Premises Fund	*5,064*	-	*(3,153)*	-	-	*1,911*
Tuxien Foundation	-	-	-	*30,000*	-	*30,000*
	221,552	-	(3,153)	*54,510*	-	*272,909*
General funds						
General Funds	*153,621*	*229,277*	*(174,768)*	*(54,510)*	-	*153,620*
Revaluation fund	*33,382*	-	-	-	*18,339*	*51,721*
	187,003	229,277	(174,768)	*(54,510)*	*18,339*	*205,341*
Total Unrestricted funds	408,555	229,277	(177,921)	-	*18,339*	*478,250*
Restricted funds						
Gym development project	*56,219*	*45,276*	*(45,276)*	-	-	*56,219*
Total of funds	*464,774*	*274,553*	*(223,197)*	-	*18,339*	*534,469*

16. Analysis of net assets between funds

Analysis of net assets between funds - current year

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £
Tangible fixed assets	1,146	-	**1,146**
Current assets	546,020	56,219	**602,239**
Creditors due within one year	(23,003)	-	**(23,003)**
Total	524,163	56,219	**580,382**

Analysis of net assets between funds - prior year

	Unrestricted funds 2020 £	*Restricted funds 2020 £*	*Total funds 2020 £*
Tangible fixed assets	1,911	-	*1,911*
Current assets	498,648	56,219	*554,867*
Creditors due within one year	(22,309)	-	*(22,309)*
Total	478,250	56,219	*534,469*

17. Related party transactions

Other than the Trustee and Key Management Personnel transactions detailed in Note 9 and Note 10, there were no related party transactions during either period.

ASCENSION EAGLES CHEERLEADERS

England & Wales - Charity number 1106766

Accounts

Registered number: 04197666
Charity number: 1106766

ASCENSION EAGLES CHEERLEADERS

(A company limited by guarantee and registered charity)

UNAUDITED

TRUSTEES' REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 AUGUST 2020

ASCENSION EAGLES CHEERLEADERS
(A company limited by guarantee and registered charity)

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ASCENSION EAGLES CHEERLEADERS
(A company limited by guarantee and registered charity)

REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS FOR THE YEAR ENDED 31 AUGUST 2020

Trustees	Sue Winston, Chair David Robinson, Treasurer (resigned 16 July 2020) Johanna Collins-Wood (resigned 13 January 2020) Lorraine Hart Duncan Smith Susan Spiller Adriana Sanchez (resigned 21 July 2020) Hayley Budd (appointed 9 April 2020) Peter Leslie Sharp (appointed 9 April 2020) Farrah Mughal (appointed 9 April 2020) Tara Stimpson, Treasurer (appointed 13 January 2020)
Company registered number	04197666
Charity registered number	1106766
Registered office	Ascension Church Centre Baxter Road, Custom House London E16 3HJ
Principal operating office	Talent Central Cheer & Dance Unit 27a, Gallions Reach Shopping Park 3 Armada Way London E6 7ER
Company secretary	Diane Harvey (resigned 13 February 2020) Tara Stimpson (appointed 13 February 2020)
Chief executive officer	Angela Green
Accountants	MHA MacIntyre Hudson Chartered Accountants Boundary House 4 County Place Chelmsford Essex CM2 0RE
Bankers	National Westminster Bank plc Frobisher Road Beckton London E6 5LX

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 AUGUST 2020

The Trustees present their annual report together with the financial statements of Ascension Eagles Cheerleaders for the year 1 September 2019 to 31 August 2020. The Trustees confirm that the Annual Report and financial statements of the company comply with the current statutory requirements, the requirements of the company's governing document and the provisions of the Statement of Recommended Practice (SORP), 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 2015) as amended by Update Bulletin 1 (effective 1 January 2015).

Since the Charity qualifies as small under section 383, the strategic report required of medium and large companies under The Companies Act 2006 (Strategic Report and Director's Report) Regulations 2013 is not required.

Structure, governance and management

The Company was incorporated on 10 April 2001 and became a registered charity on 15 November 2004. It took over the assets and liabilities of the unincorporated association of the same name on 1 September 2004. The company is limited by guarantee and its management is the responsibility of the Trustees who are elected and co-opted under the terms of the Articles of Association at each Annual General Meeting, with the day-to-day responsibility delegated to the Management Team.

Governance

The AEC Board has elected to follow the principles and practices set out in the Charity Governance Code as published by the Charity Commission.

On 8 April 2020, in response to the Coronavirus pandemic and in line with Government Guidance, the AEC Board elected to move to virtual Board meetings and this decision was formally recorded.

Trustee appointment, induction and training

To identify potential suitable Trustees, we use a number of approaches:

- To help maintain Board diversity we target our recruitment at a broad spectrum of the community using volunteer recruitment websites, such as Do-it.org and Reach Volunteering.
- When we need to recruit Trustees with specialist skills (eg a Treasurer) we talk to professional organisations whose members may be interested in offering their specialist skills on a pro bono basis (eg the ICAEW).
- To ensure our Trustees have a connection in some way to the communities which AEC serves, we take part in BoardMatch recruitment events run by the East London Business Alliance (ELBA), which gives us access to professionals working in East London, with diverse backgrounds.

Our documented Trustee appointment process, starting with the identification of a potential Trustee, sets out the 14 steps we take in appointing and inducting new Trustees. These steps include an informal meeting with at least two existing Trustees, attending an AEC event, attending an AEC Board meeting as an observer, a DBS check, completion of a declaration that they are not disqualified and have no conflicts of interest, and the formalisation of their appointment at a Board meeting.

The induction pack given to each new Trustee includes AEC's Articles of Association and Memorandum, The Essential Trustee (Charity Commission handbook), confirmation of our liability insurance cover for Trustees and the AEC Committees' Terms of Reference.

Trustees are asked to undertake safeguarding training provided by an external organisation. Trustees also receive advice and support on a regular basis within the Board meeting programme (eg on topics such as data protection and IT security).

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 AUGUST 2020

Safeguarding

Ascension Eagles Cheerleaders recognises the importance of its responsibility to protect and safeguard the welfare of children and young people entrusted to its care ("the beneficiaries").

The Charity is committed to on-going child protection training for all staff/coaches/volunteers and trustees to develop their understanding of the signs of abuse and how to respond to disclosures of abuse. Anyone in leadership who has contact with children/young people will complete an Enhanced Disclosure and Barring Service (DBS) check. Any trustee appointment is subject to a DBS check; we believe this is sensible to mitigate risks to our beneficiaries and the charity.

AEC's safeguarding policy, referred to as the Child And Adults At Risk Protection Policy ("CAARP Policy"), was reviewed and updated in October 2020. As part of this process, which included a peer review, the roles of Deputy Safeguarding Lead and Safeguarding Trustee Lead were created and appointments have been made for each role, which were subject to Board approval. The CAARP Policy is available for public view via a link on the AEC website.

