

REGISTERED COMPANY NUMBER: 05053927 (England and Wales)
REGISTERED CHARITY NUMBER: 1108538

Report of the Trustees and
Consolidated Financial Statements for The Year Ended 31 August 2024
for
Sheffield Wednesday Football Club
Community Programme
(A Company Limited by Guarantee)

Roddis Taylor Robinson
Chartered Accountants
Statutory Auditor
Unit 6, Acorn Business Park
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**Sheffield Wednesday Football Club
Community Programme**

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For The Year Ended 31 August 2024**

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**Sheffield Wednesday Football Club
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**Report of the Trustees (continued)
For The Year Ended 31 August 2024**

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 August 2024. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

OBJECTIVES AND ACTIVITIES

Objectives and aims

The principal objectives of the charity are to support education, health and inclusion of both adults and children within the Sheffield City Region, using the game of football and other ancillary sporting activities as an educational tool.

The main aim during the year was to encourage more people, especially children to engage with the charity's programme. The charity further aimed to promote closer links between Sheffield Wednesday Football Club (SWFC) and the local community, to utilise the Club's facilities for improvement in education, health and wellbeing, inclusion and participation.

Significant activities

Community Involvement:

SWFCCP engages with over 20,000 people every year, with a social value estimated to be in excess of £8million during the year ended 31 August 2024. Utilising the power of our football brand, led and delivered by a specialist team, we have diversified our provision to allow us to support the lives of some of the most underrepresented and disadvantaged communities within Sheffield.

Within the last year, our partnerships have grown, building on our already existing strong relationships and introducing further Sheffield Council contracts, partnerships with Sheffield Hallam University, increased primary & secondary schools and Primary Care Network referral pathways. The reach of SWFCCP is significant across Sheffield from a geographical perspective, as well as through a diverse range of targeted provision for people. SWFCCP now supports over 60 new parents and toddlers, supporting over 200 young people into employment, provides targeted mentoring to over 120 young people, engages with ex-armed forces and offers respite for families with children who have additional needs. The Community Programme continues a highly successful Education & Employability department, through BTEC courses, Alternative Provision, Foundation Degrees, Youth Employment and Adult Education. Engagement numbers and attainment has been maintained and is forecasted to increase.

On an annual basis, the Community Programme continues to deliver fund raising events for numerous charities, supports the homeless over Christmas and engages the wider fan base and local community through events like Owls in the Park, which returned in June 2024 witnessed by over 20,000 people attending throughout the day. The SWFCCP Community Facility, based close to the stadium hosts hundreds of people every week to stay active and participate in football or health-based provisions.

Community Programme:

SWFCCP is the club's charitable arm, established to support the development of cohesive communities around South Yorkshire and increase engagement, training provision, employability opportunities and support amongst its residents working across four EFL key themes:

- Participation
- Youth & Integration
- Health
- Education & Employability

Vision: Developing Communities Together.

Mission statement: Embed ourselves in communities - working together to develop outstanding provision and facilities.

**Sheffield Wednesday Football Club
Community Programme**

**Report of the Trustees (continued)
For The Year Ended 31 August 2024**

Values:

1. **Passionate** belief in the principles of our practice.
2. **Commitment** to provide quality provision and services.
3. Overcoming challenges with strength and **resilience**.
4. **Learning** is at the core of all of our delivery.
5. Champion equality and recognise the value of **Integration**.

Strategic aims:

1. Continue to develop all aspects of our programme.
2. Demonstrate strong outcomes and impact.
3. Strengthen, sustain, and grow.
4. Recognise and react to community need.
5. Ensure safe and inclusive practice.

Education and Employability

Partnerships are the key to the programme creating sustainability, with associates on board from SWFC, Sheffield College, NCFE, Skills Funding Agency (SFA), SCC, NCS Trust, EFL, Football Foundation, Sheffield and Hallamshire County FA, and Premier League (PL).

Jubilee Facility:

Our facility on Claywheels Lane, provides a state-of-the-art 3g pitch for use by the local community plus allowing SWFCCP to develop further its various programmes. Our recently installed community gym is now fully operational and is a hive of activity tackling such issues as obesity, chronic pain, mental health amongst other aspects around wellbeing.

Cruyff Foundation Court:

With funding from Sheffield City Council and the Johan Cruyff Foundation, we have been able to develop a new site within Parson Cross Park. This offers a new 3g mini pitch which is open daily to the public. Further community activities will be delivered by SWFCCP using funding from the PLCF.

Education Programme:

Based on the academic year 2023/2024

Alternative Provision

- KS2 - 8 learners
- KS3 - 10 learners
- KS4 - 24 learners

Post-16

- NCFE Level 2 Certificate/ Diploma in Sport -31 enrolled, 30 retained.
- 100% pass rate for Level 2 programmes

BTEC Level 3

- 124 enrolled, 121 retained.
- 100% pass rate for Level 3 programmes

Degree

- 26 enrolled – 23 passed – pass rate – 88%
- 12 enrolled on sports science
- 10 passed – pass rate – 83%
- Overall, we had 38 enrol with 33 passing (most amount of students for both courses)
- 85.5% pass rate for both degrees combined

**Sheffield Wednesday Football Club
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**Report of the Trustees (continued)
For The Year Ended 31 August 2024**

We work in partnership with the Sheffield City Council, our local authority, to provide Alternative Provision programmes for KS2, KS3 and KS4. This programme is for learners who are disengaged with mainstream education, for what could be a number of reasons. The wide range of disengaging factors span from learning difficulties to behavioural issues, all learners have the ambition of reintegrating into education. We offer vocational qualifications plus additional numeracy and literacy skills workshops, whilst using the power of sport to try and re-engage young people back in to mainstream education. Pathways are in place for students to attend post-16 provision at SWFCCP at the end of year 11.

Our post-16 Education Provision delivers Study Programmes that includes BTEC level 1 in Sport, NCFE Level 2 in Sport (Coaching Pathway), BTEC Level 3 Nationals Extended Diploma in Sport Coaching, Development and Fitness. Learners are taught by fully qualified teachers from the SWFCCP and re-sit GCSE English and Maths if they have not achieved a GCSE Grade 4 (or above). All students have an enrichment timetable that includes training and participating in an 11-a-side football programme, representing the college in the EFL Community Alliance league, Sheffield and Hallamshire Flexi-League or the National Youth Football League.

All learners take part in work placements with the aim to improve their CV and give them vital work experience in preparation for Higher Education and employment. Clear pathways are in place through the courses, with progression to Higher Education provision.

Learners successfully undertook additional coaching qualifications boosting their employability prospects and contributing to learner satisfaction.

In Partnership with the EFL Trust and the University of South Wales, we offer a Foundation Degree in Community Football Coaching and Development with a top-up to a BSc (Hons) Football Coaching Development and Administration Degree. We have over 90% success rates of employment for students that have completed the full BSc (Hons) Degree. In partnership with Loughborough College and Sheffield Hallam University we offer a BSc (Hons) Degree in Sport and Exercise Science which has had a successful first year with an 83% pass rate and 100% of students continuing their studies who completed the first year.

In partnership with DWP, we aim to upskill and support young people aged 16-24 to gain employment. We endeavour to support young people with their employability skills, confidence building and maths/English qualifications, whilst undertaking work experience.

Participation:

Mini Owls:

At our Mini Owl's programme, we give children a positive introduction to football by teaching them high quality football skills in a friendly, pressure free environment. The Mini Owls session takes place at the SWFCCP facility. The sessions are fun-based learning programmes for 4-12-year-olds to encourage all aspects of balance and co-ordination, with both mental and social development. Each Saturday morning, we have close to 100 children attending our sessions, where the children play fun engaging games, before playing friendly matches towards the later part of the sessions. Each week prizes and medals are on offer for the children that attend our sessions. As well as this we offer each participant a loyalty card, where after 8 sessions a free session is awarded.

Holiday Programmes:

Soccer Camps are delivered at our SWFCCP facility throughout each school break across the course of the year. SWFCCP Holiday Programmes are affordable sessions, delivered by FA qualified community coaches and serve as a fantastic way for children to spend the school holidays. Our coaches provide a rewarding educational and fun football coaching experience for girls and boys aged 5 - 14 years old, regardless of background or skill level. Throughout the holiday period, our football camps have reached capacity at 130 children per day.

