

B R I G H T O N & H O V E

# ALBION

FOUNDATION LTD



**FOUNDATION**

## **TRUSTEES' REPORT AND FINANCIAL STATEMENTS**

FOR THE YEAR ENDED 30 JUNE 2024



# CONTENTS

11 .... Key Focus: Football Participation

20 .... Key Focus: Education and  
Employability

26 .... Key Focus: Community Wellbeing

32 .... Trustees' Report

37 .... Independent Auditors' Report

40 .... Statement of Financial Activities

41 .... Balance Sheet

42 .... Statement of Cash Flows

43 .... Notes to the Financial Statements



**bhafcfoundation.org.uk**

Brighton & Hove Albion Foundation, American Express Stadium, Village Way, Brighton BN1 9BL. Tel: 01273 878265.  
Company limited by guarantee in England and Wales (No. 5122343). Registered charity in England and Wales (No. 1110978).

Registered with



FUNDRAISING  
REGULATOR





# MATT DORN

A message from Brighton & Hove Albion Foundation's chief executive.

**H**ello and welcome to our annual report—a look back at the incredible achievements of the Brighton & Hove Albion Foundation over the past year.

2023/24 was a transformative season for us. We rebranded and relocated to new offices in the heart of Brighton, closer to our community and Albion fans. This move also enabled the opening of our Community Hub near Queens Park, enhancing our outreach and facilities.

Amid these changes, our team remained steadfast, delivering exceptional programmes for participants across Sussex. Over 10,000 young people joined our football sessions, from Premier League Kicks to holiday camps. We're committed to growing opportunities for all, especially girls and young people with disabilities, as we continue to champion inclusivity in football.

The season also marked an unforgettable milestone for the Albion, with the men's first

team making their European debut. Having our Foundation's logo on the squad's Europa League shirts was a proud moment, spotlighting our work internationally while reinforcing our connection to fans at home.

We're grateful for the unwavering support of our community ambassadors, including Kaoru Mitoma, Vicky Losada, Joel Veltman, Pauline Bremer, and Norman Cook (DJ Fatboy Slim). Their involvement inspires young people and strengthens our outreach.

This impact is only possible thanks to our dedicated staff, volunteers, donors, and title partner, American Express. To everyone who supports us, especially Albion fans—you make our work meaningful. From all of us at the Foundation, thank you!



# CARINA BAUER

A message from Brighton & Hove Albion Foundation's chair of trustees.

**A**s we step into another exciting season, I am deeply honoured to continue serving as the Chair of Trustees for the Brighton & Hove Albion Foundation.

Our role as a leading social organisation in Brighton and across Sussex enables us to collaborate with a wide range of partners in the public, private, and voluntary sectors. Key partnerships with local schools, community groups, the NHS, and Sussex Police highlight the incredible power of football to engage, inspire, and support children and young people. These relationships empower us to help them improve their lives and make positive choices for their futures.

Thanks to these partnerships, the Foundation now reaches over 5,000 people each week through the 350 sessions we deliver across 35 towns in Sussex. This remarkable scale is a testament to the Foundation's impact and

reflects how deeply football resonates within our communities, enriching lives and fostering connections.

Our Foundation is driven by an exceptional team of staff who go above and beyond to transform lives every single day. Their unwavering dedication continues to make Sussex a better place, carrying forward the spirit and values of the Albion in all they do.

None of this would be possible without the tireless efforts of everyone who has contributed to the Foundation over the years. Your collective passion, commitment, and belief have built something truly extraordinary—an organisation that changes lives and leaves a lasting legacy. Together, we are proving the power of football to unite, uplift, and inspire.



# NEWS ROUNDUP



Above: Year 6 pupils from Maidenbower Junior School in Crawley celebrate winning the Premier League Primary Stars National Under-11s Mixed Tournament. The team represented the Albion as they won a regional semi-final to qualify, before beating Fulham in the final to lift the trophy at Brentford's Gtech Community Stadium.



Above: Norman Cook (Fatboy Slim) cuts the ribbon to mark the official opening of the new BHAFC Foundation Community Hub.

Below: Young players enjoyed the opportunity to play on the pitch at the Amex Stadium after the end of the Premier League season.



Left: Ravi, best known for his inspiring appearance on Britain's Got Talent, chops some fruit during a smoothie-making workshop for him and his classmates at the Foundation's Community Hub.





Right: Foundation participant Sam Brooker poses with Albion players after being awarded a once-in-a-lifetime holiday by British Airways for him and his family.



Above: Primary school pupils learn important life skills in a 'Wellbeing Warriors' workshop at the Amex Stadium.

Right: Gully and the official Premier League trophy visit Oak Grove College in Worthing.



Right: Charlie Hewson, the youngest player in our amputee football team, receives the 2023/24 BHAFC Foundation Award.



Above: Girls from Lewes' Southover School celebrate winning a penalty shootout to qualify for the finals of the Premier League Primary Stars National Girls Football Tournament.



# NEWS ROUNDUP



Above: The Foundation's fundraising team collect donations around the ground during our community matchday against Everton in the WSL.

Right: More than 500 members of the local Muslim community visited the Amex to attend the club's iftar meal.

Below: Former Foundation disability football members Jake and Faye represent England during an international training camp in Spain.



Above: Pupils at Hove Park School take part in a No Room For Racism workshop taught by Foundation tutors.

Below: Gully helps us deliver a disability awareness lesson to Year 4 pupils at City Academy Whitehawk as part of the Super Movers for Every Body initiative.







Above: We delivered free football kit to girls at five schools across Sussex, as part of the Premier League Kit Scheme supported by Nike.

Below: Over 200 local girls took part in Premier League Kicks football tournaments during the Easter break.



Above: Pascal Gross and Madison Haley were named PFA Community Champions for their community work last season.



Above: Albion players wear a special commemorative warm-up shirt to promote the Rainbow Laces campaign. After hundreds of local children submitted designs for the shirt, Livs (left) from Bognor Regis, was chosen as the winner.



# MICHELLE TIPPER

## FUNDRAISER EXTRAORDINAIRE

### HANDCROSS



Michelle Tipper, from Handcross, is the very definition of a Community Champion. She has gone above and beyond time and again to raise money for the Foundation – a total which is now close to £25,000.

There are very few people willing to abseil down a 500-foot tower on a windy seafront to raise money for charity. Lucky for us, Michelle is one of them.

Her planned abseil of the Brighton i360, which marks five years since the passing of her son Connor, has already smashed its fundraising target of £1,300.

Connor passed away in April 2019 after complications with type 1 diabetes, aged just 18. Connor, who was part of our Further Education programme, was an aspiring football coach.

After Connor's death, Michelle made it her personal mission to raise money for the BHAFC Foundation in his memory.

"When he passed, it only felt right to raise money for the Foundation," Michelle said.

"We wanted to raise money for something that was close to Connor, and something that was making a difference locally. The Foundation was perfect for that.

"Initially, when Connor passed away, we asked for people to donate to the Foundation instead of giving flowers. We wanted to do something that made a tangible difference."

Connor was a young man who had football running through his veins. If he wasn't playing on the weekend, he'd be at the Amex cheering on the Albion.

"I knew that Connor loved studying with the Foundation, and he was so passionate about the power football has to change lives in the local community," Michelle said.

In the five years since Connor's passing, Michelle (with the help of some other fundraisers) has undertaken several challenges to help raise money.

She has also hosted many fundraising events, including once hiring out a local pub where they auctioned off some Albion shirts (helped by club legend Adam El-Abd).



In 2021, Michelle and 16 others took part in the BM10K to raise money for Connor's cause.

"It's totally out of my comfort zone running a 10K," Michelle admitted, "I hate running, I absolutely hate running. But I thought to myself when I was running, 'I bet Connor is laughing so much at us running around right now'.

"I literally had to be dragged across the finish line by my friend. When we got over the line, we both just collapsed into each other's arms and just started crying."

Abseiling the i360 is her latest challenge; one that she will take on alongside her friend Rona.

"I'm quite nervous about the whole thing, but it motivates me to know how amusing Connor would find it, seeing his mum and Rona abseil down the i360."

Michelle became a Community Champion in January 2022 – just another way she supports the charity.

"I'm in this for the rest of my life and as long as the Foundation needs my help," Michelle says, "I'm in it for the long term."