Trustees

As noted in last year's annual report, our Treasurer David Robinson, who had served as an AEC trustee since 2006, retired by rotation at the AGM in January 2018 and the Board voted to reappoint him. In January 2020, the Board appointed Tara Stimpson as a trustee and Treasurer-designate. She took on the role of AEC's Company Secretary in February 2020 and, allowing for a handover period, Tara became AEC's Treasurer upon David's retirement from the Board in July 2020.

The Board is immensely grateful to David for the significant contribution he made to AEC during his time as a trustee, in bringing professional expertise to his role as Treasurer and tremendous passion as a long-time supporter of the charity's work for young people.

Two directors stepped down from the Board for personal reasons during the year: Johanna Collins-Wood in January 2020 and Adriana Sanchez in July 2020.

We appointed three new Trustees in April 2020: Hayley Budd, Farrah Mughal and Peter Sharp. Together they bring experience of business strategy and innovation, IT, change management and product development to the Board.

AEC's purpose, objectives and activities



Our purpose, as set out in our Articles of Association and Memorandum**,** is to provide facilities for the recreation and leisure time occupation of young people under the age of 25 in the interest of social welfare.

The charity provides training in cheerleading activities and performance opportunities, to develop young peoples' fundamental capacities, so that:

They may grow to full maturity as individuals, so that they become effective and considerate members of their communities, and their conditions of life may be improved.

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 AUGUST 2020

Our Mission	*Our Vision*	*Our Values*
Ascension Eagles Cheerleaders (AEC) strives to develop Britain's best cheerleaders while transforming and inspiring children and young people to reach their full potential.	Cheerleading is an effective way of helping children and young people to be healthy and gain confidence, while helping them to make a positive difference - both in their community and in the world.	Consistency Integrity Perseverance Persistence

Background and history

AEC began in 1996, as a grassroots outreach programme as part of the Ascension Church Centre, with the aim of keeping young people off the streets and out of trouble. When AEC ranked bottom at their first National Championship in 1997, they were fed-up with negative stereotypes. They decided that coming bottom at Nationals was something they would not accept; instead, they combined efforts with the aspiration of achieving a different result in future competitions.

The following year, in 1998, they won their first National trophy, and, in doing so, proved to themselves that hard work can bring success. With sheer determination and teamwork, this group of individuals from disadvantaged backgrounds committed themselves to being the best that they could be.

Over two decades later, AEC have firmly established themselves as the best of British Cheerleading, consistently coming top in the nation’s fastest growing sporting activity.

In 2019-20, the impact of the global Coronavirus pandemic severely impacted AEC’s ability to deliver its traditional services for young people, but the AEC and Talent Central teams showed their ability to adapt. The teams moved their activities online and they continued to support and encourage the young athletes, many of whom were facing uncertainty and isolation during the national lockdown.

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 AUGUST 2020

September 2019 to March 2020 highlights: Ascension Eagles Cheerleaders

Note regarding the impact of the COVID-19 pandemic:

The UK Government's Coronavirus pandemic measures meant that we had to close our gym between March and August 2020; cheerleading competitions were cancelled and our athletes were unable to train to their usual elite level. The 'lockdown' also impacted our ability to deliver our schools outreach programme and our recreational classes.

Achievements and performance overview



Regional Champions: AEC's Prodigy and Symphony teams



Schools Showcase: athletes with Mayor Fiaz and Cllr Asser of London borough of Newham

Highlights from the 2019-20 season

- **135 athletes** (148 in 2018-19) trained twice weekly, resulting in increased fitness and overall cheerleading skills.
- **13,208 people sessions** across five months (24,137 across ten months in 2018-19) were held (where people sessions = athletes multiplied by hours multiplied by sessions)
- **All athletes achieved recorded outcomes**.

It is not only parents who educate and shape their children, extra-family activities also influence children's development, and this is where AEC and its wonderful project come in.

I feel really privileged to be part of this family who have helped to improve my daughter's self-esteem, enabling her to feel safe, capable - but above all valued as an athlete and a person.

Jessica – parent of a Symphony athlete



Supporting our community: performing at the Gallions Reach Christmas Parade



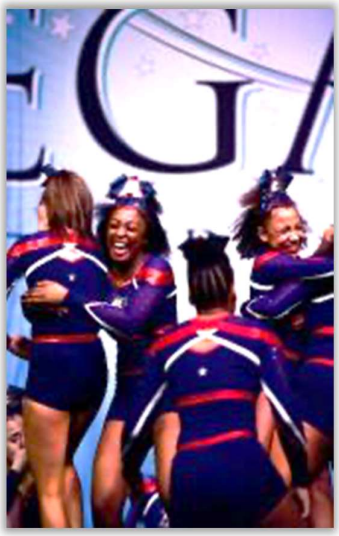
Team building activity: a prince and a princess party

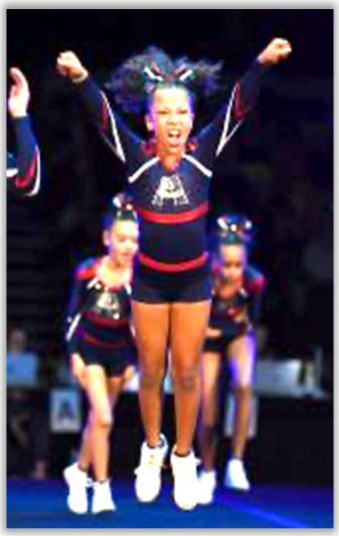
Summary of 2019-20 AEC competition results (In order of competition date)

The Ascension Eagles were fortunate to be able to participate in two competition events before the gym had to close to adhere to the UK Government's restrictions in response to the Coronavirus pandemic.

Prodigy Mini Level 1 Prep (aged 5-8)	Symphony Youth Level 1 (aged 9-11)	Destiny Junior Level 1 Prep (aged 10-14)	Royalty Junior Level 1 (aged 10-14)
1st Legacy Regionals	1st Legacy Regionals & Grand Champions	2nd Legacy Regionals	1st Legacy Regionals & Grand Champions
1st FC Regionals	2nd FC Regionals	5th FC Regionals	3rd FC Regionals

Prophecy Junior Level 2 (aged 10-14)	Majesty Senior Level 2 (aged 11+)	Eternity Senior Coed Level 4 (aged 11+)	Serenity (Special Educational Needs Division)
3rd Legacy Regionals	1st Legacy Regionals, Grand Champions & Overall Performance Award	4th Legacy Regionals	1st Legacy Regionals
1st FC Regionals	2nd FC Regionals	1st FC Regionals	







AEC in 2019-20 – a tale of two halves

Angela Green, Director – Ascension Eagles, writes:

This season was full of promise. It began with AEC being featured in 'The Face' Magazine, a wonderful showcase event at ExCeL attended by the Mayor of Newham Rokhsana Fiaz and two successful competitions which resulted in all AEC athletes achieving a top three competitive cheerleading placement. AEC were on track to have their most successful season yet … and then everything changed when the global Coronavirus pandemic took hold in the UK and the Government imposed a national lockdown to try and halt the spread of the disease.