**Sheffield Wednesday Football Club
Community Programme**

**Report of the Trustees (continued)
For The Year Ended 31 August 2024**

Development Centres:

This is one of SWFCCP most high-profile schemes. We run several development centres city wide at a number of different venues to reach as many young people as possible. SWFCCP partner with Sheffield City Trust to deliver a development centre session every day of the week, engaging over 1000 children per month. Our venues include, Springs Leisure Centre, Hillsborough Leisure Centre, and Concord Leisure Centre, with the hub for our advance development centre being located at the SWFCCP Community Facility. Our city-wide development centres act as a pathway to our advance development centre. Our advance development centre includes an Advanced Training Syllabus where sessions are planned in partnership with the SWFC Academy. This gives the chance for participants to potentially progress into the academy which in turn could lead to a professional career in football.

School Programmes – Curriculum Coaching/Breakfast Clubs/Lunch Clubs/After School Provision:

SWFCCP delivers provision in over 35 primary schools across the city. We deliver a wide range of activities to our partners schools, with the main core of our delivery being Premier League Primary Stars which uses the appeal of the Premier League and professional football clubs to inspire children to be active and develop important life skills. The programme has been developed and is managed by the Premier League Charitable Fund, a Premier League funded charity which aims to create positive and lasting sporting, health and education outcomes for children, young people and the wider community. SWFCCP work alongside the Premier League and The National Literacy Trust, to use there resources to deliver workshops, events, interventions, competitions and other provision to give the young people we work with the most impactful experience they can. On top of this at SWFCCP we deliver a wide range of breakfast clubs, P.E lesson delivery, Teacher CPD support, Lunchtime support, and after school club delivery.

Matchday / non matchday experience parties :

SWFCCP offers a number of different matchday experience party packages. New for the 23/24 season we now offer a Gold and a Silver package, as well as non-matchday parties, due to high volume of requests we receive. Our matchday party experiences include matchday tickets, an hour of football training / matches with UEFA C qualified football coaches from the community programme, flag bearing whilst the teams walk out for a kick off and an opportunity to play on the pitch at half time (gold package only). These parties are on offer for birthdays, as well as local grass roots teams. New to this season we also offer non matchday parties, for young people who would like to celebrate their birthday. These parties are held at the SWFCCP community facility, where the children will receive an hour training / matches with UEFA C qualified football coaches from the community programme and food in our brand-new marquee.

Youth & Integration:

SWFCCP's Youth & Integration department is comprised of several strands of work which have developed in size and reach across the reporting period. This includes youth work, diversionary activity, targeted anti-violence mentoring, women and girls' provision, targeting of BAME women's fitness activities, youth peer research, prison education programmes, as well as working with under-represented groups such as SEND groups and people seeking refuge.

SWFCCP have partnered with Premier League Charitable Fund (PLCF), South Yorkshire Violence Reduction Unit (SYVRU), South Yorkshire Community Foundation (SYCF), SCC, Police and Crime Commissioner (SYPC), Sport England, Youth Endowment Fund (YEF), UK Youth, English Football League (EFL), Holiday Activity & Food (HAF) and Department of Education. Development into strengthening these partnerships has led to an increase in SWFCCP's reputation locally and nationally.

The Youth & Integration team continue to engage with over 2000 young people on a yearly basis, between the ages of 8 and 18. The purpose of the Premier League Kicks (PL Kicks) initiative through SWFCCP, is to provide safe activities for young people in Sheffield. Our overall aims are to reduce the rates of anti-social behaviour, promote community cohesion, educate young people, and raise aspirations. By engaging young people in constructive activities, including a wide variety of sports, coaching, music, and educational and personal development sessions. Across the year, match funding was sourced to increase the capacity and reach of the project, which included funding from SYVRU, Sheffield Council Safer Communities Partnership, Sheffield Council Community Fund and I Will Fund.

The growth of the Community Programme and PL Kicks programme has been extremely positive, seeing SWFCCP host the Premier League Regional Kicks Cup for the first time across the 2023/2024 season, engaging with almost 200 young people from the Yorkshire & Humber region, whilst educating around the importance of mental health and wellbeing, and how to cope when under stressful and difficult situations.

Sheffield Wednesday Football Club Community Programme

Report of the Trustees (continued) For The Year Ended 31 August 2024

Sustaining match funding from various providers and organisations, such as the Violence Reduction Unit, Youth Justice Sports Fund, Sheffield City Council Local Area Committee and Ward Pots has been essential to further enhance and develop the provision further, widening the reach and opportunities for young people living in some of the most deprived and under-represented communities around Sheffield. The SWFCCP Youth & Integration Team managed to sustain over £40,000 worth of funding in the form of the Universal Youth Grants, covering 5 different wards, reaching out to almost 500 additional young people, where opportunities have been provided. Without this funding, these young people may not have otherwise been given the opportunities they have received. The areas/wards of delivery were identified in partnership with the South Yorkshire Police and the Sheffield City Council, targeting some of the hardest to reach and deprived communities around Sheffield where the project has supported in reducing youth crime rates and overall anti-social behaviours.

Working with Mears Housing, The Youth & Integration team now delivers a weekly 'football welcomes' session which engages with asylum seekers - the sessions are designed to help with breaking down cultural barriers and providing further opportunities for all through the power of football. Since this session has launched, 6 of the participants are now engaging within the 'UEFA Refugee Programme' upskilling these individuals with various qualifications and coaching experiences.

Sustaining partnerships with Learn Sheffield and the Department of Education, the Youth & Integration Team continued the SAFE Mentoring Project, engaging with over 100 young people who were most at risk of exclusion and criminal exploitation. Mentors were employed to deliver one-to-one and small group work support sessions on a weekly basis, within 12 secondary schools across Sheffield. Further to this, investment from South Yorkshire Police, PL Kicks and Police Crime & Commissioner allowed the department to continue community-based mentoring, reaching to over 60 additional young people through these funded projects.

SWFCCP Youth & Integration team managed to sustain the role of HAF Coordinator on behalf of Sheffield City Council and the HAF (Holiday Activity & Food) Fund to receive and commission investment to organisations delivering the project based in Locality D in Southeast Sheffield. This included reaching out to over 1000 young people that benefitted for free school meals, in partnership with 15 organisations.

The Youth & Integration team continue to develop strong links with various partners and schools, including Chaucer Secondary School, which resides in the Parson Cross community, which, from the Government Census, is one of the highest deprived communities across England. With the cross-departmental work with the Post-16 Education Programme, we are seeing that around 35% of students that are part of the Post-16 BTEC College Programme have been involved within the Youth & Integration Kicks/Mentoring programme in some capacity. We currently have over 20 volunteers/youth leaders who engaged with us through our Youth & Integration programs who are now themselves assisting us with the delivery of youth services to other young people. This underlines the positive influence that these projects have had on these individuals and other young people and communities.

Disability Programme

The Short Breaks programme is focussed on providing fun and engaging activities for children with SEND, whilst providing respite for parent/carers. Our sessions are delivered on Saturdays during the school term between 10am - 3pm at the education hub / at sites across the city such as trips and residential. We also deliver additional sessions during the school holidays on Tuesdays and Thursdays, between 10am and 3pm, based at the Education Hub / across the city on trips.

Our SEN youth clubs are also delivered at the Education Hub on Monday and Wednesday evenings. These clubs are designed to give SEN children in the local community an opportunity to experience playing sports, socialising and developing skills in a safe setting. The club offers various activities such as sports, sensory circuits, board games, arts and crafts, and reading for over 20 children every week.

**Sheffield Wednesday Football Club
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**Report of the Trustees (continued)
For The Year Ended 31 August 2024**

Overload Owls is a brand-new programme delivered within our partner primary schools. SWFCCP deliver sensory circuit-based session planned across a six-week period as part of our Premier League Primary Stars programme. The sessions are delivered as targeted interventions to small groups of SEN children who the school target and believe would benefit most from the programme. The final week of the programme is delivered at the stadium where the children also get the chance to have a Stadium tour.