# KEY FOCUS:

# FOOTBALL PARTICIPATION



Bringing football to as many people as we can across Sussex, helping people get active, and making the game more inclusive.

**A**s you might expect, Football Participation is the biggest of our three key focus areas. Through our various football programmes we provide quality sessions for thousands of people across Sussex every year.

Playing football is one of the best ways to change your life. There are so many benefits to playing; it's an easy and fun way to get active, it brings people together, and gives people something to look forward to in their week.

Football is genuinely a game for all. It sounds like a cliché now, but there's a reason football is the world's favourite sport. The barrier to entry is incredibly low in terms of both equipment and ability; all you really need to get started is a ball, and football at its most basic is very easy to pick up as a beginner.

One of our key goals is to make football in Sussex more inclusive. Groups who historically haven't had much access to organised football sessions – people with a disability, women and girls, children living in high-need areas – face a real risk of becoming inactive simply due to a lack of opportunities to play. We're doing our best to change that.

## ... DISABILITY FOOTBALL ...

We're one of the biggest providers of disability football in England, bringing weekly sessions to around 350 people.

Our sessions are suitable for people with a wide-range of disabilities – we try and accommodate as many people as we can.

An important distinction to make in disability football is between those that need an inclusive and enjoyable place to play, and those who love the competitive element of football and want to push themselves.

We provide loads of opportunities for players who fall into the competitive camp. We compete in the Sussex Disability Football League, where we have around 150 players across 13 different teams and three age groups. These teams play most of their games at Lancing's Culver Road, competing in league and cup competitions throughout the season.

We also have disability-specific teams which train and compete in regional and national competitions for: amputee football, blind football, Powerchair football, and cerebral palsy football.



For players who need a more relaxed environment and just want to have fun, we run weekly inclusive sessions across five different towns.

### ... GIRLS' FOOTBALL ...

Getting more women and girls out onto the football pitch is a big priority for us. We work hard to encourage girls across Sussex to take part in our football programmes, and we're steadily seeing an increase in participation numbers.

In 2022, around 6,000 of our participants were women and girls. That's a huge number of female participants, but we know that the majority of people playing football in this country are still male.

Girls are welcome at all of our mixed soccer schools, but we also run a number of female-only football sessions aimed at encouraging people who might not feel comfortable playing in a mixed environment.

For girls with promise and a serious interest, we also run a talent pathway programme which provides high-quality coaching and support, with a direct pathway all the way to the women's first team. In fact, we've seen a number of girls progress all the way through our talent pathway and make it into the Albion academy, reaching the cusp of senior football.

Through careers workshops, inspiring talks, and activity days, we've been working all season to try and inspire girls and empower them to find careers in football – whether that's on or off the pitch.



# KEY FOCUS: FOOTBALL PARTICIPATION

## ... BHAFB SOCCER SCHOOLS ...

Every school holiday, we run Brighton & Hove Albion Soccer Schools in around 13 towns and cities across Sussex.

At our Soccer Schools young people have the chance to spend all day playing football, making friends, and generally having a great time.

That means that, every holiday, thousands of kids aged 5 to 13 are out playing football, getting active, and learning new skills instead of sitting at home.

Sussex is a very large catchment area and there aren't many professional football clubs nearby – that means it's up to us to bring football to the masses. Nothing inspires kids to start playing football quite like the power of the Premier League.

Having the opportunity to play in their local town whilst being taught by coaches who work for their favourite club is a huge attraction for young fans – the more we can use the appeal of the Albion to get youngsters onto the football pitch, the better.

## ... FOOTBALL PATHWAY ...

Our Football Pathway programme supports talented young players on their development journey.

There are hundreds of girls and boys in the programme who receive high-quality coaching from our UEFA-qualified coaches.

By providing this, we're providing young players with something ambitious to work towards and the chance to be the best footballers they can be.

Our pathway sits directly below the Albion academy system, and we've seen many examples of our best young players joining the Albion academy once they reach the end of our programme at age 13.

Through the football pathway programme we're increasing the quality of youth football in Sussex, giving children the best possible chance to succeed in football, and providing opportunities to children who otherwise might never have been given the chance.



# THANK YOU FROM ALISON

Alison, from Worthing, is a relative newcomer to the world of blind football.



"I really enjoy it. I think the best bit for me is how responsive the coaches are. The coaches listen to us, ask us what we're enjoying. The coaches always make time for us.

"They're very good at listening. None of them are blind or visually impaired but they're excellent at taking on board how we communicate with each other and they use that in the sessions."

One of the things Alison appreciates most of all is simply being treated like an adult, and not being patronised.

"Being able to be in an environment where I'm allowed to compete, I'm allowed to be good at something, without being made to feel like it's being dumbed down or made easy, that's massively important to me," Alison said.

"When you've got a disability you're very used to people talking to you in a certain way, but when we're here on this pitch we're all treated with respect, we're all treated as equals, and we're all encouraged.

"It's so refreshing. Thank you to all the people who help make it possible."



**A**lison is visually impaired and plays in the Foundation's blind football sessions. Before joining the Foundation, she'd never managed to find a sport where she fit in.

"I've always been visually impaired, and previously I'd only ever played in mainstream sport," she said.

"I was always left to the outside or made to just watch, I wasn't really allowed to participate."

That changed in November last year, when Alison took the plunge and decided to try something new.

"I was invited down to try out a session with the BHAFC Foundation. I came along and slowly started building up a bit of confidence.

"Slowly, it's starting to pay off – not with scoring goals yet though!"

For the first time, Alison feels like she has coaches who understand her.



# STUART MATTHEWS

## PROUDEST SEAGULL

### STORRINGTON

COMMUNITY  
CHAMPION  
SINCE:  
FEB 2022



When it comes to championing communities, Stuart Matthews has more experience than most. As a gay football fan, he knows all about the importance of having a strong community to support him.

Stuart is the founder and chair of LGBTQ+ fan group Proud Seagulls, a group which promotes equality in football and gives a voice to LGBTQ+ Albion fans.

He has been a Community Champion since early 2022, and a regular match-going fan for over a decade.

Having worked at both the Goldstone and the Withdean with St John's Ambulance, Stuart truly fell in love with the Albion after going to a few games at the Amex.

"I was overwhelmed by how brilliant it was," Stuart told us.

As a gay man, however, Stuart had his concerns over going to see live football.

"When I go to football I'm consciously aware that I'm quite an outwardly gay man, and it did worry me - not so much supporting Brighton, but football as a whole.

"I did go to a few away games where I suffered a bit of aggravation."

Beyond the open aggression he sadly faced, Stuart was also left wanting when it came to shows of support for the LGBTQ+ community.

"I remember watching one of the very early Rainbow Laces matches in 2012 or something. I just found it so bland, there was no celebration, people were speaking in platitudes.

"The message needed to be stronger, and needed to come from the fans. I just thought 'there needs to be something I can do about this'."

And Stuart did do something about it. After drumming up support from fellow Albion fans, Stuart set up Proud Seagulls in the summer of 2017.

"It's better to have a voice on the inside than the outside," Stuart says, "Our group is very privileged to have a special relationship with the



club, and we do a lot of things jointly.

"It's very difficult to explain to people who aren't gay the problems that we face. By having that close relationship, it makes things so much easier and we can make change much more effectively."

As well as being a huge Albion fan, Stuart is also a big supporter of the Foundation.

"I became a Community Champion as soon as I heard about it. It felt like the right thing to do.

"I totally agree with what the Foundation is

doing and has done across Sussex. To me, it's very important to support young people and people with disabilities. The work they do is fantastic.

"It shows people that football is for all – gay or straight, disabled or mainstream, football is a totally inclusive sport.

"This was my way of being able to support a good cause close to my heart."

Stuart Matthews – a champion for the Albion, for LGBTQ+ people in football, and for his local community.







# YOU CAN NEVER HAVE TOO MANY **COOKS**

**W**e're lucky to have some high-profile friends of the Foundation, who help promote our work and inspire our participants.

Norman Cook (better known as DJ Fatboy Slim) and Russ Cook (the Hardest Geezer) are two big supporters of the charity.

Albion fans will already be familiar of the massive contribution Norman Cook has made to the club.

Over the years, Norman has also given his time, support, and energy to help the Foundation.

"I like to think of myself as an old friend of the Foundation," Norman says.