We closed the doors to our gym on March 23; within the space of a few days, our members had lost ALL their routine. There was no school, minimal physical activity, a ban on seeing friends and family and no access to their 'safe place' – the Ascension Eagles gym. Because AEC's young people are normally so active and fit, we knew that the national 'lockdown' would have a huge impact on their physical and mental well-being. With this in mind the AEC team quickly set to work on providing an alternative programme for the AEC family.

Cheerleading is a sporting activity which encompasses a number of disciplines, such as gymnastics, dance, stunting. The transition to an online programme which would still be beneficial to our members was something we did not take lightly. We wanted athletes to be able to physically exercise in a way that still felt like cheerleading, while also respecting the fact that athletes were in the confines of their homes, with restrictions on space.

The show must go on

Initially, we put together a very robust schedule for athletes to interact via our Facebook group with daily events; there were usually more than four 'events' in the day which ranged from motivational morning quotes and mindfulness activities, to activities including dance workshops, flexibility and conditioning classes, arts and crafts, baking, bedtime stories and more.

The team provided all of these activities in addition to our regular provision of two classes a week per team, all via Zoom. We were incredibly busy. The packed initial schedule and continuous interaction with the young people worked really well; but as time went on, the needs of our athletes began to change and they had less time to fill, so we adapted and reduced the schedule.

A development opportunity

It was crucial for us to continue to create opportunities for our Junior Leadership Team (JLT) to ensure they continued their development, so they became a key part of our online programme. Those who assisted with one of our elite teams, or those who assisted with the recreational classes, were given specific sessions or tasks to deliver as part of the new programme. This may have been a five-minute section for a warm-up or conditioning phase, all the way up to delivering a whole session covering dance or jumps.

Alongside this, we also wanted our JLT to explore the provision of pastoral care, not just fitness, because it is such an important element of the service we provide for our members. They helped us deliver sessions on mindfulness, yoga and journaling for example. We also encouraged the JLT to share their own interests and hobbies in some of the sessions, which included origami and baking.

The variety of approaches allowed JLT members to think about the way they deliver and the importance of adapting their style - including learning the challenges of delivering via Zoom. Overall, we saw a new level of confidence among the JLT as they were able to express their own personalities more and were taking greater responsibility in the delivery of the programme.

Being there for our young people

Young people across the UK, including our own members, have talked about how the Coronavirus pandemic - the uncertainty it brings and the measures to control it- have taken a toll their mental health. Throughout the pandemic, the most important thing for us has been to provide a point of contact for our young people and to create a 'virtual' space where they could be themselves with their teammates.

Although not necessarily a 'mainstream' sport, being a cheerleader is an immersion in a complete culture. So much so, that it becomes a huge part of a young person's identity. We wanted to keep the AEC family 'relationship' strong, and to show them that we were still here for them and very much a part of their lives.

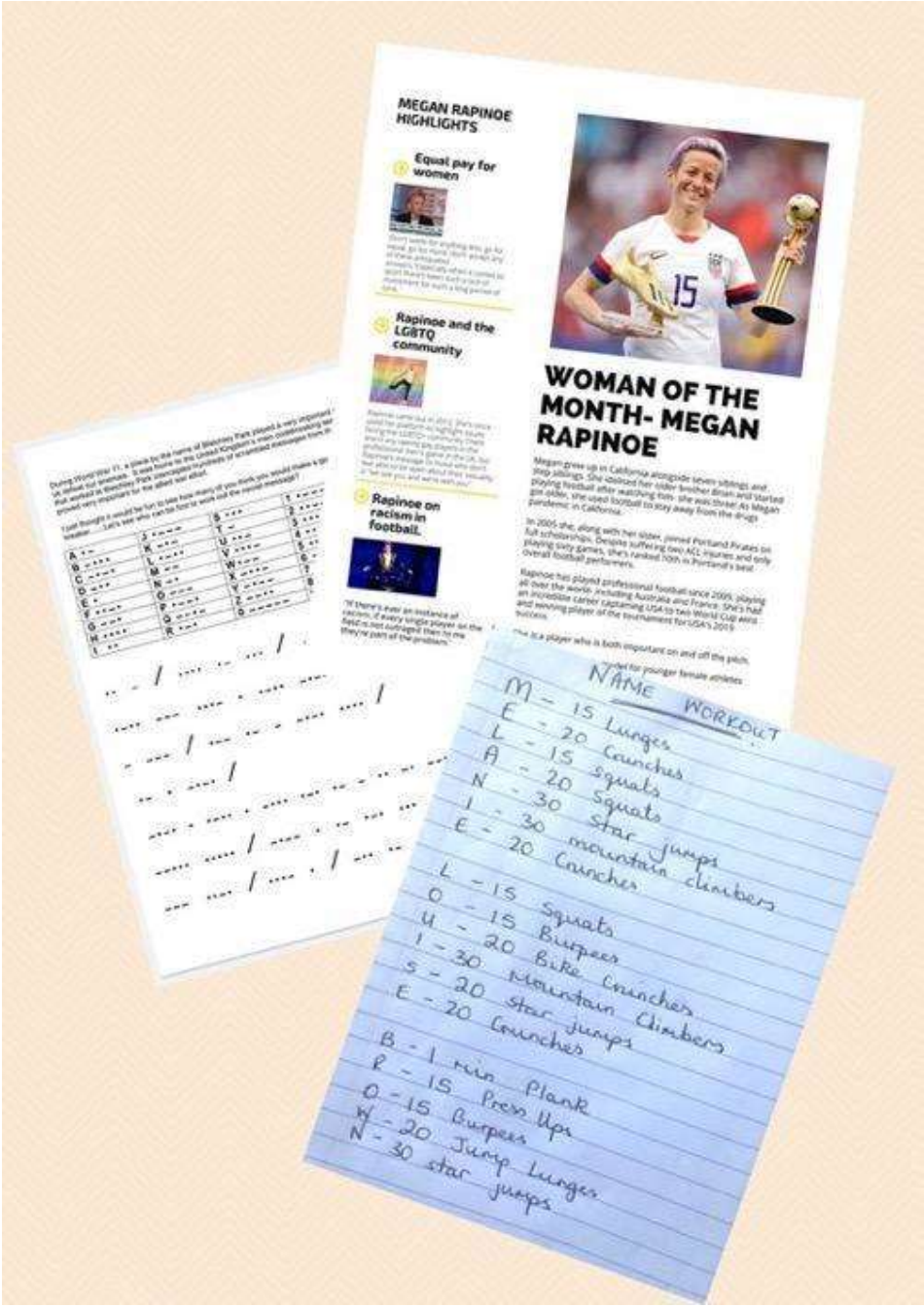
Many of the athletes felt the loss of their 2019-20 competitive season, which was cut short; they had invested hundreds of hours in training for competitions, to be the very best they could be. Having a routine and regular point of interaction served as a way of keeping our young people both physically fit and in touch with cheerleading, but also (and perhaps even more importantly) it removed their sense of isolation from their sport, their teammates, their friends, and their coaches – all of which are such a significant part of our members' lives.