Health & Wellbeing:

Fit Club has been delivered at SWFCCP for over 10 years and is now the exit pathway for the EFLT & Sport England funded Fit Fans scheme. The programme runs on a weekly basis, delivered by ex-SWFC professional John Pearson. The Community Programme currently runs 4 sessions per week at Hillsborough Stadium and the SWFCCP Community Facility. The structure of the Fit Club session is circuit-based activity that is differentiated for varying abilities.

The Active Through Football Project (ATF) is now entering year 3 of the 5-year programme, initially our project was aimed at men 18 plus in the Parson Cross area but has now been made available to both male and females. We currently run Talk Clubs, Walking Football and Circuit Training with our consortium providers in the area, which include Parson Cross Forum and SOAR. We also run a Wellbeing Wednesday session which are GP referrals working with SOAR, where participants will come and do a physical activity session with SWFCCP staff and then once a month we will deliver some form of health talk discussing health related issues, health eating and exercise to name a few. We have engaged with over 500 participants this year. We have now also teamed up with local Occupational Therapist who will be supporting and signposting participants to our programme.

Owls In Force is continuing to grow - we are now running Talk Clubs and a Saturday morning football session. This has led to our programme been able to engage with other clubs including a friendly fixture with Barnsley and tournaments involving Sunderland, Leeds and Fleetwood. This is something we are hoping to enter on a regular basis and host one year ourselves.

SWFCCP received funding from Weston Park Hospital Cancer Charity to deliver a project working with participants who are pre cancer surgery, recovering from surgery or who are in remission. The programme is designed to support physical and mental wellbeing. We encourage participants to come along each week even if they don't feel up to a full workout, we will have a chat and coffee as this allows for routine. We received funding from Macmillan to fund gym equipment. We are also working with Sheffield 1 in 4 Prostate Cancer Group who attend the gym as an existing group once a month with some of the participants going on to attend our sessions on a regular basis.

Our SWFCCP gym membership offers participants in the community the chance to take part in a variety of different sessions ranging from full body exercises to sport specific in boxercise and dance classes, the gym has a real community ethos where we regularly seek our members feedback in deciding what classes or groups to offer. We received a big demand for a running club we have now set up running every Thursday, with a separate group for beginners and advanced runners.

Family Hub sessions are currently taking place in the following areas; Hillsborough, Ecclesfield and Richmond Park to support mums with newborn babies and help with sessions such as baby sensory, baby yoga, breast feeding and financial advice. As part of the programme, we run a stay and play mum and baby group, where we encourage mums to come along and spend time with baby either as a free play session or including sensory and creativity sessions. We also run fitness sessions and a dance class where mums and babies can engage. We have also funded 32 participants through a baby 1st aid course in partnership with Mini 1st aiders and are looking at running another course in the new year.

Diabetes clinics are held monthly at the stadium working in tandem with Tramways Medical Centre where nurses use the club's executive areas for testing purposes. Patients are then assigned a member of the SWFCCP team who offer physical activity provision. The provision consists of 1-1 sessions or group sessions integrating with our current gym members. After 5 sessions participants get the exit program of joining our gym club of which 4 males so far have utilised this opportunity.

**Sheffield Wednesday Football Club
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**Report of the Trustees (continued)
For The Year Ended 31 August 2024**

Osteoarthritis / chronic pain programme is funded by Sport England and working in partnership with Sheffield and Hallamshire physio we have over 30 participants on the programme who can attend on a Wednesday or Friday session. Once a month we will have a talk session on how to manage pain and what can be done to help support this through exercise, diet and nutrition. We also host a persistent pain talk at Hillsborough stadium with guest speakers who have real life experience of how to manage pain, as well as a doctor for participants to listen too with the opportunity for a private consultation.

Statement of Social Responsibility

Charity Policy

The club continued to support various charity and community organisations throughout the year, believing it is important to use the power of the SWFC brand to give these worthwhile causes the opportunities to raise funds at the football club. The club, through the Sheffield Wednesday Football Club Community Programme (SWFCCP), offered match tickets, signed memorabilia and player appearances throughout the season and supported the following beneficiaries in our community, amongst others:

Bluebell Wood Children's Hospice
The Children's Hospital Charity, Sheffield
Weston Park Hospital Cancer Charity
St Luke's Hospice
S6 Foodbank
Guide Dogs UK
Royal Society for the Blind
Roundabout
Cathedral Archer Project
Sheffield Mencap
Create a Dream Foundation
Yorkshire Ambulance Service
AGE UK
PACT
Sheffield Animal Shelter

**Sheffield Wednesday Football Club
Community Programme**

**Report of the Trustees (continued)
For The Year Ended 31 August 2024**

STRATEGIC REPORT

Achievement and performance

Charitable activities

During the year, the charity continued to support education, health and inclusion of both adults and children within the Sheffield City Region and the surrounding areas, increasing its outreach by delivering new programs and continuing to excel in its core activities.

Fundraising activities

No fundraising with the public in year.

Key performance indicators

Trustees consider an increase in participation numbers and funding for each programme as key KPI's. Year on year, the programme continues to deliver high level activity across the city.

Financial review

Financial position and performance

The charity generated £2,517,419 (2023: £2,973,828) of income during the financial year, enabling it to invest £2,451,716 (2023: £2,069,237) of funds into delivering its programs and activities in Sheffield and the surrounding areas. The income generated is a mixture of both restricted and unrestricted with any unspent amounts at the balance sheet date being carried forward to be spent in the next financial year.

The information set out in note 2 to these accounts details the main areas of activity for fund raising purposes, the expenditure set out in note 5 to these accounts was incurred in progressing the charity's objectives in delivering its programme of projects and courses.

Financial review

Principal funding sources

Funding is received from various sources. The main funders are the Premier League, EFL Trust, Sheffield City Council and Sheffield College.

Reserves policy

The overall fund balance at 31 August 2024 has increased over the past year by £73,890. The overall fund of £2,078,453 consists of £1,114,363 of unrestricted funds and £964,090 of restricted funds of which the Jubilee Project represents £865,307.

The Trustees have set a reserves policy which requires:

- SWFCCP to strive to build up free reserves (unrestricted funds not committed or invested in tangible assets) to a target of at least six months annual resources expended.
- Reserves will then be maintained at a level which ensures that:
 - SWFCCP core activity can continue during a period of unforeseen difficulty
 - the charity can meet contractual liabilities should the organisation have to close
 - the charity can meet unexpected costs like break down of essential office equipment, staff cover re illness, maternity leave, parental leave, and legal costs defending the charity's interest
 - a proportion of reserves will be maintained in a readily realisable form.

**Sheffield Wednesday Football Club
Community Programme**

**Report of the Trustees (continued)
For The Year Ended 31 August 2024**

When considering the required level of resources for SWFCCP, the following factors have been considered:

- Risks associated with each stream of income and expenditure being difference from that budgeted;
- Planned activity level;
- Organisation's commitments.

The Trustee's consider the reserves policy in the current year to be a success, total group unrestricted reserves of £1,114,363 have been built up from the close monitoring of incoming and outgoing resources during the year.

Principal risks and uncertainties

Major risks have been reviewed and systems and procedures have been established to manage these risks.

Financial and risk management objectives and policies

Many of the income streams are driven by the number of attendees which the Trustees consider to be a significant risk given that costs are partially fixed or are incurred before the actual number of attendees are known.

To address this the Trustees closely monitor the number of recruited persons for each income stream against the budgeted number on which the forecasts were based.

Future plans

The Trustees expect the charity to continue to generate surplus funds by way of increasing incoming resources through developing its range of products and services and increasing the number of course attendees.

The Charity has begun to explore opportunities to further develop its new sports facility at the community site of the Jubilee Sports and Social Club on Clay Wheels Lane in Hillsborough, which opened in January 2023. It is proposed to construct further educational/health facilities on the site using some of the charity's reserves and external funding sources, which will increase the capacity for adults and children to attend our programmes and courses.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity is controlled by its Memorandum and Articles of Association dated 16 February 2015 and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

Recruitment and appointment of new trustees

The charity's Trustees are usually recruited from current officials of SWFC and various professionals who are experienced in both football matters and the objects of the charity and have the necessary skills to carry out their duties.