"Obviously I've had connections with the Albion for many, many years. I was the shirt sponsor for nine years and owned shares in the club."

As a fan of the club and a Sussex local, Norman is keen to support the Foundation wherever he can.

"I live in this area, I support this team, so it's only natural that I want to support the work the Foundation is doing and get involved. I lend whatever support I can."

Norman has supported plenty of Foundation fundraising initiatives in recent years – including our annual Christmas bauble auction – and he was part of the judging panel during our Rainbow Laces shirt design competition earlier this season.

Recently, Norman has been spending more time at Foundation football sessions. "I've been hanging out at some of the different programmes, I played in goal for the amputee team recently.

"I've met a lot of amazing people through the Foundation. It's humbling and beautiful to see the Foundation's work and to meet all the people involved."

Norman is a big advocate for football giving back to the community.

"Community work like this is definitely not something everyone would expect a football club to do. I know that a lot of bigger clubs don't do this work on the same level that we do, which is something Albion fans can feel proud about.

"The wide reach and scope of the Foundation's work is something that always pleasantly surprises me, it reaches so many different parts of the community.

"A lot of people in football say a lot about helping the community, but the Foundation actually really does. It goes right into the most deprived areas of the community, helps the people who need it most.

"I think a lot of observers would be amazed to see the breadth and depth of what the Foundation does."

**"Our Community Champions really are just that – champions."**

Finally, Norman wanted to give a message of thanks directly to you as a Community Champions.

"This is a Fatboy Slim message to you Community Champions. You really are just that – champions. You're championing our cause, you're helping the Foundation, and for that I thank you from the bottom of my heart."

**W**e recently added another Cook to our roster – Russ Cook, a Worthing local and the first person to run the length of Africa.

Russ pledged his support to the Foundation shortly after he returned from Africa.





# WORKING WITH...

# AMERICAN EXPRESS

As well as being the club's main sponsor, American Express are also the Foundation's official title partner.

**T**hanks to the generosity of their sponsorship, and the volunteering hours provided by their colleagues, the Foundation is able to change even more lives all over Sussex.

Through our joint programme – the Live, Learn, Play Together volunteer programme – we support hundreds of people every year.

- Live Together: specifically developed to increase education and awareness among children and young people to help break down stereotypes, give them tools to recognise and tackle discrimination and celebrate diversity in their schools and their wider communities.
- Learn Together: offers the opportunity for young people to develop their soft skills, including teamwork, problem solving, decision making, creativity, leadership and communication.
- Play Together: brings together people from all walks of life to play football, improve their physical wellbeing, and have fun.

The programme combines the power of football and fans' passion for the Albion with the time, energy, and expertise of American Express colleagues to help local communities across Sussex.

This season, we've been able to provide some fantastic opportunities for local people.



In May, we brought 120 young people from under-represented groups to the Amex Stadium, with Foundation coaches and Amex volunteers hosting a football festival on the famous pitch.

Earlier in 2024 we held a taster session for local girls at the American Express Elite Football Performance Centre in Lancing, giving around 60 girls the chance to try out football for the first time.

American Express were also kind enough to sponsor our two quiz nights this season, helping us raise more than £11,000 across the two events, while a colleague awards evening last September raised us a fantastic £27,000.

Our partnership was recognised at the prestigious Football Business Awards in May, earning a nomination in the Best Corporate Social Responsibility Scheme category.

Mark Barkaway, Head of Marketing and Income Generation for the Foundation, stressed the importance of working with American Express.

"The partnership we have with American Express is very important for the Foundation," he said.

"Their continued backing for our work through both fundraising and volunteering is an amazing testament to the commitment Amex have to their community and makes a significant impact locally.

The Foundation has been working in partnership with Amex for 12 years, with the opening of the American Express Stadium in 2011 heralding the start of the partnership.

# KEY FOCUS:

# EDUCATION AND EMPLOYABILITY



Helping young people to enjoy learning, supporting local schools, and providing personal, educational, and professional development.

**W**hen the BHAFC Foundation was founded over 30 years ago, one of the key original ideas was to bring Albion players into local schools to get young pupils excited about learning.

School is where children develop, learn, and lay the foundations for the people they will grow to be in the future. Because of this, it's so important for us to have a strong presence in our local schools – supporting teachers and helping inspire the next generation.

When our tutors go into schools wearing the Albion badge they leave a lasting impact. Kids who might not be engaged, who might not pay attention, who teachers struggle to get through to, can be transformed when they're being taught by someone from the Albion.

We worked with around 5,000 school children in Sussex last season: in football-themed numeracy and literacy lessons, in PE lessons, at after-school clubs, and more beyond.

Promoting equality, diversity, and inclusion is an important area of our work, and through our work in schools we can highlight these important issues to young people.

Through these programmes, plus a whole host of regular workshops, we reach young people in more than 150 schools across Sussex.

Healthy living, numeracy and literacy, PE, science and maths, career aspirations, equality workshops, and so much more. Foundation tutors are out in schools every day, teaching all of these key skills to the next generation.

## ... PREMIER LEAGUE PRIMARY STARS ...

Our largest education programme is Premier League Primary Stars, which reaches thousands of primary-age pupils every school year.

Developed by the Premier League Charitable Fund, PL Primary Stars provides primary schools with tutors and learning resources.

These resources are available for free to every primary school in England, and our tutors work in as many Sussex schools as possible.

Through PL Primary Stars, our tutors deliver football-themed maths, English, PE, and PSHE lessons.





PL Primary Stars allows us to get into classrooms all over Sussex and teach important topics, all the while keeping the pupils engaged with the glitz and glamour of the Premier League.

One way we do this is through Soccer STEM – we bring special football-themed robots into schools and pupils learn how to code them, teaching them vital skills in coding, geometry, and teamwork.

Competitions are another important part of PL Primary Stars. National football tournaments, creative writing competitions, poetry talent contests, and similar take place every year to give children something to channel their

energies into and to celebrate their talents.

### ... PREMIER LEAGUE INSPIRES ...

Through Premier League Inspires we teach secondary school students key personal skills to support them on their journey to further education and employment.

The programme targets young people aged 11-18 who could be at risk of not reaching their potential.

PL Inspires supports these pupils by helping them develop the personal skills and positive attitudes they need to succeed in life.

# KEY FOCUS: EDUCATION AND EMPLOYABILITY

Our tutors support young people through regular face-to-face group sessions, mentoring, and workshops to help them plan for their future.

Pupils also work in teams to create a social action project based around improving their local area or becoming more sustainable, giving them experience in teamwork, planning, communicating, and public speaking.

PL Inspires was designed by teachers for teachers, addressing a need in the secondary education system for a programme that encourages ambition and social action.

## ... SEND SCHOOLS ...

We provide specialised support to SEND (Special Educational Needs and Disabilities) schools, and schools with SEND units.

We offer football and sports coaching programmes – our sessions include a range of sports from football, basketball and tag rugby, to hockey, volleyball, cricket and boccia – all adapted to meet the requirements of our pupils.

We also have a free schools assembly programme – designed to engage children with a disability in our work, and to promote disability sport to a wider audience.

All of our staff are highly trained and hold an array of qualifications, including British Sign Language certificates and a range of disability-specific coaching badges.

## ... ALBION CUP ...

Alongside our PE delivery we run several inter-schools football competitions to help pupils develop teamwork, fair play, and – win or lose – to learn, grow, and be better prepared for life.

Our flagship competition, The Albion Cup, is open to all schools across Sussex.

Regional qualifying tournaments take place across Sussex, with dozens of schools and hundreds of pupils taking part every year.

We also run Albion Cup competitions for SEND schools, with the finals held at The Triangle leisure centre in Burgess Hill.





# THANK YOU FROM ROB

Rob Josephs, the Foundation's Education and Employability Manager, has supported local schools for years.

**In that time he's seen first-hand the massive impact that Foundation tutors can have when they go into schools – and the impact that your donations have on helping to make that possible.**

"You really can't overestimate how much easier it is to engage children in schools when you're part of a Premier League football club," Rob said.

A common tool for tutors to use is to create learning situations through football-based scenarios.

"All of a sudden, a regular maths lesson gets turned into a really exciting scouting session. What better way to learn budgeting than by putting together your own star-studded football team?

"What better way to practice writing and public speaking than by delivering a motivational half time team talk?