Our young people have faced significant challenges arising from the pandemic. Many of them had to face extreme sickness and some have experienced bereavement – and yet they had no access to their usual support networks (at school, at AEC or with friends and families).

It has been a very lonely and scary time for them, but the feedback we received from our athletes and their families has been positive and supportive; our online classes and activities allowed the AEC family to have hope of better times ahead.

When the news came that we were able to reopen in August 2020, despite the Coronavirus precautions and restrictions that were necessary, our athletes, their parents and our staff were all overjoyed to be able to get back to Talent Central once again





The activity programme devised by the AEC team for athletes included teaching them new skills, such as morse code, fun fitness regimes to do at home and continuing our regular "Woman of the Month" series.

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 AUGUST 2020



A selection of images showing some of the online and digital activities the AEC team created to keep athletes engaged during the national lockdown.

2019-20 highlights: Talent Central

Talent Central is London's first "cheer gym", based on the well-respected principles, values and training ethos of AEC Cheerleaders. The centre is used by many athletes, from beginners all the way through to other competitive cheer programmes. AEC delivers its outreach work through the Talent Central brand, reaching over 1,000 young people each year.



Our schools' outreach programme

Before the Coronavirus pandemic restrictions forced us to close Talent Central, we delivered another successful term of cheerleading to local schools.

We understand that cost and time can be barriers to young people who want to take up a sport; we want to find ways to make our sport as accessible and inclusive as possible.

One way we do this is through our after-school club programme, which allows us to offer the same level of coaching as our competitive programme, but in a way that makes it easy to access and open to all. It widens our reach and contributes to community cohesion.

Throughout the Winter Term 2019 we delivered one-hour sessions weekly across a ten-week period in **15 schools and the University of East London**.

During this term, an average of 21 young people attended each class, resulting in **3,360 people-sessions delivered by the Talent Central team**.

As always, the term culminated in a showcase held at 2012 Olympic venue the ExCeL Centre; 248 young people took part in this event, representing 12 schools. The showcase was attended by the Mayor of the London Borough of Newham - and a host of the participants' proud parents!

The showcase event is extremely important to the schools' programme because it allows the young people to come together and experience taking part in a 'competition' - but it also gives them the chance to widen their networks and form connections with other young people from different schools who share the same common goal. Every participant receives an individual medal and a certificate recognising their performance, and each school receives a trophy.

The following partners received sessions across the term: Britannia Village Primary, Calverton Primary, Cleves Primary, Grange Primary, Hallsville Primary, Lathom Road Junior, Keir Hardie Primary, New City Primary, Portway Primary, Rosetta Primary, Scott Wilkie Primary, Jo Richardson, New City Primary, Nelson Primary, St. Angela's and UEL.

We wanted to say a big thank you to Lexy for coaching the team this term! The children are overjoyed with their Grand Champion win. She has been a really good coach and has worked really hard with the team. They are all looking forward to working with her again next term.
Thanks for another great showcase.

Chelsea and Zara – Rosetta Primary School Staff

Talent Central recreational classes

Alongside our Ascension Eagles programme we wanted to offer another way for young people to be involved without having to make a full commitment to our full-year competitive cheerleading programme. Talent Central recreational classes allow us to offer structured classes, with termly assessments so that participants have a regular measurement of their progress.



Talent Central is not only home to the Ascension Eagles Cheerleaders, with our outreach in the local community and across the cheerleading industry for clubs and dance groups without their own facility; we are proud that Talent Central is considered a 'home' by so many young athletes.

> ***Thank you for the birthday card and message, it made her really happy. She can't wait to come back to class!***
>
> *Stevie*
>
> *Parent of Jitterbug Class member*

In total **6,852 participants** used the gym (*2018-19: 7,191*) for **more than 728** hours in the year (*2018-19: 636).*

From September 2019 to March 2020 Talent Central provided seven classes per week dedicated to recreational cheerleading. In these sessions the gym is open to anyone from the local community – everyone is welcome to come and join a class.

We also provide one class specifically for local young people with special educational needs (SEN).

Unfortunately, the Coronavirus pandemic restrictions meant we had to close five months into the season. Although classes had to stop, we kept in touch with the Talent Central participants, for example sending them birthday cards and making weekly check-ins via text and phone calls to their families throughout the lockdown.

Louise's story: It's about so much more than fitness*

It's not unusual for Talent Central classes to be loud, excitable, and busy. Generally, we see this as a positive because we want the young people who attend to feel like they have a space where they are able to express themselves. We believe that it's important that behaviour is managed - but first and foremost - we find a child who feels secure always achieves more than expected. However, some children come in and find the space, the equipment, and working with new people in general, quite overwhelming. It can take time for them to adjust, and progress can take longer because of this.

Take Louise for example, who joined at the same time as her friend Kloe. While Kloe excelled quickly and soon achieved a number of new skills, each increasing with difficulty, Louise found classes more of a challenge. English is a second language for her so our communication with Louise was via her friend Kloe. This was frustrating for Louise and, for a time, we were concerned she might stop attending classes despite our best efforts to support her.

However, over time, as her English improved so did her confidence. Although she is still developing her skills during sessions, Louise laughs more, understands the circuits and recently has made incredible progress with her forward and backward rolls, as well as her cartwheels. She is very serious about perfecting her technique and doing things properly. Louise makes all of her coaches smile and, though she still has more to do in terms of her gymnastic skills, she's starting to believe in herself – and that is the most important thing.

We believe that being part of Talent Central has been important for Louise; it's helped develop her communication skills and her self-confidence, and she has become more resilient, self-reliant and independent as a result.

* *Names have been changed*

Chair's review: rising to the challenge

At the start of the 2019-20 season, we could not have envisaged that the year would turn out to be one of the most challenging that AEC – and our members – have faced in the past 20 years. Just five months into the season we had to close the doors of Talent Central, our training facility, as a result of the measures put in place by the UK Government to control the Coronavirus pandemic.