Organisational structure

SWFCCP operates a functional organisational structure by appointing managers to each area of its core activities who then report to the Head of Community (HOC). The HOC makes decisions regarding the day-to-day operations and the Trustees make decisions regarding long term strategy and development.

Decision making

PayScale's and salary banding have been introduced for all employees in line with benchmarking across the EFL network. Salary increases are reviewed yearly by the board. Considered are personal performance, charity performance and overall sustainability of each department. Each member of staff undertakes a 6 monthly appraisal which is reviewed by the HOC.

**Sheffield Wednesday Football Club
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**Report of the Trustees (continued)
For The Year Ended 31 August 2024**

Induction and training of new trustees

SWFCCP follows a safer recruitment policy when recruiting new employees and trustees. The charity ensures no job applicant is treated unfairly on any grounds including race, colour, nationality, ethnic or national origin, religion or religious beliefs, sex, or sexual orientation, marital or civil partner status, disability, or age.

Key Management Remuneration

The Head of Community is considered as Key Management Personnel. Salary is set by the board and reviewed every 12 months.

Engagement with employees

Regular staff meetings take place throughout the year where the vision of the community programme is communicated to all. Employees are encouraged to share their views/ideas on how to promote and grow the SWFCCP offer.

Risk management

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

**Sheffield Wednesday Football Club
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**Report of the Trustees (continued)
For The Year Ended 31 August 2024**

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number

05053927 (England and Wales)

Registered Charity number

1108538

Registered office

Sheffield Wednesday Football Club
Hillsborough
Sheffield
South Yorkshire
S6 1SW

Trustees

D Chansiri
J Redgate
A Wilson
T Braithwait
J E Dean
Mrs J Dore
Dr O P Purohit
P M Senior
A J Wallis
R J R Wilson
Mrs K J Sargent

Auditors

Roddis Taylor Robinson
Chartered Accountants
Statutory Auditor
Unit 6, Acorn Business Park
Woodseats Close
Sheffield
South Yorkshire
S8 0TB

Head Of The Community

The Trustees delegate the day to day management of the charity to M Brameld.

Bankers

Santander Corporate and Commercial Banking
Bridle Road
Bootle
Merseyside
L30 4GB

The Co-operative Bank plc
PO Box 250
Skelmersdale
NW8 6WT

Solicitors

Muckle LLP
32 Gallowgate
Newcastle upon Tyne
NE1 4BF

**Sheffield Wednesday Football Club
Community Programme**

**Report of the Trustees (continued)
For The Year Ended 31 August 2024**

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The trustees (who are also the directors of Sheffield Wednesday Football Club Community Programme for the purposes of company law) are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity SORP;
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping adequate accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditors are unaware; and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

Report of the trustees, incorporating a strategic report, approved by order of the board of trustees, as the company directors, on 9 April 2025 and signed on the board's behalf by:

A J Wallis - Trustee

**Report of the Independent Auditors to the Members of
Sheffield Wednesday Football Club
Community Programme**

Opinion

We have audited the financial statements of Sheffield Wednesday Football Club Community Programme (the “charitable parent company”) and its subsidiary (the “group”) for the year ended 31 August 2024 which comprise the Consolidated Statement of Financial Activities, Consolidated Balance Sheet, Company Balance Sheet, Consolidated Cash Flow Statement and notes to the consolidated financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the group’s and of the charitable parent company’s affairs as at 31 August 2024 and of the group’s incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

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

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees’ use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

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

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

Other information

The trustees are responsible for the other information. The other information comprises the information included in the Annual Report, other than the financial statements and our Report of the Independent Auditors thereon.

Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

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

- the information given in the Report of the Trustees (incorporating the Directors’ Report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Report of the Trustees (incorporating the Directors’ Report) has been prepared in accordance with applicable legal requirements.

**Report of the Independent Auditors to the Members of
Sheffield Wednesday Football Club
Community Programme**

Matters on which we are required to report by exception.

In the light of the knowledge and understanding of the group and charitable parent company and its environment obtained in the course of the audit, we have not identified material misstatements in the Report of the Trustees.

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

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

Responsibilities of trustees

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

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

Our responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue a Report of the Independent Auditors that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud.

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

The charity is subject to laws and regulations that directly and indirectly affect the financial statements. Based on our understanding of the charity and the environment in which it operates, we determined that the laws and regulations which were most significant included the Charities Act and registrations monitored by external bodies. We considered the extent to which non-compliance with laws and regulations might have a material effect on the financial statements, including how fraud might occur. We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls) and determined that the principal risks related to the recognition of income in accordance with UK GAAP and the completeness of grant income.

Audit procedures performed by the engagement team included:

- Discussions with management to obtain an understanding of the legal and regulatory framework applicable to the charity and how it ensures compliance, including consideration of known or suspected instances of non-compliance with laws and regulations and fraud;
- Reviewing documentation to ensure there is no evidence of non-compliance with laws and regulations;
- Discussions with management to consider the charity's status with external bodies and confirm there is no evidence of ceasing of significant partnerships;
- Reviewing minutes of Board meetings;
- Identifying and assessing the effectiveness of internal controls in place to mitigate risks of fraud and non-compliance with laws and regulations which includes tests designed to ensure grant income is complete;
- Enquiring of management as to actual and potential litigation and claims;
- Reviewing the financial statement disclosures and testing to supporting information;
- Review of income recognition to ensure recognised in accordance with UK GAAP including inspecting contracts and service level agreements.

**Report of the Independent Auditors to the Members of
Sheffield Wednesday Football Club
Community Programme**

There are inherent limitations in the audit procedures described above and the more removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we are to become aware of it. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentation or through collusion.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our Report of the Independent Auditors.

Use of our report

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

Julie Holderness (Senior Statutory Auditor)
for and on behalf of Roddis Taylor Robinson
Chartered Accountants
Statutory Auditor
Unit 6, Acorn Business Park
Woodseats Close
Sheffield
South Yorkshire
S8 0TB

9 April 2025

**Sheffield Wednesday Football Club
Community Programme**

**Consolidated Statement of Financial Activities
For The Year Ended 31 August 2024**

	Notes	Unrestricted fund £	Restricted funds £	2024 Total funds £	2023 Total funds £
INCOME AND ENDOWMENTS FROM					
Charitable activities	2				
Education		836,036	-	836,036	828,074
Health, Inclusion and Participation		562,785	673,515	1,236,300	1,012,458
National Citizen Service		<u>59,314</u>	<u>-</u>	<u>59,314</u>	<u>12,908</u>
		1,458,135	673,515	2,131,650	1,853,440
Donations and legacies	3	671	153,000	153,671	134,038
Investment income	4	48,280	-	48,280	22,946
Jubilee Project grants		-	-	-	671,292
Other grants		<u>51,619</u>	<u>132,199</u>	<u>183,818</u>	<u>292,112</u>
Total incoming resources		<u>1,558,705</u>	<u>958,714</u>	<u>2,517,419</u>	<u>2,973,828</u>
EXPENDITURE ON					
Charitable activities	5				
Education		624,415	64,260	688,675	738,111
Health, Inclusion and Participation		741,867	971,395	1,713,262	1,225,074
National Citizen Service		<u>45,189</u>	<u>4,590</u>	<u>49,779</u>	<u>106,052</u>
Total resources expended		<u>1,411,471</u>	<u>1,040,245</u>	<u>2,451,716</u>	<u>2,069,237</u>
NET INCOME/(EXPENDITURE) BEFORE TAX		147,234	(81,531)	65,703	904,591
Taxation	10	<u>8,187</u>	<u>-</u>	<u>8,187</u>	<u>-</u>
NET INCOME/(EXPENDITURE) AFTER TAX		155,421	(81,531)	73,890	904,591
Transfers between funds	20	<u>(123,128)</u>	<u>123,128</u>	<u>-</u>	<u>-</u>
Net movement in funds		32,293	41,597	73,890	904,591
RECONCILIATION OF FUNDS					
Total funds brought forward		<u>1,082,070</u>	<u>922,493</u>	<u>2,004,563</u>	<u>1,099,972</u>
TOTAL FUNDS CARRIED FORWARD		<u><u>1,114,363</u></u>	<u><u>964,090</u></u>	<u><u>2,078,453</u></u>	<u><u>2,004,563</u></u>