"Pupils are excited to see our tutors come in wearing their Albion kit, and they're really

engaged throughout the lessons too."

The Premier League support a lot of the Foundation's work in schools, but we still need funds to pay for support staff, equipment, and other costs. Rob spoke of the important role Community Champions play in that regard.

"Without donations coming in, we wouldn't be able to do as much as we do," he said.

"That would mean kids in Sussex potentially missing out on our sessions during a really important time for their development, which no-one wants to see.

"So, I just want to say a massive thank you to every single one of our Community Champions. Your support is helping us to make school more fun for thousands of kids in Sussex."



# GUY'S CORNER

**G**uy Butters. Legend of the Albion, hero of the Foundation, friend to you and me. He's been involved with the club and charity for more than 20 years now, and these days he dedicates his time to helping us out – no matter what we ask him to do. He's a good sport. Have you spotted Guy out and about in the last year?



Albion Games – Guy and the gang at our Albion Games disability sports day. He's a dab hand at bocchia.

Hub Opening – Guy and Fatboy Slim and Rich Reynolds were special guests at the opening of our Community Hub.







Kick Off The Weight – Guy was head cheerleader for our Kick off the Weight group. Sadly we didn't give him any pompoms.



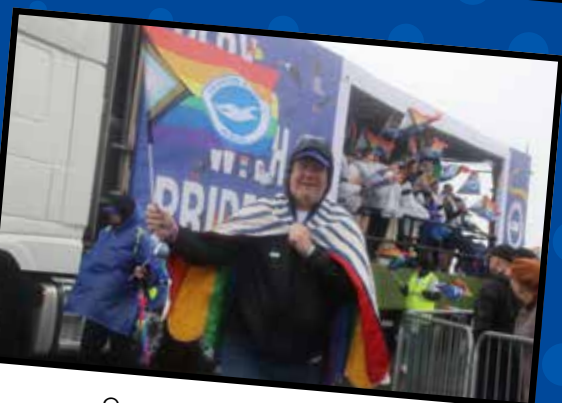
Summer quiz night – Hawaiian Butters. Guy was part of the crew at our summer quiz night.



Community Matchday – all hands on deck at the Amex for our Community Matchday.



Golf Day – Fore! Guy delivers the pies at our golf day.



Guy at Pride – Guy was a proud (and damp) Seagull at Brighton Pride.



Christmas Lunch – Chowing down with some true Albion legends at our Christmas lunch.



Albion Memories – Guy is a familiar face at our Albion Memories group for fans with dementia.



# KEY FOCUS:

# COMMUNITY WELLBEING



Supporting the physical, mental, and emotional health of local communities.

**H**ealthy communities help Sussex to thrive. But what does a healthy community really mean?

Our community wellbeing work helps get people active, teaches them about healthy nutrition and food preparation, provides mentoring and guidance, supports young people at risk of getting on the wrong track, and much more beyond.

At its heart, community wellbeing is about helping people to become healthier, more well-rounded, and encouraging them to make positive life choices.

In recent years we've supported people with weight-loss programmes, football sessions to support men's mental health, women's walking football groups, and a programme helping people build up their strength through cancer treatment.

Our community wellbeing work also focuses on tackling inequality – we deliver a great deal of workshops, assemblies, and awareness drives to support campaigns like Rainbow Laces and No Room For Racism.

## ... PREMIER LEAGUE KICKS ...

Premier League Kicks is a programme that provides free football sessions to children living in high-need areas. PL Kicks provides kids with quality coaching and mentoring in a structured environment; coming to PL Kicks is often the first time a lot of our young players experience organised football.

Currently, we run weekly PL Kicks sessions for over 1,000 kids in 16 different neighbourhoods across Sussex, as well as tournaments during the school holidays.

While enjoying their football is an important part of PL Kicks, it's equally key that young people have a safe and supervised environment where they can enjoy themselves and develop as people.

Football is one of the most important diversionary activities for young people.

It's an activity they're familiar with, one they can take part in with their friends, and one that gets them running around and learning important skills. Under the guidance of our





coaches, they have a leader and a mentor they can rely on.

Older kids at PL Kicks can also go on to complete the Top Bins leadership programme, encouraging them to become positive role models for the younger players.

PL Kicks is a big help for parents with multiple children. Perhaps you remember the story we shared last year of Brady and his brothers. All three of them play at our Moulsecoomb PL Kicks session, but they are only able to play together because the programme is free. Brady's mum told us that if she had to pay, she would be forced to choose which of her sons could play and which would have to miss out.

That's not a choice we want any parent to make. Thanks to PL Kicks, she doesn't have to.

### ... GULLY'S HEALTH SQUAD ...

One of the ways we help young people stay healthy is through our Gully's Health Squad programme.

Gully's Health Squad, funded by the PL PFA Community Fund, is an initiative aimed at helping children to healthier and more active lifestyles.

By using fun and games (and Gully!) we can get young children paying attention and learning really important health messages.

# KEY FOCUS: COMMUNITY WELLBEING

We bring Gully's Health Squad into schools to deliver fun nutrition activities, workshops, and educational assemblies. In the last school year, our tutors have brought Gully's Health Squad to around 1,300 pupils across eight schools.

The programme was first started in order to tackle health concerns in young children, particularly within schools in areas of high deprivation and those that have a high volume of pupils receiving free school meals.

Many pupils attending these schools face additional challenges in accessing proper healthy nutrition and regular physical activities, making Gully's Health Squad all the more important for them.

Experiences at an early age that feel fun and positive give children a sense of confidence, and help them build foundations for a healthy, active life.

We also support teachers to continue promoting healthy lifestyles after Gully's Health Squad has

left their school; giving them the confidence and tools to help their pupils lead healthy lives.

As well as working in schools, we have also brought young people to our Community Hub for special Gully's Health Squad smoothie-making workshops.

## ... ALBION MEMORIES ...

Reminiscing with friends about football seasons gone by is an excellent pastime. It can also be a powerful tool in supporting people with mild forms of dementia.

Albion Memories is a programme designed to bring together Albion fans who have mild to moderate dementia.

Sessions are held once a month, normally at the Amex Stadium but also sometimes in local care homes to reach older fans who might not be very mobile.

Fans will come together (often joined by special guests from Albion's yesteryears) to reminisce about the Goldstone days, chat about the latest football news, and enjoy themselves in good company.

The sessions give fans something to look forward to in the month and help get them out of the house, which is another key benefit.



Supported by





# THANK YOU FROM YUSRA

Yusra, 16, lives in Brighton and plays in our Premier League Kicks session at the Manor in Whitehawk.

**T**hrough Premier League Kicks, we bring free football sessions to high-need communities across Sussex.

Yusra has played football since she was five years old.

She has played for her school teams, but never played much outside of school until she found PL Kicks.

"I started coming to PL Kicks about two years ago now," Yusra said, "I heard about it from a friend who invited me down.

"I came once to see how it was and I loved it, I knew it was something I wanted to do all the time."

As well as providing her with a place to play every week to improve her game, PL Kicks has helped Yusra off the pitch too.

"Before coming to PL Kicks I wasn't that confident. Playing here has helped me grow a lot in confidence, and I've made a lot of friends here.



"My main coaches here are Sadie, Peter, and Jamie. They're all really nice, I get along with them and they help me out."

At Yusra's session in Whitehawk, dozens of girls can enjoy free football every week. Yusra is also joined at PL Kicks by her 10-year-old sister, Lema.

"I mean she is annoying," Yusra said, "but it's nice being able to play with her at home and here too."

Having played the game for 11 years already, she's hoping to carry on playing for as long as possible.

"I want to carry on playing. I'm going to college soon and hopefully I can play through college, and when I'm older too.

"Thank you to everyone at the Foundation who runs Kicks for me, my friends and my sister, and to everyone who gives a donation."





Albion academy scholars were busy supporting the Foundation throughout the 2023/24 season.

**A**s part of their ongoing development, scholars in the Albion academy have the opportunity to help deliver Foundation sessions. This helps to give the scholars hands-on experience while they study.

Many of the scholars have been studying to pass the UEFA C coaching course; to gain some experience in coaching, they had to plan and deliver coaching drills at BHAFC Soccer Schools sessions at Dorothy Stringer School.

Another group of scholars also went to Dorothy Stringer as referees, helping to officiate tournaments for the pupils there.