However, true to AEC's values of perseverance and persistence, the AEC team were undaunted and responded in a positive, focused and determined way, thus ensuring that we continued to support our young people (including volunteering their time to provide online activities) and kept the AEC 'family' strong.

With no access to our training facility, some of the AEC team on furlough, the closure of schools, and an imperative to develop and deliver a completely new type of online service at just a few days' notice, we were unable to make progress on the strategic priorities we had set out for 2019-20.

During the lockdown period, while AEC's operational team focused on supporting members and their families, the management team and the Board of Trustees worked closely together on communications, financial planning, monitoring the regular Government updates, submitting funding applications, and drawing up detailed plans to ensure we would be ready to reopen Talent Central as soon as it was permissible.

We were able to reopen again four weeks before the end of the 2019-20 season. However, the continued pandemic measures meant we had to offer a reduced competitive programme and the take-up of our schools' programme was significantly reduced.

Impact measurement:

We know the work we do is popular - our number of participants is clear evidence of this. But *why* it is popular is all about the impact of AEC on them. After a year of work with parents, athletes and staff to assess what the impact of our work was on young people and how we should measure it, this year we reached a major milestone - we successfully completed our first impact assessment showing the effect we have had on building the physical fitness, life skills, confidence and mental resilience of our athletes. We know that demonstrating the value of our work in this way will greatly improve our ability to access funds and other resources from funders, corporate and individual supporters in the future.

Strategic priorities for 2020-21:

It is clear that continued UK Government measures to control the Coronavirus pandemic could severely restrict our operations in 2020-21.

The Board have therefore agreed the following objectives for 2020-21, which reflect both the new environment in which AEC is likely to have to operate and the near/medium term imperatives which the charity faces:

1. We aim to retain 90% of our membership for the 2020/2021 season. (*Baseline: 115 members in August 2020*)
2. We aim to achieve a minimum 33% reduction in the stated stress levels of our athletes over a 10-month period. (*Baseline: athletes' stress levels as benchmarked in November 2020*.)
3. By the end of the 2020-21 season, we aim to have clarity on the options for AEC's 'home' for the next five-ten years, so that we can draw up plans to address the financial and logistical requirements, have explored pros and cons, and have scenarios/options ready to respond or act.

Note: the impact of potential, unknown, future Government measures may impact AEC's ability to deliver against the objectives.

The Board is in discussion with AEC's landlord regarding future plans for Gallions Reach; in the Board's view it is likely that the site will be redeveloped at some point in the short to medium term and that there is every likelihood that AEC

will need to find a new 'home' from which to operate, whether on a temporary or permanent basis. While we have no wish to leave the current venue, AEC's Property Strategy team are actively exploring alternative locations which could be temporary or permanent options for AEC. Any change in AEC's current arrangements will incur additional costs (ie both in terms of set-up and ongoing operational costs). The Board has therefore determined that AEC's reserves should be maintained in order to contribute to those, as yet unknown, costs, which could be significant.

Outlook for 2020-21

A few weeks into our 2020-21 season new national measures to combat the spread of Coronavirus meant that we once again had to close our training facility. Further potential, future measures may impact our ability to operate our full programme (and therefore our ability to retain members), income from the hire of our facilities by other teams and the delivery of our schools' outreach programme in 2020-21.

The effects of the global Coronavirus pandemic and uncertainty caused by Brexit are likely to cause near-term economic uncertainty in the UK which will put funding grants and the availability of corporate charitable donations under increased pressure. Consequently, we anticipate that our funding will face cuts in 2020-21 – and potentially beyond that.

We will continue to look for operational efficiencies and ways to reduce our costs. We will also look for ways to generate more revenue by diversifying our income stream in order to mitigate the impact of reduced external funding.

Funding and Support

We are immensely grateful to our supporters for their financial donations. Without their continued support we would not be able to make such a difference to so many young lives. In 2019-20 we were fortunate to receive support from:

The Tuixen Foundation; the Aviva Community Fund; ExCeL London; The City Bridge Trust; Gallions Reach Shopping Park; The Jack Petchey Foundation; The Royal Docks Trust (London); Aberdeen Standard Investments; and Adam Vaites of Royal London Asset Management.

In addition to funding and gift-in-kind support we receive from the above companies, we are also grateful for the support and commitment of our Trustees, our members and their families, who volunteer so many hours annually to help us achieve incredible results.

We have also been fortunate to have worked with the East London Business Alliance (ELBA); in 2019 AEC's participation in ELBA's BoardMatch event resulted in us appointing three new trustees.

Friends Of Ascension

The 'Friends of Ascension' (FOA) Committee was established in 2019 as a supporter association and fundraising group for Ascension Eagles. FOA had planned a number of fundraising events for the 2019-20 season, but unfortunately the Coronavirus pandemic restrictions put a stop to these. FOA intend to resume their events programme when the Government's pandemic measures allow. We would like to thank FOA for giving their time to support and fundraise for AEC. Your work brings an even greater sense of community to AEC and your support is greatly appreciated.

Khayelitsha Football Club

In 2019-20, through a Just Giving initiative, we raised £1,377 to cover the costs of some previous seasons' AEC kit, which allowed us to donate it to another charity. The Board's fundraising committee arranged for these clothes to be sent to the Khayelitsha Football Club in South Africa to benefit that club's underprivileged young members.

Arrangements for setting pay and remuneration of Key Management Personnel

Key Management Personnel comprise the Trustees and the Management Team. Trustees are not remunerated in their capacity as a Trustee. The remuneration of the Management Team is determined by the Trustees' annually in a Performance Management Meeting which also considers sector parameters and benchmarks.

Public benefit

The Trustees have complied with their duty in section 17 of the Charities Act 2011 and have paid due regard to public benefit when preparing this report. There are no unreasonable restrictions, which would prevent young people in London benefiting from Ascension Eagles' services and support offered. The benefit provided to the public is consistent with the aims of the charity. Further detail and public impact of our actions in 2019-20 are included elsewhere in this report.

Financial review

The total reserves at the beginning of the year were £464,774, of which £408,555 were unrestricted funds and £56,219 were restricted funds. AEC recorded a surplus in the year of £69,695, which has increased total reserves to £534,469.

The surplus above has been applied to the unrestricted funds of the Charity. Restricted funds remain unchanged at £56,219.

Reserves policy

The Board believes that the minimum level of the unrestricted general fund should be the equivalent of six months' usual salaries and other operating costs. This currently equates to approximately £145,000 based on 2018/19 results. The general fund at year end was £153,620. A designated fund of £30,000 was recognised in the year following the receipt of the September 2020 Tuxien Foundation grant in advance of the 20/21 financial year. Any excess operating surplus at each year end is also transferred to the Gym Development Project designated fund (set up to find a permanent home and gym facility for Ascension Eagles Cheerleaders at the end of our current lease). Accordingly, a further transfer of £24,510 was made at year end to the Gym Development Project designated fund. Total unrestricted reserves including designated funds and investment revaluation reserve at year end was £478,250.