The notes form part of these financial statements

**Sheffield Wednesday Football Club
Community Programme**

**Consolidated Balance Sheet
31 August 2024**

	Notes	Unrestricted fund £	Restricted funds £	2024 Total funds £	2023 Total funds £
FIXED ASSETS					
Intangible assets	12	-	-	-	-
Tangible assets	13	<u>71,750</u>	<u>867,710</u>	<u>939,460</u>	<u>978,015</u>
		71,750	867,710	939,460	978,015
CURRENT ASSETS					
Debtors	15	238,519	80,964	319,483	418,974
Cash at bank and in hand		<u>924,494</u>	<u>50,765</u>	<u>975,259</u>	<u>812,702</u>
		1,163,013	131,729	1,294,742	1,231,676
CREDITORS					
Amounts falling due within one year	16	(109,566)	(35,349)	(144,915)	(184,295)
		<u> </u>	<u> </u>	<u> </u>	<u> </u>
NET CURRENT ASSETS		<u>1,053,447</u>	<u>96,380</u>	<u>1,149,827</u>	<u>1,047,381</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		1,125,197	964,090	2,089,287	2,025,396
CREDITORS					
Amounts falling due after more than one year	17	(10,834)	-	(10,834)	(20,833)
		<u> </u>	<u> </u>	<u> </u>	<u> </u>
NET ASSETS		<u>1,114,363</u>	<u>964,090</u>	<u>2,078,453</u>	<u>2,004,563</u>
FUNDS	20				
Unrestricted funds				1,114,363	1,082,070
Restricted funds				<u>964,090</u>	<u>922,493</u>
TOTAL FUNDS				<u>2,078,453</u>	<u>2,004,563</u>

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

The financial statements were approved by the Board of Trustees and authorised for issue on 9 April 2025 and were signed on its behalf by:

A J Wallis - Trustee

The notes form part of these financial statements

**Sheffield Wednesday Football Club
Community Programme**

**Company Balance Sheet
31 August 2024**

	Notes	Unrestricted fund £	Restricted funds £	2024 Total funds £	2023 Total funds £
FIXED ASSETS					
Intangible assets	12	-	-	-	-
Tangible assets	13	36,502	2,403	38,905	26,728
Investments	14	<u>1</u>	<u>-</u>	<u>1</u>	<u>1</u>
		36,503	2,403	38,906	26,729
CURRENT ASSETS					
Debtors	15	294,934	80,964	375,898	454,450
Cash at bank and in hand		<u>881,640</u>	<u>50,765</u>	<u>932,405</u>	<u>786,752</u>
		1,176,574	131,729	1,308,303	1,241,202
CREDITORS					
Amounts falling due within one year	16	<u>(95,551)</u>	<u>(35,349)</u>	<u>(130,900)</u>	<u>(152,762)</u>
NET CURRENT ASSETS		<u>1,081,023</u>	<u>96,380</u>	<u>1,177,403</u>	<u>1,088,440</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		1,117,526	98,783	1,216,309	1,115,169
CREDITORS					
Amounts falling due after more than one year	17	<u>(10,834)</u>	<u>-</u>	<u>(10,834)</u>	<u>(20,833)</u>
NET ASSETS		<u>1,106,692</u>	<u>98,783</u>	<u>1,205,475</u>	<u>1,094,336</u>
FUNDS	20				
Unrestricted funds				1,106,692	1,046,685
Restricted funds				<u>98,783</u>	<u>47,651</u>
TOTAL FUNDS				<u>1,205,475</u>	<u>1,094,336</u>

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

The financial statements were approved by the Board of Trustees and authorised for issue on 9 April 2025 and were signed on its behalf by:

A J Wallis - Trustee

The notes form part of these financial statements

**Sheffield Wednesday Football Club
Community Programme**

**Consolidated Cash Flow Statement
For The Year Ended 31 August 2024**

	Notes	2024 £	2023 £
Cash flows from operating activities			
Cash generated from operations	1	153,117	838,222
Interest paid		<u>(558)</u>	<u>(903)</u>
Net cash provided by operating activities		<u>152,559</u>	<u>837,319</u>
Cash flows from investing activities			
Purchase of tangible fixed assets		(28,283)	(995,702)
Interest received		<u>48,280</u>	<u>22,946</u>
Net cash used in investing activities		<u>19,997</u>	<u>(972,756)</u>
Cash flows from financing activities			
Loan repayments in year		<u>(9,999)</u>	<u>(10,000)</u>
Net cash (used in)/provided by financing activities		<u>(9,999)</u>	<u>(10,000)</u>
Change in cash and cash equivalents in the reporting period		162,557	(145,437)
Cash and cash equivalents at the beginning of the reporting period		<u>812,702</u>	<u>958,139</u>
Cash and cash equivalents at the end of the reporting period		<u><u>975,259</u></u>	<u><u>812,702</u></u>

The notes form part of these financial statements

**Sheffield Wednesday Football Club
Community Programme**

**Notes to the Consolidated Cash Flow Statement
For The Year Ended 31 August 2024**

1. RECONCILIATION OF NET INCOME TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2024 £	2023 £
Net income before tax for the reporting period (as per the Statement of Financial Activities)	65,703	904,591
Adjustments for:		
Depreciation charges	66,838	51,285
Interest received	(48,280)	(22,946)
Interest paid	558	903
Decrease/(increase) in debtors	107,678	(149,583)
(Decrease)/increase in creditors	<u>(39,380)</u>	<u>53,972</u>
Net cash provided by operations	<u>153,117</u>	<u>838,222</u>

2. ANALYSIS OF CHANGES IN NET FUNDS

	At 1.9.23 £	Cash flow £	At 31.8.24 £
Net cash			
Cash at bank and in hand	<u>812,702</u>	<u>162,557</u>	<u>975,259</u>
	<u>812,702</u>	<u>162,557</u>	<u>975,259</u>
Debt			
Debts falling due within 1 year	(10,000)	-	(10,000)
Debts falling due after 1 year	<u>(20,833)</u>	<u>9,999</u>	<u>(10,834)</u>
	<u>(30,833)</u>	<u>9,999</u>	<u>(20,834)</u>
Total	<u>781,869</u>	<u>172,556</u>	<u>954,425</u>

The notes form part of these financial statements

**Sheffield Wednesday Football Club
Community Programme**

**Notes to the Consolidated Financial Statements
For The Year Ended 31 August 2024**

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

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

The financial statements are presented in sterling which is the functional currency of the charity and rounded to the nearest £1.

The charity is a private company limited by guarantee. The members of the company are the Trustees named on page 11. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £10 per member of the charity.

The presentation of the financial statements including the SOFA has been amended compared with the previous year in order to show a more detailed analysis of the income and expenditure within the main charitable activities.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received, and the amount can be measured reliably.

Grants are included in the Statement of Financial Activities on a receivable basis. The amount of income received for specific purposes but not expended in the period is shown in the relevant funds on the Balance sheet. Where income is received and relates to a period other than the accounting period, it is deferred and included within creditors as deferred income.

Where the charity is entitled to grants which have not yet been received, the income is accrued and is included within trade debtors.

Revenue grants included within other income are grants which are not related to a specific activity.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, 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 accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Charitable activities

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

Allocation and apportionment of costs

The charity reports information separately under three departments which it considers its charitable activities. Support costs have been allocated to specific activities if directly related or allocated on a reasonable basis.

Staff costs directly related to a particular department are included in direct costs within Charitable activities costs whereas staff costs relating to the management and administration of the charity are included in support costs.

Intangible fixed assets and amortisation

Intangible fixed assets are capitalised and included at cost including any incidental expenses of acquisition.

**Sheffield Wednesday Football Club
Community Programme**

**Notes to the Consolidated Financial Statements - continued
For The Year Ended 31 August 2024**

1. ACCOUNTING POLICIES - continued

Tangible fixed assets

Depreciation is provided at the following annual rates to write off each asset over its estimated useful life.

Leasehold premises	- 10% straight line and 4% straight line
Alterations to tenanted property	- 15% straight line and 10% straight line
Office and gym equipment	- 33% straight line, 25% straight line and 20% straight line

Taxation

The charity is exempt from corporation tax on its charitable activities. Current tax in the trading subsidiary is recognised at the amount of tax payable using the tax rates and laws that have been enacted by the balance sheet date.