The scholars also supported the Foundation's disability football programme; a group visited a Disability Elite Camp in Lancing, joining in with the session and learning more about disability football.





The Albion Cup – an annual tournament for SEND schools in Sussex – was heavily supported by a group of 22 academy scholars. They helped with the organising of the tournament, as well as acting as coaches and referees.

Sami El-Abd, Assistant Education Manager, said: “This initiative is something our club consistently prioritises because its impact resonates as much with our scholars as it does with the kids at the Foundation.

“Volunteering in these projects often becomes a lasting memory for scholars, shaping their character and fostering a lifelong commitment to community betterment.”

Shona Richards, Under-18s Academy Player Care Officer, echoed Sami’s thoughts.

“For us staff, it’s great to see the scholars give their time to inspire and encourage the younger generation.

“In our current Under-18s scholars, we have three players who came from the Foundation’s football pathway programme. For those individuals to have the opportunity to give back

to some staff who have supported them in their journey is really amazing, and we know all the players feel privileged supporting such a great charity.”

As well as being a helpful extra support in the sessions, the scholars also get a lot out of the experience themselves.

Jacob Vickers, an Under-17s scholar, said: “The experience of helping out and being involved in the Foundation school tournaments was great fun, seeing how much they enjoyed playing their football made me realise how important the club and the Foundation is to the kids.



***“Helping out with coaching and refereeing has been a very rewarding experience.”***

“It also made me think of the impact I can have on the younger generation, driving me even more, to one day be a positive role model for them in the future.”

Scholar Matthew Hayden was a former Foundation participant when he was younger, and enjoys helping the children who have followed in his footsteps.

“I started out playing football with the Foundation (then Albion in the Community),” he said, “helping out with coaching and refereeing has been a very rewarding experience allowing me to give back to the community.”

# Structure, governance, and management

## Reference and administrative details

### Trustees:

C A Bauer (Chair)  
V J Byrne (appointed 27 November 2023)  
L W Cooper  
R I Galloway (appointed 27 November 2023)  
Z Johnson  
S B Marshall (appointed 27 November 2023)  
P J Mullen  
R A Read  
J Richards  
S J Sheehan (resigned 27 November 2023)

### Secretary:

P M Baldwin

### Charity Registration Number:

1110978

### Company Registration Number:

05122343

The charity is incorporated in England and Wales.

### Change of Charity Name:

The charity changed its name from Albion in the Community on 10 July 2023 to Brighton & Hove Albion Foundation Ltd.

### Registered Office:

American Express Stadium  
Village Way  
Brighton  
BN1 9BL

### Auditor

Chisnall Comer Ismail & Co  
Chartered Accountants & Registered Auditors  
Maria House  
35 Millers Road  
Brighton  
BN1 5NP





# Structure, governance, and management

## Responsibilities of trustees

The trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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



## Charitable objectives

The Brighton & Hove Albion Foundation is the official charity of Brighton & Hove Albion.

The charity's governing document, the memorandum and articles of association sets out its purposes for the benefit of the inhabitants of the City of Brighton and Hove, Sussex and elsewhere through:

- The advancement of education.
- The preservation and protection of good health.
- To provide or assist in the provision of facilities in the interests of social welfare for the recreation or other leisure time occupation of individuals who have need of such facilities by reason of their youth, age, infirmity or disability, financial hardship or social circumstances with the object of improving their conditions of life.
- To promote such other purposes as are charitable under the law of England and Wales from time to time in particular through an association with football.

# Structure, governance, and management

## Nature of governing document

The organisation is a charitable company limited by guarantee, registered as a charity with the Charity Commission on 22 August 2005.

The company was established under a memorandum of association that established the objects and powers of the charitable company and it is governed under its articles of association.

## Recruitment and appointment of trustees

New Trustees are appointed according to the charity's governing document, and to meet specified capability requirements.

## Induction and training of trustees

New trustees go through a formal induction and training process and are encouraged to meet the charity's beneficiaries to hear their experiences first-hand.

All trustees give their time voluntarily and receive no benefits from the charity. No trustee claimed expenses from the charity in 2023-24.

A chief executive is appointed by the trustees to manage the day-to-day operations of the charity.

On the 27 November 2023, V J Byrne, R Galloway, and S B Marshall were also appointed as trustees and directors.

S J Sheehan resigned as trustee and director on 27 November 2023.

## Public benefit

The trustees have referred to the guidance contained in the Charity Commission's guidance on public benefit when reviewing the charity's aims and objectives and in planning its future activities.

It is the opinion of the trustees, that this report demonstrates how the charity provides public benefit.

## Fundraising

The charity's fundraising activities are vital to generate restricted and unrestricted funds to deliver its charitable objectives and continue to improve the lives of people in our community. This is achieved by providing a comprehensive fundraising programme through which people can pledge their support by direct donation and participation in challenge events.

The Brighton & Hove Albion Foundation is registered with the Fundraising Regulator and adheres to the standards outlined in the Fundraising Code of Practice.

No third parties were paid to undertake fundraising activities on behalf of the Brighton & Hove Albion Foundation and there were no complaints received during the 2023-24 reporting year relating to the fundraising practice of the charity.





# Finance Review

## Finance Review

The charity generated £3,581,344 (2023: £3,896,325) of income during the financial year, enabling it to invest £3,576,745 (2023: £3,873,895) of funds into delivering its work throughout Sussex. The charity generated a surplus of £4,599 (2023: £22,430) and increased its reserves to £754,988 at the year end. To ensure the long term sustainability of the organisation, a considerable effort has been made in recent years to develop a broad range of income streams, enabling the charity to be well positioned to face any unforeseen challenges.

The continued presence of Brighton & Hove Albion FC as a Premier League club has a positive effect on the charity through an increase in profile, both locally and nationally. It is not considered that the charity's long-term financial sustainability is dependent on the club's top flight status.

## Plans for the future

The charity heads into 2024/25 seeing an ever-increasing demand for its activities and with a desire to meet the emerging needs of our communities. In response to the increased needs, the Foundation is embarking on a relocation of its headquarters into the heart of the city with the creation of a new community hub to serve local residents. This move positions the Foundation directly in the community that the charity supports and will create a new facility that will serve as a focus for our engagement and delivery of important programmes locally including the promotion of healthy lifestyles, and wellbeing workshops.

By using this community hub and continuing to focus on our outreach into targeted communities throughout the whole of Sussex, our focus in 2024/25 continues to be on how the charity can use football to help people to get active, be used as engagement tool and context for learning in class and to support mental wellbeing.

## Financial instruments

The charity's activities expose it to a number of financial risks including credit risk, cash flow risk and liquidity risk. The use of financial derivatives is governed by the charity's policies approved by the board of trustees, which provide written principles on the use of financial derivatives to manage these risks. The charity does not use derivative financial instruments for speculative purposes.

## Cash flow risk

In order to maintain liquidity to ensure that sufficient funds are available for ongoing operations and future developments, the charity may use a mixture of long-term and short-term debt finance.

Further details regarding liquidity risk can be found in the Statement of Accounting Policies in the financial statements.

The charity currently has no working capital facilities with any bank.

Cash flow is reviewed weekly with a monthly rolling forecast for the next 12 months.

No working capital deficiencies have been identified in the coming years.

## Credit risk

The charity's principal financial assets are bank balances and cash, trade and other receivables, and investments. The charity's credit risk is primarily attributable to its trade receivables. The amounts presented in the balance sheet are net of allowances for doubtful receivables.

An allowance for impairment is made where there is an identified loss event which, based on previous experience, is evidence of a reduction in the recoverability of the cash flows. The credit risk on liquid funds and derivative financial instruments is limited because the counterparties are banks with high credit-ratings assigned by international credit rating agencies.

The charity has no significant concentration of credit risk, with exposure spread over a large number of counterparties and customers.

## Remuneration – How we decide how much to pay our staff

The Brighton & Hove Albion Foundation has a remuneration committee, comprising of the Chair of trustees and an elected member of the board of trustees. This committee meets annually to determine the remuneration for the entire staff team. The committee takes responsibility for ensuring that the charity pay levels are appropriate and competitive, and to recommend any potential annual cost of living increase. This committee sets the salaries of the key management staff

# Finance Review

and reviews these arrangements on an annual basis. These salaries are benchmarked against comparative roles within the sector.