Preparation of this report

This report has been prepared taking advantage of the small companies' exemption of section 415A of the Companies Act 2006.This report was approved and authorised for issue by the Trustees on 15 March 2021 and signed on its behalf by:



Sue Winston

Chair of Board of Trustees, Ascension Eagles Cheerleaders

Date: 16 March 2021

INDEPENDENT EXAMINER'S REPORT
FOR THE YEAR ENDED 31 AUGUST 2020

Independent examiner's report to the Trustees of Ascension Eagles Cheerleaders ('the Charity')

I report to the charity Trustees on my examination of the accounts of the Charity for the year ended 31 August 2020.

Responsibilities and basis of report

As the Trustees of the Charity (and its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Charity are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the Charity's accounts carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Since the Charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of ACCA, which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe in any material respect:

1. accounting records were not kept in respect of the Charity as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Signed: Cara Miller Dated: 21 March 2021

Cara Miller ACCA

MHA MacIntyre Hudson
Chartered Accountants
Boundary House, 4 County Place, Chelmsford, CM2 0RE

STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT) FOR THE YEAR ENDED 31 AUGUST 2020

	Note	Unrestricted funds 2020 £	Restricted funds 2020 £	Total funds 2020 £	*Total funds 2019 £*
Income from:					
Donations and legacies	3	**140,796**	**45,276**	**186,072**	*124,205*
Charitable activities	5	**88,107**	**-**	**88,107**	*165,746*
Investments	6	**374**	**-**	**374**	*571*
Total income		**229,277**	**45,276**	**274,553**	*290,522*
Expenditure on:					
Charitable activities	7	**177,921**	**45,276**	**223,197**	*288,820*
Total expenditure		**177,921**	**45,276**	**223,197**	*288,820*
Net gains on investments		**18,339**	**-**	**18,339**	*33,382*
Net movement in funds		**69,695**	**-**	**69,695**	*35,084*
Reconciliation of funds:					
Total funds brought forward		**408,555**	**56,219**	**464,774**	*429,690*
Net movement in funds		**69,695**	**-**	**69,695**	*35,084*
Total funds carried forward	16	**478,250**	**56,219**	**534,469**	*464,774*

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

The notes on pages 20 to 34 form part of these financial statements.

All income and expenditure relate to continuing activities.

ASCENSION EAGLES CHEERLEADERS
(A company limited by guarantee and registered charity)
REGISTERED NUMBER: 04197666

BALANCE SHEET
AS AT 31 AUGUST 2020

	Note		2020 £		*2019 £*
Fixed assets					
Tangible assets	11		**1,911**		*5,064*
			1,911		*5,064*
Current assets					
Stocks	12	**-**		*3,152*	
Debtors	13	**20,701**		*19,265*	
Investments	14	**351,722**		*333,382*	
Cash at bank and in hand		**182,444**		*112,491*	
		554,867		*468,290*	
Creditors: amounts falling due within one year	15	**(22,309)**		*(8,580)*	
Net current assets			**534,469**		*464,774*
Total net assets			**534,469**		*464,774*
Charity funds					
Restricted funds	16		**56,219**		*56,219*
Unrestricted funds	16		**478,250**		*408,555*
Total funds			**534,469**		*464,774*

The Charity was entitled to exemption from audit under section 477 of the Companies Act 2006.

The members have not required the company to obtain an audit for the year in question in accordance with section 476 of Companies Act 2006.

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to entities subject to the small companies regime.

The financial statements were approved and authorised for issue by the Trustees on 15 March 2021 and signed on their behalf by:

BALANCE SHEET (CONTINUED)
AS AT 31 AUGUST 2020



.....
Sue Winston, Chair
16 March 2021



.....
Tara Stimpson, Treasurer
16 March 2021

The notes on pages 20 to 34 form part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2020

1. General information

Ascension Eagles Cheerleaders is a company limited by guarantee and is registered with the Charity Commission (Charity Registered Number 1106766) and Registrar of Companies (Company Registration Number 04197666) in England and Wales.

In the event of the Charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the Charity.

The address of the registered office is given in the Charity information on page 1 of these financial statements. The nature of the Charity's operations and principal activities are detailed in the Trustees' Report.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements 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), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), the Companies Act 2006, the Charities Act 2011 and UK Generally Accepted Practice.

Ascension Eagles Cheerleaders 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.

The Charity has applied Update Bulletin 1 as published on 2 February 2016 and does not include a cash flow statement on the grounds that it is applying FRS 102 Section 1A.

The financial statements are prepared on a going concern basis under the historical cost convention, modified to include certain items at fair value. The financial statements are presented in sterling which is the functional currency of the Charity and rounded to the nearest pound.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

2.2 Going concern

The Trustees have assessed the use of going concern and have considered possible events or conditions that might cast significant doubt on the ability of the Charity to continue as a going concern, including the impact of COVID-19. The Trustees have made this assessment for a period of at least one year from the date of the approval of these financial statements. The Trustees have concluded that there is a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. The Charity therefore continues to adopt the going concern basis in preparing these financial statements.

2. Accounting policies (continued)

2.3 Income

All income is recognised once the Charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

For donations to be recognised the Charity will have been notified of the amounts and the settlement date in writing. If there are conditions attached to the donation and this requires a level of performance before entitlement can be obtained then income is deferred until those conditions are fully met or the fulfillment of those conditions is within the control of the Charity and it is probable that they will be fulfilled.

Gifts in kind donated for distribution are included at valuation and recognised as income when they are distributed to the projects. Gifts donated for resale are included as income when they are sold. Donated facilities are included at the value to the Charity where this can be quantified and a third party is bearing the cost. No amounts are included in the financial statements for services donated by volunteers.

Income from trading activities includes income earned from fundraising events and trading activities to raise funds for the Charity. Income is received in exchange for supplying goods and services in order to raise funds and is recognised when entitlement has occurred.

The Charity receives government and other grants in respect of furthering its charitable objective. Income from government and other grants are recognised at fair value when the Charity has entitlement after any performance conditions have been met, it is probable that the income will be received and the amount can be measured reliably. If entitlement is not met then these amounts are deferred.

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the Charity; this is normally upon notification of the interest paid or payable by the Bank.

2.4 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Support costs are those costs incurred directly in support of expenditure on the objects of the Charity and include project management carried out at Headquarters. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset’s use.

Expenditure on raising funds includes all expenditure incurred by the Charity to raise funds for its charitable purposes and includes costs of all fundraising activities events and non-charitable trading.