Deferred tax

Deferred tax in the trading subsidiary is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date.

Deferred tax is measured using tax rates and laws that have been enacted or substantively enacted by the year end and that are expected to apply to the reversal of the timing difference.

Unrelieved tax losses and other deferred tax assets are recognised only to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees. Designated funds comprise unrestricted funds that have been set aside by the trustees for a particular purpose.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Pension costs and other post-retirement benefits

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

Donated goods and facilities

Donated goods and 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.

Operating leases

Rentals payable and receivable under operating leases are charged to the SOFA on a straight-line basis over the period of the lease.

Debtors and creditors receivable / payable within one year

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

**Sheffield Wednesday Football Club
Community Programme**

**Notes to the Consolidated Financial Statements - continued
For The Year Ended 31 August 2024**

2. INCOME FROM CHARITABLE ACTIVITIES

	2024			2023	
	Education £	Health, Inclusion and Participation £	National Citizen Service £	Total activities £	Total activities £
BTEC Delivery	589,185	-	-	589,185	537,892
Foundation Degree	91,425	-	-	91,425	81,869
Other educational and skills	155,426	-	-	155,426	76,814
Employment and training	-	-	-	-	131,499
Premier League funded projects	-	279,592	-	279,592	184,410
Youth work	-	-	59,314	59,314	14,834
Community engagement	-	776,851	-	776,851	723,397
Other charitable income	-	179,857	-	179,857	92,725
Sponsorship	-	-	-	-	10,000
	<u>836,036</u>	<u>1,236,300</u>	<u>59,314</u>	<u>2,131,650</u>	<u>1,853,440</u>

3. DONATIONS AND LEGACIES

	2024 £	2023 £
Donations	671	7,039
Donated services and facilities	<u>153,000</u>	<u>126,999</u>
	<u>153,671</u>	<u>134,038</u>

4. INVESTMENT INCOME

	2024 £	2023 £
Deposit account interest	<u>48,280</u>	<u>22,946</u>

5. CHARITABLE ACTIVITIES COSTS

	Direct Costs £	Support costs (see note 6) £	Totals £
Education	505,881	182,794	688,675
Health, Inclusion and Participation	1,213,281	499,981	1,713,262
National Citizen Service	<u>23,851</u>	<u>25,928</u>	<u>49,779</u>
	<u>1,743,013</u>	<u>708,703</u>	<u>2,451,716</u>

6. SUPPORT COSTS

	Other overheads £	Staff costs £	Governance costs £	Totals £
Education	113,906	64,783	4,105	182,794
Health, Inclusion and Participation	397,533	96,344	6,104	499,981
National Citizen Service	<u>20,629</u>	<u>4,983</u>	<u>316</u>	<u>25,928</u>
	<u>532,068</u>	<u>166,110</u>	<u>10,525</u>	<u>708,703</u>

**Sheffield Wednesday Football Club
Community Programme**

**Notes to the Consolidated Financial Statements - continued
For The Year Ended 31 August 2024**

7. NET INCOME/(EXPENDITURE)

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

	2024	2023
	£	£
Auditors' remuneration	5,840	5,560
Auditors' remuneration for non-audit work	4,685	3,244
Depreciation - owned assets	10,406	51,285
Operating leases	<u>65,347</u>	<u>65,354</u>

8. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 August 2024 nor for the year ended 31 August 2023.

Trustees' expenses

There were no trustees' expenses paid for the year ended 31 August 2024 nor for the year ended 31 August 2023.

9. STAFF COSTS

	2024	2023
	£	£
Wages and salaries	1,231,708	1,106,485
Social security costs	87,908	77,982
Other pension costs	<u>64,776</u>	<u>55,592</u>
	<u>1,384,392</u>	<u>1,240,059</u>

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

	2024	2023
Charitable activities	71	80
Management and administration	<u>4</u>	<u>4</u>
	<u>75</u>	<u>84</u>

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

	2024	2023
£60,001 - £70,000	<u>-</u>	<u>1</u>

Key management remuneration

The total remuneration and benefits to key management personnel in the year amounted to £59,916 (2023 £62,574).

Pensions and other post-retirement benefits

The charity operates a defined contribution plan for its employees. The amount recognised as an expense in the year was £64,776 (2023 £55,592). The expense is allocated between restricted and unrestricted funds on the basis of the areas of work performed by the charity's employees.

**Sheffield Wednesday Football Club
Community Programme**

**Notes to the Consolidated Financial Statements - continued
For The Year Ended 31 August 2024**

10. TAXATION

The tax (credit)/charge for the year was as follows:

	2024 £	2023 £
Deferred tax	<u>(8,187)</u>	<u>-</u>

11. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund £	Restricted funds £	Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies	7,039	126,999	134,038
Charitable activities			
Education	828,074	-	828,074
Health, Inclusion and Participation	374,879	637,579	1,012,458
National Citizen Service	12,908	-	12,908
Investment income	22,946	-	22,946
Jubilee Project grants	-	671,292	671,292
Other income	<u>98,790</u>	<u>193,322</u>	<u>292,112</u>
Total	<u>1,344,636</u>	<u>1,629,192</u>	<u>2,973,828</u>
EXPENDITURE ON			
Charitable activities			
Education	679,542	58,569	738,111
Health, Inclusion and Participation	313,583	911,491	1,225,074
National Citizen Service	<u>91,941</u>	<u>14,111</u>	<u>106,052</u>
Total	<u>1,085,066</u>	<u>984,171</u>	<u>2,069,237</u>
NET INCOME	259,570	645,021	904,591
Transfers between funds	<u>(197,869)</u>	<u>197,869</u>	<u>-</u>
Net movement in funds	61,701	842,890	904,591
RECONCILIATION OF FUNDS			
Total funds brought forward	<u>1,020,369</u>	<u>79,603</u>	<u>1,099,972</u>
TOTAL FUNDS CARRIED FORWARD	<u>1,082,070</u>	<u>922,493</u>	<u>2,004,563</u>

12. INTANGIBLE FIXED ASSETS

Group and Company	Website costs £
COST	
At 1 September 2023 and 31 August 2024	<u>32,400</u>
AMORTISATION	
At 1 September 2023 and 31 August 2024	<u>32,400</u>
NET BOOK VALUE	
At 31 August 2023 and 31 August 2024	<u>-</u>

**Sheffield Wednesday Football Club
Community Programme**

**Notes to the Consolidated Financial Statements - continued
For The Year Ended 31 August 2024**

13. TANGIBLE FIXED ASSETS

Group

	<u>Leasehold Premises</u> £	<u>Alterations to tenanted Property</u> £	<u>Office and gym Equipment</u> £	<u>Total</u> £
COST				
At 1 September 2023	981,397	72,638	109,326	1,163,361
Additions	-	-	28,283	28,283
At 31 August 2024	981,397	72,638	137,609	1,191,644
DEPRECIATION				
At 1 September 2023	36,168	66,343	82,835	185,346
Charge for the year	54,252	1,865	10,721	66,838
At 31 August 2024	90,420	68,208	93,556	252,184
NET BOOK VALUE				
At 31 August 2024	890,977	4,430	44,053	939,460
At 31 August 2023	945,229	6,295	26,491	978,015

Company

	<u>Alterations to tenanted Property</u> £	<u>Office and gym Equipment</u> £	<u>Total</u> £
COST			
At 1 September 2023	72,638	102,052	174,690
Additions	-	22,583	22,583
At 31 August 2024	72,638	124,635	197,273
DEPRECIATION			
At 1 September 2023	66,343	81,619	147,962
Charge for the year	1,865	8,541	10,406
At 31 August 2024	68,208	90,160	158,368
NET BOOK VALUE			
At 31 August 2024	4,430	34,475	38,905
At 31 August 2023	6,295	20,433	26,728

**Sheffield Wednesday Football Club
Community Programme**

**Notes to the Consolidated Financial Statements - continued
For The Year Ended 31 August 2024**

14. COMPANY FIXED ASSET INVESTMENTS

Company

	Shares in group undertakings £
COST	
At 1 September 2023 and 31 August 2024	<u>1</u>
NET BOOK VALUE	
At 31 August 2024	<u><u>1</u></u>
At 31 August 2023	<u><u>1</u></u>