## Reserves policy

The charity's policy is to maintain an appropriate level of reserves to support the ongoing activities of the organisation. This is in order to:

- Provide a sustainable and appropriate level of working capital.
- Allow for periods of unexpected drops in planned income.
- Cope with unexpected and short-term increases in planned expenditure.
- Provide cover for other risks, contingencies, or unforeseen events.

The charity's policy and determination of the required level of reserves are set in accordance with Charity Commission guidelines and are reviewed by the trustees at each board meeting.

The current policy is to hold reserves within a range from £450,000 to £600,000 and that this is adequate for the charity to operate and considers any risks to which the charity is exposed, along with the current and projected future levels of income and expenditure.

The charity's available reserves at year end totalled £754,988, of which £745,860 were unrestricted. The policy will continue to be reviewed during 2024/2025 by the Board of Trustees.

## Disclosure of information to auditor

Each trustee has taken steps that they ought to have taken as a trustee in order to make themselves aware of any relevant audit information and to establish that the charity's auditor is aware of that information. The trustees confirm that there is no relevant information that they know of and of which they know the auditor is unaware.

The annual report was approved by the trustees of the charity on 26 March 2025 and signed on its behalf by:



C A Bauer - Trustee



# Independent Auditor's Report to the Members of Brighton & Hove Albion Foundation

## Opinion

We have audited the financial statements of Brighton & Hove Albion Foundation Ltd (the 'charity') for the year ended 30 June 2024, which comprise the and, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is United Kingdom Accounting Standards, comprising Charities SORP - FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and applicable law (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- Give a true and fair view of the state of the charity's affairs as at 30 June 2024 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- Have been prepared in accordance with the requirements of the Companies Act 2006.

## Basis for opinion

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

## Conclusions relating to going concern

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

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt

on the charity's ability to continue as a going concern for a period of at least twelve months from when the original financial statements were 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 auditor's report 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 there is a material misstatement in the financial statements or a material misstatement of the other information. 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.

## Matters on which we are required to report by exception

In the light of our knowledge and understanding of the charity and its environment obtained in the course of the audit, we have not identified material misstatements in the Strategic Report and the Trustees' Report.

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

- Adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or

# Independent Auditor's Report to the Members of Brighton & Hove Albion Foundation

- The financial statements are not in agreement with the accounting records and returns; or
- Certain disclosures of trustees' remuneration specified by law are not made; or
- We have not received all the information and explanations we require for our audit.

## Responsibilities of trustees

As explained more fully in the trustees' report (set out on page 33), the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

## Use of our report

This report is made solely to the charitable company's trustees, 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 charity's trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and its trustees as a body, for our audit work, for this report, or for the opinions we have formed.

## Auditor responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is

not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

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

Our approach to identifying and assessing the risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, was as follows:

- The engagement partner ensured that the engagement team collectively had the appropriate competence, capabilities and skills to identify or recognise non-compliance with applicable laws and regulations;
- We identified the laws and regulations applicable to the charity through discussions with management and those charged with governance, and from our knowledge and experience of charitable concerns;
- We focused on specific laws and regulations which we considered may have a direct material effect on the financial statements or the operations of the charity, including the Charities Act 2022, the Charity SORP, the Companies Act 2006, the Child Protection Act, Disability Discrimination Act, data protection, anti-bribery, employment and health and safety legislation;
- We assessed the extent of compliance with the laws and regulations identified above through making enquiries of management and inspecting legal correspondence; and
- Identified laws and regulations were communicated within the audit team regularly and the team remained alert to instances of non-compliance throughout the audit.

We assessed the susceptibility of the charity's financial statements to material misstatement, including obtaining an understanding of how fraud might occur, by:

- Making enquiries of management as to where they considered there was susceptibility to fraud, their knowledge of actual, suspected and alleged fraud; and
- Considering the internal controls in place to mitigate risks of fraud and non-compliance with laws and regulations.



# Independent Auditor's Report to the Members of Brighton & Hove Albion Foundation

To address the risk of fraud through management bias and override of controls, we:

- Performed analytical procedures to identify any unusual or unexpected relationships;
- Tested journal entries to identify unusual transactions;
- Assessed whether judgements and assumptions made in determining the accounting estimates were indicative of potential bias; and
- Investigated the rationale behind significant or unusual transactions.

In response to the risk of irregularities and non-compliance with laws and regulations, we designed procedures which included, but were not limited to:

- Agreeing financial statement disclosures to underlying supporting documentation;
- Reading the minutes of meetings of those charged with governance;
- Enquiring of management as to actual and potential litigation and claims; and
- Reviewing correspondence with relevant regulators, and the charity's legal advisors.

## Opinion 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 for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- This has been prepared in accordance with applicable legal requirements.



.....

T G Humphries FCA FCCA (Senior Statutory Auditor)  
For and on behalf of Chisnall Comer Ismail & Co,  
Statutory Auditor

Maria House  
35 Millers Road  
Brighton  
East Sussex  
BN1 5NP

Date: 26 March 2025



# Statement of Financial Activities for the Year Ended 30 June 2024

(Including Income and Expenditure Account and Statement of Total Recognised Gains and Losses)

	Note	Unrestricted funds (£)	Restricted funds (£)	Total 2024 (£)
<b>Income and Endowments from:</b>				
Activities for generating funds	3	1,713,185	918,444	2,631,629
Investment income	4	41,057	-	41,057
Fundraising		908,658	-	908,658
Total Income		2,662,900	918,444	3,581,344
<b>Expenditure on:</b>				
Charitable activities	5	(2,529,125)	(916,809)	(3,445,934)
Governance costs	5	(26,599)	-	(26,599)
Support costs	6	(104,212)	-	(104,212)
Total expenditure		(2,659,936)	(916,809)	(3,576,745)
Net income / (expenditure)		2,964	1,635	4,599
Net movement in funds		2,964	1,635	4,599
<b>Reconciliation of funds</b>				
Total funds brought forward		742,896	7,493	750,389
<b>Total funds carried forward</b>	<b>17</b>	<b>745,860</b>	<b>9,128</b>	<b>754,988</b>

	Note	Unrestricted funds (£)	Restricted funds (£)	Total 2023 (£)
<b>Income and Endowments from:</b>				
Activities for generating funds	3	2,038,455	927,967	2,966,422
Investment income	4	23,603	-	23,603
Fundraising		906,300	-	906,300
Total Income		2,968,358	927,967	3,896,325
<b>Expenditure on:</b>				
Charitable activities	5	(2,838,938)	(925,978)	(3,764,916)
Governance costs	5	(24,829)	-	(24,829)
Support costs	6	(84,150)	-	(84,150)
Total expenditure		(2,947,917)	(925,978)	(3,873,895)
Net income / (expenditure)		20,441	1,989	22,430
Net movement in funds		20,441	1,989	22,430
<b>Reconciliation of funds</b>				
Total funds brought forward		722,455	5,504	727,959
<b>Total funds carried forward</b>	<b>17</b>	<b>742,896</b>	<b>7,493</b>	<b>750,389</b>

All of the charity's activities derive from continuing operations during the above two periods.  
The funds breakdown for 2024 is shown in note 17.



# Balance Sheet

## Balance Sheet as at 30 June 2024

	Note	2024 (£)	2023 (£)
<b>Fixed assets</b>			
Tangible assets	11	36,778	37,587
Investments	12	1	1
		36,779	37,588
<b>Current assets</b>			
Debtors	13	457,718	443,195
Cash at bank and in hand	14	942,754	1,140,544
		1,400,472	1,583,739
<b>Creditors: Amounts falling due within one year</b>	15	(682,263)	(870,938)
<b>Net current assets</b>		718,209	712,801
<b>Net assets</b>		754,988	750,389
<b>Funds of the charity:</b>			
<b>Restricted funds</b>		9,128	7,493
<b>Unrestricted income funds</b>			
Unrestricted funds		745,860	742,896
<b>Total funds</b>	<b>17</b>	<b>754,988</b>	<b>750,389</b>

These accounts are prepared in accordance with the special provision of Part 15 of the Companies Act relating to small companies and constitute the annual accounts required by the Companies Act 2006 and are for circulation to members of the company.