Expenditure on charitable activities is incurred on directly undertaking the activities which further the Charity's objectives, as well as any associated support costs.

All expenditure is inclusive of irrecoverable VAT.

2. Accounting policies (continued)

2.5 Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the Charity; this is normally upon notification of the interest paid or payable by the institution with whom the funds are deposited.

2.6 Taxation

The Charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the Charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

2.7 Tangible fixed assets and depreciation

Tangible fixed assets costing £500 or more are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably.

Tangible fixed assets are initially recognised at cost. After recognition, under the cost model, tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. All costs incurred to bring a tangible fixed asset into its intended working condition should be included in the measurement of cost.

Depreciation is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:

Office equipment	-	33%
Gym equipment	-	25%
Uniforms	-	20%

2.8 Investments

Current asset investments are initially recognised at their transaction cost and subsequently measured at fair value at the Balance sheet date, unless the value cannot be measured reliably in which case it is measured at cost less impairment. Investment gains and losses, whether realised or unrealised, are combined and presented as ‘Gains/(Losses) on investments’ in the Statement of financial activities.

2.9 Stocks

Stocks are valued at the lower of cost and net realisable value after making due allowance for obsolete and slow-moving stocks.

2. Accounting policies (continued)

2.10 Debtors

Debtors are recognised when the Charity is legally entitled to the income after any performance conditions have been met, the amount can be measured reliably and it is probable that the income will be received. Prepayments are valued at the amount prepaid.

2.11 Cash at bank and in hand

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

2.12 Liabilities and provisions

Liabilities are recognised when there is an obligation at the Balance sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

2.13 Financial instruments

The Charity only holds basic Financial Instruments. The financial assets and financial liabilities of the Charity are as follows:

Debtors - trade and other debtors (including accrued income) are basic financial instruments and are debt instruments measured at amortised cost as detailed in Note 13. Prepayments are not financial instruments.

Cash at bank - is classified as a basic financial instrument and is measured at face value.

Liabilities - trade creditors, accruals and other creditors will be classified as financial instruments, and are measured at amortised cost as detailed in Note 15. Taxation and social security are not included in the financial instruments disclosure. Deferred income is not deemed to be a financial liability, as in the cash settlement has already taken place and there is simply an obligation to deliver charitable services rather than cash or another financial instrument.

2.14 Pensions

The Charity operates a defined contribution pension scheme and the pension charge represents the amounts payable by the Charity to the fund in respect of the year.

2. Accounting policies (continued)

2.15 Fund accounting

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

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Charity for particular purposes. The costs 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.

Investment income, gains and losses are allocated to the appropriate fund.

3. Income from donations and legacies

	Unrestricted funds 2020 £	**Restricted funds 2020 £**	**Total funds 2020 £**	*Total funds 2019 £*
Donations	56,614	-	**56,614**	*65,455*
Legacies	1,500	-	**1,500**	*4,500*
Grants	62,000	45,276	**107,276**	*54,250*
Government grants	20,682	-	**20,682**	-
Total 2020	140,796	45,276	**186,072**	*124,205*
Total 2019	*99,955*	*24,250*	*124,205*	

In 2019, income from donations and legacies were allocated to Unrestricted funds. Of the £54,250 income from grants, £24,250 was allocated to Restricted funds.

Government grants recognised in the year relate to income received as part of the Job Retention Scheme.

During the current year an unrestricted grant of £30,000 was received in advance of its due date, being September 2020 of the next financial year. Further details have been provided in Note 4.

4. Analysis of grants

	2020 £	*2019 £*
The Royal Docks Trust (London)	**30,000**	*22,000*
Jack Petchey	**2,000**	*2,250*
Tuxien Foundation Grant	**60,000**	*30,000*
City Bridge Trust	**15,276**	*-*
Total	**107,276**	*54,250*

During the current year an unrestricted grant of £30,000 was received from the Tuxien Foundation in advance of its due date, being September 2020. Although received early, these funds are to be utilised by the Charity as part of the spend in the year to 31st August 2021 and they have been designated by the Trustees for this purpose in Note 16.

5. Income from charitable activities

	Unrestricted funds 2020 £	Total funds 2020 £	*Total funds 2019 £*
Cheerleading activities	39,845	**39,845**	*85,514*
Talent Central Recreational Classes	12,310	**12,310**	*20,793*
Talent Central Schools	14,525	**14,525**	*23,551*
Talent Central Hire	4,012	**4,012**	*10,600*
Performance and Others	9,210	**9,210**	*16,054*
Sales of Uniforms and Clothes	8,205	**8,205**	*9,234*
Total 2020	88,107	**88,107**	*165,746*
Total 2019	*165,746*	*165,746*	

6. Investment income

	Unrestricted funds 2020 £	Total funds 2020 £	*Total funds 2019 £*
Bank interest receivable	374	**374**	*571*
Total 2019	*571*	*571*	

7. Analysis of expenditure by activities

	Activities undertaken directly 2020 £	Support costs 2020 £	Total funds 2020 £	*Total funds 2019 £*
Cheerleading activities	187,587	35,610	**223,197**	*288,820*
Total 2019	*234,895*	*53,925*	*288,820*	

In 2019, £264,570 of expenditure was from Unrestricted funds and £24,250 of direct expenditure was from Restricted funds.

Analysis of direct costs

	Cheer-leading activities 2020 £	Total funds 2020 £	*Total funds 2019 £*
Staff costs	150,822	**150,822**	*151,650*
Programme costs	36,765	**36,765**	*83,245*
Total 2020	187,587	**187,587**	*234,895*
Total 2019	*234,895*	*234,895*	

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 AUGUST 2020

7. Analysis of expenditure by activities (continued)

Analysis of direct costs (continued)

Analysis of support costs

	Cheer-leading activities 2020 £	Total funds 2020 £	*Total funds 2019 £*
Depreciation	3,153	**3,153**	*4,979*
Overhead costs	27,854	**27,854**	*40,465*
Governance costs	4,603	**4,603**	*8,481*
Total 2020	35,610	**35,610**	*53,925*
Total 2019	*53,925*	*53,925*	

Governance costs have been analysed further in Note 8.

8. Governance costs

	2020 £	*2019 £*
Independent Examiners' remuneration	**3,180**	*3,240*
Accountancy and other services	**1,423**	*1,575*
Legal and professional fees	**-**	*3,666*
	4,603	*8,481*

9. Staff costs

	2020 £	*2019* *£*
Wages and salaries	**138,678**	*139,432*
Social security costs	**8,193**	*8,034*
Contribution to defined contribution pension schemes	**3,951**	*4,184*
	150,822	*151,650*

The average number of persons employed by the Charity during the year was as follows:

	2020 No.	*2019* *No.*
Staff	**12**	*10*

No employee received remuneration amounting to more than £60,000 in either year.