The group or the company's investments at the Balance Sheet date in the share capital of companies include the following:

Subsidiaries

SWFC Community Programme Holdings Limited

Registered office: England

Nature of business: Development and operation of a sports facility

	%
Class of shares:	holding
Ordinary	100.00

15. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	Group		Company	
	2024	2023	2024	2023
	£	£	£	£
Trade debtors	56,044	100,622	34,985	63,804
Amounts owed by group undertakings	-	-	110,004	82,206
Other debtors	21,673	56,136	21,673	55,944
Deferred tax asset	8,187	-	-	-
Prepayments and accrued income	<u>233,579</u>	<u>262,216</u>	<u>209,236</u>	<u>252,496</u>
	<u><u>319,483</u></u>	<u><u>418,974</u></u>	<u><u>375,898</u></u>	<u><u>454,450</u></u>

16. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	Group		Company	
	2024	2023	2024	2023
	£	£	£	£
Bank loans and overdrafts (see note 18)	10,000	10,000	10,000	10,000
Trade creditors	41,533	90,452	40,223	90,452
Other creditors	1,074	3,359	1,074	3,359
Other taxes	8,927	4,171	-	-
Accrued expenses	<u>83,381</u>	<u>76,313</u>	<u>79,603</u>	<u>48,951</u>
	<u><u>144,915</u></u>	<u><u>184,295</u></u>	<u><u>130,900</u></u>	<u><u>152,762</u></u>

**Sheffield Wednesday Football Club
Community Programme**

**Notes to the Consolidated Financial Statements - continued
For The Year Ended 31 August 2024**

17. CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR

	Group		Company	
	2024	2023	2024	2023
	£	£	£	£
Bank loans (see note 18)	<u>10,834</u>	<u>20,833</u>	<u>10,834</u>	<u>20,833</u>
	<u>10,834</u>	<u>20,833</u>	<u>10,834</u>	<u>20,833</u>

18. LOANS

An analysis of the maturity of loans is given below:

	Group		Company	
	2024	2023	2024	2023
	£	£	£	£
Amounts falling due within one year or on demand:				
Bank loans	<u>10,000</u>	<u>10,000</u>	<u>10,000</u>	<u>10,000</u>
Amounts falling due between one and two years:				
Bank loans.	<u>10,000</u>	<u>10,000</u>	<u>10,000</u>	<u>10,000</u>
Amounts falling due between two and five years:				
Bank loans.	<u>834</u>	<u>20,833</u>	<u>834</u>	<u>20,833</u>

19. LEASING AGREEMENTS

Minimum lease payments under non-cancellable operating leases fall due as follows:

	2024	2023
	£	£
Within one year	30,497	30,497
Between one and five years	<u>3,332</u>	<u>11,330</u>
	<u>33,829</u>	<u>41,827</u>

**Sheffield Wednesday Football Club
Community Programme**

**Notes to the Consolidated Financial Statements - continued
For The Year Ended 31 August 2024**

20. MOVEMENT IN FUNDS

Group

	At 1.9.23 £	Net movement in funds £	Transfers between funds £	At 31.8.24 £
Unrestricted funds				
General fund	1,082,070	155,421	(123,128)	1,114,363
Restricted funds				
Other Health, Inclusion and Participation Funds	-	(3,133)	32,233	29,100
Holiday and Food Programme	4,171	1,681	21,797	27,649
Premier League Kicks	-	7,804	8,914	16,718
Primary Stars Fund	-	(575)	575	-
Active Through Football Fund	-	(13,447)	13,447	-
Safe Mentoring Project	1,065	(3,614)	2,549	-
Universal Youth Work Fund	42,415	(17,099)	-	25,316
Jubilee Project	<u>874,842</u>	<u>(53,148)</u>	<u>43,613</u>	<u>865,307</u>
	<u>922,493</u>	<u>(81,531)</u>	<u>123,128</u>	<u>964,090</u>
TOTAL FUNDS	<u>2,004,563</u>	<u>73,890</u>	<u>-</u>	<u>2,078,453</u>

Company

	At 1.9.23 £	Net movement in funds £	Transfers between funds £	At 31.8.24 £
Unrestricted funds				
General fund	1,046,685	139,522	(79,515)	1,106,692
Restricted funds				
Other Health, Inclusion and Participation Funds	-	(3,133)	32,233	29,100
Holiday and Food Programme	4,171	1,681	21,797	27,649
Premier League Kicks	-	7,804	8,914	16,718
Primary Stars Fund	-	(575)	575	-
Active Through Football Fund	-	(13,447)	13,447	-
Safe Mentoring Project	1,065	(3,614)	2,549	-
Universal Youth Work Fund	<u>42,415</u>	<u>(17,099)</u>	<u>-</u>	<u>25,316</u>
	<u>47,651</u>	<u>(28,383)</u>	<u>79,515</u>	<u>98,783</u>
TOTAL FUNDS	<u>1,094,336</u>	<u>111,139</u>	<u>-</u>	<u>1,205,475</u>

**Sheffield Wednesday Football Club
Community Programme**

**Notes to the Consolidated Financial Statements - continued
For The Year Ended 31 August 2024**

20. MOVEMENT IN FUNDS - continued

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

Group	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	1,558,705	(1,411,471)	147,234
Restricted funds			
Education	64,260	(64,260)	-
Other Health, Inclusion and Participation Funds	163,428	(166,561)	(3,133)
National Citizen Service	4,590	(4,590)	-
Holiday and Food Programme	268,460	(266,779)	1,681
Premier League Kicks	204,592	(196,788)	7,804
Primary Stars Fund	50,000	(50,575)	(575)
Active Through Football Fund	46,185	(59,632)	(13,447)
Safe Mentoring Project	88,814	(92,428)	(3,614)
Universal Youth Work Fund	43,385	(60,484)	(17,099)
Fan Engagement	25,000	(25,000)	-
Jubilee Project	-	(53,148)	(53,148)
	<u>958,714</u>	<u>(1,040,245)</u>	<u>(81,531)</u>
TOTAL FUNDS	<u><u>2,517,419</u></u>	<u><u>(2,451,716)</u></u>	<u><u>65,703</u></u>

Comparatives for movement in funds

Group	At 1.9.22 £	Net movement in funds £	Transfers between funds £	At 31.8.23 £
Unrestricted funds				
General fund	1,020,369	259,570	(197,869)	1,082,070
Restricted funds				
Other Health, Inclusion and Participation Funds	-	(16,132)	16,132	-
Youth Endowment Fund	10,561	(11,969)	1,408	-
Holiday and Food Programme	-	4,171	-	4,171
Premier League Kicks	7,786	(12,081)	4,295	-
Primary Stars Fund	-	(192)	192	-
Active Through Football Fund	6,869	(8,116)	1,247	-
Safe Mentoring Project	-	1,065	-	1,065
Universal Youth Work Fund	-	42,415	-	42,415
Jubilee Project	<u>54,387</u>	<u>645,860</u>	<u>174,595</u>	<u>874,842</u>
	<u>79,603</u>	<u>645,021</u>	<u>197,869</u>	<u>922,493</u>
TOTAL FUNDS	<u><u>1,099,972</u></u>	<u><u>904,591</u></u>	<u><u>-</u></u>	<u><u>2,004,563</u></u>

**Sheffield Wednesday Football Club
Community Programme**

**Notes to the Consolidated Financial Statements - continued
For The Year Ended 31 August 2024**

20. MOVEMENT IN FUNDS - continued

Company

	At 1.9.22 £	Net movement in funds £	Transfers between funds £	At 31.8.23 £
Unrestricted funds				
General fund	1,020,369	49,590	(23,274)	1,046,685
Restricted funds				
Other Health, Inclusion and Participation Funds	-	(16,132)	16,132	-
Youth Endowment Fund	10,561	(11,969)	1,408	-
Holiday and Food Programme	-	4,171	-	4,171
Premier League Kicks	7,786	(12,081)	4,295	-
Primary Stars Fund	-	(192)	192	-
Active Through Football Fund	6,869	(8,116)	1,247	-
Safe Mentoring Project	-	1,065	-	1,065
Universal Youth Work Fund	-	42,415	-	42,415
	<u>25,216</u>	<u>(839)</u>	<u>23,274</u>	<u>47,651</u>
TOTAL FUNDS	<u>1,045,585</u>	<u>48,751</u>	<u>-</u>	<u>1,094,336</u>