The financial statements on pages 40 to 52 were approved by the trustees, and authorised for issue on 26 March 2025 and signed on their behalf by:



.....  
L W Cooper - Trustee

# Statement of Cash Flows for the Year Ended 30 June 2024

	Note	2024 (£)	2023 (£)
<b>Cash flows from operating activities</b>			
Net income		4,599	22,430
<b>Adjustments to cash flows from non-cash items</b>			
Depreciation	6	12,375	30,150
Investment income	4	(41,057)	(23,603)
		(24,083)	28,977
<b>Working capital adjustments</b>			
Decrease / (increase) in debtors	13	(14,523)	(84,724)
(Decrease) / increase in creditors	15	(188,675)	4,246
Net cash flows from operating activities		(227,281)	(51,501)
<b>Cash flows from investing activities</b>			
Interest receivable and similar income	4	41,057	23,603
Purchase of tangible fixed assets	11	(11,566)	(36,151)
Acquisition of investments in subsidiary undertakings	12	-	(1)
Net cash flows from investing activities		29,491	(12,549)
Net increase in cash and cash equivalents		(197,790)	(64,050)
Cash and cash equivalents at 1 July		1,140,544	1,204,594
Cash and cash equivalents at 30 June		942,754	1,140,544

All of the cash flows are derived from continuing operations during the above two periods.



# Notes to the Financial Statements for the Year Ended 30 June 2024

## 1. Charity Status

The charity is a company limited by guarantee and consequently does not have share capital. Each of the trustees is liable to contribute an amount not exceeding £1 towards the assets of the charity in the event of liquidation.

The address of its registered office is:  
American Express Stadium  
Village Way  
Brighton  
BN1 9BL

### Change of Charity Name:

The charity changed its name from Albion in the Community on 10 July 2023 to Brighton & Hove Albion Foundation Ltd.

## 2. Accounting policies

### Summary of significant accounting policies and key accounting estimates

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

### Statement of compliance

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)) (issued in October 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.





# Notes to the Financial Statements for the Year Ended 30 June 2024

## Basis of preparation

The Brighton & Hove Albion Foundation meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes.

## Going concern

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern nor any significant areas of uncertainty that affect the carrying value of assets held by the charity.

## Exemption from preparing group accounts

The charity has taken advantage of the exemption in section 398 of the Companies Act 2006 from the requirement to prepare consolidated financial statements, on the grounds that it is a small sized group.

## Income and endowments

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 the income receivable can be measured reliably.

Income from contracts held is recognised when the charity has entitlement to the funds and any performance conditions attached to the contract have been met.

Income received in advance of a provision of a specified service is deferred until the criteria for income recognition is met. Donations and other receipts from fundraising are reported gross and are accounted for on a receivable basis.

Grants are recognised when the charity has an entitlement to the funds and any conditions linked to the grants have been met. Where performance conditions are attached to the grant and are yet to be met, the income is recognised as a liability and included on the balance sheet as deferred income to be released.

## Gift Aid

Incoming resources from tax reclaims are included in the Statement of Financial Activities at the same time as the gift to which they relate.

## Expenditure

All expenditure is recognised once there is a legal or constructive obligation to that expenditure, it is probable settlement is required and the amount can be measured reliably. All costs are allocated to the applicable expenditure heading that aggregate similar costs to that category. Where costs cannot be directly attributed to particular headings they have been allocated on a basis consistent with the use of resources, with central staff costs allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use. Other support costs are allocated based on the spread of staff costs.

## Governance costs

These include the costs attributable to the charity's compliance with constitutional and statutory requirements, including audit, strategic management and trustees' meetings and reimbursed expenses.

## 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.

## Depreciation and amortisation

Depreciation is provided on tangible fixed assets so as to write off the cost or valuation, less any estimated residual value, over their expected useful economic life as follows:

Asset class	Depreciation method and rate
Plant and machinery	25% on cost
Computer costs	33% on cost
Motor vehicles	25% on cost

# Notes to the Financial Statements

## for the Year Ended 30 June 2024

### Fixed asset investments

Fixed asset investments represent shares in the Trading subsidiary, this is included at market value at the balance sheet date.

### Trade debtors

Trade debtors are recognised when funding or donations arise that transfer economic benefits to the charity. These are measured at transaction value.

### Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

### Trade creditors

Liabilities are recognised when an obligation arises to transfer economic benefits as a result of past transactions or events.

### Foreign exchange

Transactions in foreign currencies are recorded at the rate of exchange at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies at the balance sheet date are reported at the rates of exchange prevailing at that date.

### Fund structure

Unrestricted income funds are general funds that are available for use at the trustees' discretion in furtherance of the objectives of the charity.

Restricted income funds are those donated for use in a particular area or for specific purposes, the use of which is restricted to that area or purpose.

## 3. Activities for generating funds

### Income from charitable activities

	Unrestricted funds			
	General (£)	Restricted funds (£)	Total 2024 (£)	Total 2023 (£)
Football Participation	1,238,962	256,409	1,495,371	1,254,165
Education and Employability	184,170	317,393	501,563	852,246
Community Wellbeing	290,053	344,642	634,695	860,011
	1,713,185	918,444	2,631,629	2,966,422

# Notes to the Financial Statements for the Year Ended 30 June 2024

## 4. Investment income

	Unrestricted funds		
	General (£)	Total 2024 (£)	Total 2023 (£)
Interest receivable and similar income;			
Interest receivable on bank deposits	41,057	41,057	23,603

## 5. Expenditure on charitable activities

	Note	Unrestricted funds		
		General (£)	Total 2024 (£)	Total 2023 (£)
Governance costs	7	26,599	26,599	24,829

	Unrestricted funds			
	General (£)	Restricted (£)	Total 2024 (£)	Total 2023 (£)
Staff and coaching costs	1,767,200	916,809	2,684,009	3,068,248
Programme delivery costs	418,218	-	418,218	481,972
Operational costs	343,707	-	343,707	214,696
Charitable activities	2,529,125	916,809	3,445,934	3,764,916

£2,529,125 (2023 - £2,838,938) of the above expenditure was attributable to unrestricted funds and £916,809 (2023 - £925,978) to restricted funds.

## 6. Support costs

	Unrestricted funds		
	General (£)	Total 2024 (£)	Total 2023 (£)
Rent and rates	91,836	91,836	54,000
Depreciation of plant and machinery	7,112	7,112	18,116
Depreciation of office equipment	5,264	5,264	12,034
	104,212	104,212	84,150



# Notes to the Financial Statements for the Year Ended 30 June 2024

## 7. Analysis of governance and support costs

### Governance costs

	Unrestricted funds		
	General (£)	Total 2024 (£)	Total 2023 (£)
Audit fees			
Audit of the financial statements	13,000	13,000	12,000
Accountancy and professional fees paid to others	13,599	13,599	12,829
	26,599	26,599	24,829

## 8. Net incoming/outgoing resources

### Net incoming resources for the year include:

	2024 (£)	2023 (£)
Operating leases - other assets	95,937	54,000
Audit fees	13,000	10,000
Depreciation of fixed assets	12,375	30,150

## 9. Staff costs

### The aggregate payroll costs were as follows:

	2024 (£)	2023 (£)
Staff costs during the year were:		
Staff and coaching costs	2,423,593	2,743,235
Staff NIC (Employers)	183,170	236,701
Staff pensions	70,724	72,550
Consultancy and other staff costs	6,522	15,762
	2,684,009	3,068,248

The monthly average number of persons (including senior management team) employed by the charity during the year was as follows:

	2024 (No)	2023 (No)
Permanent Staff	55	70
Casual Staff	138	114
	193	184

# Notes to the Financial Statements for the Year Ended 30 June 2024

The number of employees whose emoluments fell within the following bands was:

	2024 (No)	2023 (No)
£60,001 - £70,000	-	1
£70,001 - £80,000	1	-
£80,001 - £90,000	-	1
£110,001 - £120,000	1	1

## 10. Taxation

The charity is a registered charity and is therefore exempt from taxation.