The Key Management Personnel of the Charity comprise the Trustees and the Management Team. The total amount of employee benefits (including employer national insurance contributions and pension contributions) received by Key Management Personnel for their services to the Charity was £98,563 (2019 - £104,233).

10. Trustees' remuneration and expenses

During the year, no Trustees received any remuneration or other benefits *(2019 - £NIL)*.

During the year ended 31 August 2020, no Trustee expenses have been incurred *(2019 - £NIL)*.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2020

11. Tangible fixed assets

	Office equipment £	Computer equipment £	Other fixed assets £	Total £
Cost or valuation				
At 1 September 2019	**3,572**	**27,121**	**24,844**	**55,537**
At 31 August 2020	**3,572**	**27,121**	**24,844**	**55,537**
Depreciation				
At 1 September 2019	**3,572**	**22,465**	**24,436**	**50,473**
Charge for the year	**-**	**2,745**	**408**	**3,153**
At 31 August 2020	**3,572**	**25,210**	**24,844**	**53,626**
Net book value				
At 31 August 2020	**-**	**1,911**	**-**	**1,911**
At 31 August 2019	*-*	*4,656*	*408*	*5,064*

12. Stocks

	2020 £	*2019 £*
Athletic clothing for resale	**-**	*3,152*

13. Debtors

	2020 £	*2019 £*
Due within one year		
Trade debtors	**241**	*6,570*
Other debtors	**248**	*-*
Prepayments and accrued income	**20,212**	*12,695*
	20,701	*19,265*

14. Current asset investments

	2020 £	2019 £
CCLA Investment Fund	**351,722**	*333,382*

In 2019, the Charity purchased a £300,000 short-term investment with the CCLA Investment Fund. The investment can be liquidated at short notice and has been classified as a Current Asset Investment in these accounts. At the year-end, the investment was revalued upwards to £351,722 (2019: £333,382), with the revaluation gain of £18,339 (2019: £33,382) being recognised through the Statement of Financial Activities and within its own revaluation reserve in the Statement of Funds.

15. Creditors: Amounts falling due within one year

	2020 £	2019 £
Trade creditors	**-**	*600*
Other creditors	**18,055**	*-*
Accruals and deferred income	**4,254**	*7,980*
	22,309	*8,580*

	2020 £	2019 £
Deferred income at 1 September 2019	**4,090**	*-*
Memberships deferred during the year	**-**	*4,090*
Amounts released from previous periods	**(4,090)**	*-*
	-	*4,090*

In the year ended 31 August 2019, the Charity received £4,090 membership payments in advance of the 19/20 financial year.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2020

16. Statement of funds

Statement of funds - current year

	Balance at 1 September 2019 £	Income £	Expenditure £	Transfers in/out £	Gains/ (Losses) £	Balance at 31 August 2020 £
Unrestricted funds						
Designated funds						
Gym Development Project	**216,488**	**-**	**-**	**24,510**	**-**	**240,998**
Fixed Assets and Premises Fund	**5,064**	**-**	**(3,153)**	**-**	**-**	**1,911**
Tuxien Foundation	**-**	**-**	**-**	**30,000**	**-**	**30,000**
	221,552	**-**	**(3,153)**	**54,510**	**-**	**272,909**
General funds						
General Funds	**153,621**	**229,277**	**(174,768)**	**(54,510)**	**-**	**153,620**
Revaluation fund	**33,382**	**-**	**-**	**-**	**18,339**	**51,721**
	187,003	**229,277**	**(174,768)**	**(54,510)**	**18,339**	**205,341**
Total Unrestricted funds	**408,555**	**229,277**	**(177,921)**	**-**	**18,339**	**478,250**
Restricted funds						
Restricted Funds	**56,219**	**45,276**	**(45,276)**	**-**	**-**	**56,219**
Total of funds	**464,774**	**274,553**	**(223,197)**	**-**	**18,339**	**534,469**

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2020

16. Statement of funds (continued)

Statement of funds - prior year

	Balance at 1 September 2018 £	*Income* £	*Expenditure* £	*Transfers in/out* £	*Gains/ (Losses)* £	*Balance at 31 August 2019* £
Unrestricted funds						
Designated funds						
Gym Development Project	*216,488*	-	-	-	-	*216,488*
Fixed Assets and Premises Fund	*6,983*	-	-	*(1,919)*	-	*5,064*
	223,471	-	-	*(1,919)*	-	*221,552*
General funds						
General Funds	*150,000*	*266,272*	*(264,570)*	*1,919*	-	*153,621*
Revaluation fund	-	-	-	-	*33,382*	*33,382*
	150,000	266,272	(264,570)	*1,919*	*33,382*	*187,003*
Total Unrestricted funds	373,471	266,272	(264,570)	-	*33,382*	*408,555*
Restricted funds						
Restricted Funds	*56,219*	*24,250*	*(24,250)*	-	-	*56,219*
Total of funds	*429,690*	*290,522*	*(288,820)*	-	*33,382*	*464,774*

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Gym development project
These funds are set aside towards the costs of a much needed permanent Cheer Gym facility for the Ascension Eagles Cheerleaders.

Fixed assets and Premises fund
These funds relate to the fixed assets of the Charity and are reduced in line with the depreciation of the assets.

Tuxien Foundation
During the year a grant of £30,000 was received from the Tuxien Foundation in advance of its due date, being September 2020. Although received early, these funds are to be utilised by the Charity as part of the spend in the year to 31st August 2021 and they have been designated for this purpose.

General funds
These funds represent the equivalent of six months salaries and operating costs and are for the general use of the Charity.

Restricted funds
These funds represent funds which are to be used in accordance with the specific restrictions imposed by the donors. The amounts brought and carried forward relate to the Gym Development Project.

17. Analysis of net assets between funds

Analysis of net assets between funds - current period

	Unrestricted funds 2020 £	Restricted funds 2020 £	Total funds 2020 £
Tangible fixed assets	1,911	-	**1,911**
Current assets	498,648	56,219	**554,867**
Creditors due within one year	(22,309)	-	**(22,309)**
Total	478,250	56,219	**534,469**

17. Analysis of net assets between funds (continued)

Analysis of net assets between funds - prior period

	Unrestricted funds 2019 £	*Restricted funds 2019* £	*Total funds 2019* £
Tangible fixed assets	5,064	-	*5,064*
Current assets	412,071	56,219	*468,290*
Creditors due within one year	(8,580)	-	*(8,580)*
Total	408,555	56,219	*464,774*

18. Related party transactions

Other than the Trustee and Key Management Personnel transactions detailed in Note 9 and Note 10, there were no related party transactions during either period.