Comparative net movement in funds, included in the above are as follows:

Group

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	1,344,636	(1,085,066)	259,570
Restricted funds			
Education	58,569	(58,569)	-
Other Health, Inclusion and Participation Funds	170,181	(186,313)	(16,132)
National Citizen Service	14,111	(14,111)	-
Youth Endowment Fund	29,939	(41,908)	(11,969)
Holiday and Food Programme	306,289	(302,118)	4,171
Premier League Kicks	134,410	(146,491)	(12,081)
Primary Stars Fund	50,000	(50,192)	(192)
Active Through Football Fund	46,037	(54,153)	(8,116)
Safe Mentoring Project	65,656	(64,591)	1,065
Universal Youth Work Fund	72,708	(30,293)	42,415
Jubilee Project	681,292	(35,432)	645,860
	<u>1,629,192</u>	<u>(984,171)</u>	<u>645,021</u>
TOTAL FUNDS	<u>2,973,828</u>	<u>(2,069,237)</u>	<u>904,591</u>

**Sheffield Wednesday Football Club
Community Programme**

**Notes to the Consolidated Financial Statements - continued
For The Year Ended 31 August 2024**

20. MOVEMENT IN FUNDS - continued

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

	At 1.9.22 £	Net movement in funds £	Transfers between funds £	At 31.8.24 £
Unrestricted funds				
General fund	1,020,369	414,991	(320,997)	1,114,363
Restricted funds				
Other Health, Inclusion and Participation Funds	-	(19,265)	48,365	29,100
Youth Endowment Fund	10,561	(11,969)	1,408	-
Holiday and Food Programme	-	5,852	21,797	27,649
Premier League Kicks	7,786	(4,277)	13,209	16,718
Primary Stars Fund	-	(767)	767	-
Active Through Football Fund	6,869	(21,563)	14,694	-
Safe Mentoring Project	-	(2,549)	2,549	-
Universal Youth Work Fund	-	25,316	-	25,316
Jubilee Project	<u>54,387</u>	<u>592,712</u>	<u>218,208</u>	<u>865,307</u>
	<u>79,603</u>	<u>563,490</u>	<u>320,997</u>	<u>964,090</u>
TOTAL FUNDS	<u>1,099,972</u>	<u>978,481</u>	<u>-</u>	<u>2,078,453</u>

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

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	2,903,341	(2,496,537)	406,804
Restricted funds			
Education	122,829	(122,829)	-
Other Health, Inclusion and Participation Funds	333,609	(352,874)	(19,265)
National Citizen Service	18,701	(18,701)	-
Fan Engagement	25,000	(25,000)	-
Youth Endowment Fund	29,939	(41,908)	(11,969)
Holiday and Food Programme	574,749	(568,897)	5,852
Premier League Kicks	339,002	(343,279)	(4,277)
Primary Stars Fund	100,000	(100,767)	(767)
Active Through Football Fund	92,222	(113,785)	(21,563)
Safe Mentoring Project	154,470	(157,019)	(2,549)
Universal Youth Work Fund	116,093	(90,777)	25,316
Jubilee Project	<u>681,292</u>	<u>(88,580)</u>	<u>592,712</u>
	<u>2,587,906</u>	<u>(2,024,416)</u>	<u>563,490</u>
TOTAL FUNDS	<u>5,491,247</u>	<u>(4,520,953)</u>	<u>970,294</u>

**Sheffield Wednesday Football Club
Community Programme**

**Notes to the Consolidated Financial Statements - continued
For The Year Ended 31 August 2024**

20. MOVEMENT IN FUNDS - continued

Purpose of Restricted Funds

Fan Engagement

Funded by the Premier League charitable fund, the 'Wednesday Welcome' project aims to build on work in breaking down barriers to accessing Sheffield Wednesday Football Club for historically underrepresented and isolated groups. The aim is to support and engage refugees and asylum seekers, LGBTQ+ support, disability activity, anti-racism, tackling isolation and many more key themes. Through the project the Charity has engaged with 450 people across multiple themes.

Youth Endowment Fund

The National Lottery and Co-op have come together to launch the Peer Action Collective ("PAC"), which gives 10- to 25-year-olds a voice and chance to make their communities safer. The Youth Endowment Fund was established with funding from PAC to implement the objectives of the fund.

Holiday and Food Programme

This is a government funded scheme to provide activities and food during school holidays to children who qualify for free school meals.

Premier League Kicks

Premier League Kicks is fund by the Premier League to support and encourage teenagers in areas of high anti-social behaviour.

Primary Stars

The fund is funded by the Premier League and was established to provide free lunch club places to children aged 5 to 11 years old in schools in deprived areas.

Active Through Football Fund

Funded by the National Lottery, Active Through Football is a Sport England initiative to increase activity levels and create sustained behaviour change. The project is based predominately on activating key settings through the delivery of recreational and informal small-sided football activity and developed through community engagement.

Safe Mentoring Project

In partnership with Learn Sheffield and funded through Department for Education, the programme is designed to reduce school exclusions, raise attainment and attendance in order to lower the chances of young people being at risk of criminal exploitation and violence. Delivered by youth mentors within secondary schools through term time. It involves one-to-one mentoring, including physical activity and informal education.

Universal Youth Work Fund

Funded by Sheffield Council Youth Service, the commission is to increase the amount of youth provisions within wards in Sheffield. Five areas of provision are funded within Sheffield, targeted to deliver sporting youth work in highlighted areas of high anti-social behaviour and currently low youth provision. The project is an open-access offer and is also targeted to offer opportunities such as volunteering, residential trips, workshops and qualifications for young people.

Jubilee Project

The Jubilee project provides state of the art training and playing facilities for local youngsters. The project involved upgrading existing dressing rooms and installation of a full size 3g pitch with lighting at the site.

**Sheffield Wednesday Football Club
Community Programme**

**Notes to the Financial Statements - continued
For The Year Ended 31 August 2024**

21. RELATED PARTY DISCLOSURES

Sheffield Wednesday Football Club Limited

Sheffield Wednesday Football Club Limited is controlled by Mr D Chansiri who is a director of Sheffield Wednesday Football Club Community Programme.

During the year Sheffield Wednesday Football Club Limited made payments on behalf of Sheffield Wednesday Football Club Community Programme amounting to £1,340,070 (2023 £1,260,388) which were reimbursed to Sheffield Wednesday Football Club by Sheffield Wednesday Football Club Community Programme.

Sheffield Wednesday Football Club Limited charged goods and services to the Community Programme amounting to £125,359 (2023 £93,549).

In addition to the above, Sheffield Wednesday Football Club Limited provided certain facilities and other support at no cost to the Community Programme. The value attributed to this support during the year ended 31 August 2024 is £153,000 (2023 £127,170). These donated goods and services have been included in these accounts as incoming resources.

At the year end a balance of £23,390 was owed to Sheffield Wednesday Football Club Limited (2023 £41,706).

The nature and amounts of these donated services were as follows.

	2024 £	2023 £
Season and matchday tickets	88,000	70,533
Promotion and sponsorship	20,000	18,862
IT support	23,000	16,109
Other	22,000	21,666
	<hr/> 153,000	<hr/> 127,170
	<hr/> <hr/>	<hr/> <hr/>

During the year SWFC Community Programme Holdings Limited charged Sheffield Wednesday Football Club Limited £15,055 for pitch hire (2023 £3,230) and at the year-end there was an outstanding balance of £4,680 (2023 £684).

22. POST BALANCE SHEET EVENTS

The Charity has begun to explore opportunities to further develop its new sports facility at the community site of the Jubilee Sports and Social Club on Clay Wheels Lane in Hillsborough, which opened in January 2023. A planning permission application has been submitted to construct further educational/health facilities on the site using some of the charity's reserves and external funding sources. The new development will increase the capacity for adults and children to attend the Charity's programmes and courses.