## 11. Tangible fixed assets

	Office furniture and equipment (£)	Total (£)
<b>Cost</b>		
At 1 July 2023	315,226	315,226
Additions	11,566	11,566
At 30 June 2024	326,792	326,792
<b>Depreciation</b>		
At 1 July 2023	277,639	277,639
Charge for the year	12,375	12,375
At 30 June 2024	290,014	290,014
<b>Net book value</b>		
At 30 June 2024	36,778	36,778
At 30 June 2023	37,587	37,587

## 12. Fixed asset investments

	2024 (£)	2023 (£)
Shares in group undertakings and participating interests	1	1

### Shares in group undertakings and participating interests

	Subsidiary undertakings (£)	Total (£)
<b>Costs</b>		
At 1 July 2023	1	1
At 30 June 2024	1	1
<b>Net book value</b>		
At 30 June 2024	1	1
At 30 June 2023	1	1

# Notes to the Financial Statements

## for the Year Ended 30 June 2024

### Details of undertakings

Details of the investments in which the charity holds 20% or more of the nominal value of any class of share capital are as follows:

Undertaking	Country of incorporation	Holding	Proportion of voting rights and share held		Principle activity
			2024	2023	
<b>Subsidiary undertakings</b>					
Brighton & Hove Albion Foundation Trading Company Ltd	England & Wales	Ordinary shares	100%	100%	To raise funds for the charity to use for charitable purposes

### Subsidiaries

The profit for the financial period of Brighton & Hove Albion Foundation Trading Company Ltd was £Nil (2023 - £Nil) and the aggregate amount of capital and reserves at the end of the period was £(1) (2023 - £(1)).

### 13. Debtors

	2024 (£)	2023 (£)
Trade debtors	327,942	246,295
Prepayments	81,510	31,408
Other debtors	48,266	165,492
	457,718	443,195

### 14. Cash and cash equivalents

	2024 (£)	2023 (£)
Cash at bank	942,754	1,140,544

### 15. Creditors: amounts falling due within one year

	2024 (£)	2023 (£)
Trade creditors	97,022	105,880
Other taxation and social security	77,288	276,277
Other creditors	63,912	39,133
Accruals	444,041	449,648
	682,263	870,938



# Notes to the Financial Statements for the Year Ended 30 June 2024

## 16. Funds

	Balance at 1 July 2023 (£)	Incoming resources (£)	Resources expended (£)	Balance at 30 June 2024 (£)
<b>Unrestricted funds</b>				
<b>General</b>				
General fund	742,896	2,662,900	(2,659,936)	745,860
<b>Restricted funds</b>				
Inclusion programmes	-	197,859	(195,359)	2,500
Football participation programmes	-	128,841	(122,213)	6,628
Education programmes	5,516	317,393	(322,909)	-
Health programmes	-	146,783	(146,783)	-
Disability programmes	1,977	127,568	(129,545)	-
<b>Total restricted funds</b>	<b>7,493</b>	<b>918,444</b>	<b>(916,809)</b>	<b>9,128</b>
<b>Total funds</b>	<b>750,389</b>	<b>3,581,344</b>	<b>(3,576,745)</b>	<b>754,988</b>

	Balance at 1 July 2022 (£)	Incoming resources (£)	Resources expended (£)	Balance at 30 June 2023 (£)
<b>Unrestricted funds</b>				
<b>General</b>				
General fund	722,455	2,968,358	(2,947,917)	742,896
<b>Restricted funds</b>				
Inclusion programmes	3,750	173,388	(177,138)	-
Football participation programmes	-	63,167	(63,167)	-
Education programmes	516	361,568	(356,568)	5,516
Health programmes	-	135,650	(135,650)	-
Disability programmes	-	194,194	(192,217)	1,977
Community fund	1,238	-	(1,238)	-
<b>Total restricted funds</b>	<b>5,504</b>	<b>927,967</b>	<b>(925,978)</b>	<b>7,493</b>
<b>Total funds</b>	<b>727,959</b>	<b>3,896,325</b>	<b>(3,873,895)</b>	<b>750,389</b>

The specific purposes for which the funds are to be applied are shown on page 51:

# Notes to the Financial Statements

## for the Year Ended 30 June 2024

### Inclusion programmes

We provide free weekly football and mentoring to people facing barrier to regular participation, including teenagers living in areas of deprivation, adults with historic substance misuse problems, or people experiencing challenges with their mental health. Many of our inclusion projects combine free weekly football with mentoring, regular lifestyle workshops and personal development courses. Funding is obtained from a variety of sources, including, but not limited to, the Premier League Charitable Fund and Sussex Police.

### Football participation programmes

We endeavour to encourage people - particularly children and teenagers - to be physically active on a regular basis. This is often achieved by using the popularity of football or the appeal of Brighton & Hove Albion to motivate and encourage our participant. Sessions run throughout Sussex, with particular emphasis on increasing participation in traditionally under-represented groups, such as teenage girls.

### Education programmes

Among our varied education programmes are football themed numeracy and literacy lessons for local pupils, a project encouraging more girls to continue studying STEM subjects, and several nationally accredited further education qualifications offered to local people.

### Health programmes

The health programmes aim to improve the mental and physical health of local people of all ages. Each programme is specifically tailored to address the bespoke health needs of communities in hyper-local geographical areas. Support and funding comes from several partner organisations.

### Disability programmes

We are the largest provider of football opportunities to people with a disability living in Sussex, with 30 regular sessions now taking place. These are aimed at adult and junior players and offer participation at several stage of competitiveness, including regional and national levels. Our work is split into pan-disability sessions which are open to anyone with a disability, and disability-specific sessions, which allow participants to play within their own peer group and with tailored support appropriate to their needs. Many of our disability specific sessions are also an introduction to national competition and development structures, which tend to overwhelmingly be organised along disability-specific lines.

### Community fund

Money raised through donations to support local community initiatives.

## 17. Analysis of net assets between funds

	Unrestricted funds			
	General (£)	Restricted funds (£)	Total 2024 (£)	Total 2023 (£)
Tangible fixed assets	36,778	-	36,778	37,587
Fixed asset investments	1	-	1	1
Current assets	1,391,344	9,128	1,400,472	1,583,740
Current liabilities	(682,263)	-	(682,263)	(870,938)
Total net assets	745,860	9,128	754,988	750,389

# Notes to the Financial Statements for the Year Ended 30 June 2024

## 18. Related party transactions

During the year the charity made the following related party transactions:

Brighton & Hove Albion Foundation Trading Company Ltd is a wholly owned subsidiary of Brighton & Hove Albion Foundation Ltd. A donation of £82,150 (2023 - £78,129) was made from Brighton & Hove Albion Foundation Trading Company Ltd to Brighton & Hove Albion Foundation during the year. At the balance sheet date the amount due from Brighton & Hove Albion Foundation Trading Company Ltd was £506 (2023 - £78,128).

Brighton & Hove Albion Foundation Ltd were charged by The Brighton and Hove Albion Football Club Ltd £9,000 (2023 - £54,000) for the rent of office facilities.

Brighton & Hove Albion Foundation Ltd were charged by The Brighton and Hove Albion Football Club Ltd £201,611 (2023 - £172,804) for programme delivery costs.

Included in creditors are amounts owed to The Brighton and Hove Albion Football Club Ltd amounting to £64,472 (2023 - £26,141).

The Brighton and Hove Albion Football Club Ltd were charged by Brighton & Hove Albion Foundation Ltd £99,353 (2023 - £69,589) for services provided.

Included in debtors are amounts owed from The Brighton and Hove Albion Football Club Ltd amounting to £56,181 (2023 - £37,835).

The Brighton and Hove Albion Football Club Ltd made donations to Brighton & Hove Albion Foundation Ltd totalling £192,000 (2023 - £390,000).

At the start of the financial year, 1 July 2023, two of the Trustees and Directors of Brighton & Hove Albion Foundation (L W Cooper and P J Mullen) were also Directors and employees of The Brighton and Hove Albion Football Club Ltd, and two of the Trustees and Directors of Brighton & Hove Albion Foundation (R A Read, Z Johnson) were also employees of The Brighton and Hove Albion Football Club Ltd. On 27 November 2023, R I Galloway, an employee of The Brighton and Hove Albion Football Club Ltd was appointed as Trustee and Director of Brighton & Hove Albion Foundation.

The roles performed by those individuals employed by The Brighton and Hove Albion Football Club Ltd in the following roles: R A Read as Head of People and Culture; P J Mullen as Director and Chief Operating Officer; L W Cooper as Director and Finance Director; Z Johnson as Managing Director (Women & Girls); and R I Galloway as Senior Medical Advisor.

