



In review

Trustees annual report and financial statements
for the year ended 31 December 2024



Report of the trustees (incorporating the Directors' report) for the year ended 31 December 2024

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Reference and administrative details of the charity, its trustees and advisers

The trustees are pleased to present their annual report and financial statements of the charitable company for the year ended 31 December 2024 which are also prepared to meet the requirements for a Directors' report and accounts for Companies Act purposes.

Sportily is a charitable company and a legal entity in its own right. Sportily is wholly owned by the Gloucester Diocesan Board of Finance, its sole corporate member.

The financial statements comply with the Charities Act 2011, the Companies Act 2006, the Articles of Association, and 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).

Sportily is a charitable company limited by guarantee. It was first incorporated on 12 July 2005 and is governed by its Articles of Association adopted with effect from 28 January 2021 and amended by written special resolutions dated 5 October 2021 and 9 December 2022.

Registered name	Sportily Ltd <i>(From 23/11/2021)</i> Previously: OneLife Charity Ltd <i>(Until 23/11/2021)</i> Putting Sport Alongside Local Ministries <i>(Until 24/3/2021)</i>
Charity registration number	1111077
Company registration number	05505991
Country of incorporation	England and Wales
Registered address	c/o Church House, College Green, Gloucester, GL1 2LY
Trustees	Leigh Binns <i>(Resigned 5/1/2024)</i> Jackie Colburn Karen Czapiewski Jacqui Hyde <i>(Appointed 16/4/2024, Interim Chair)</i> William Kingston <i>(Resigned 16/12/2024)</i> Sandra Millar Francis Shaw Kevan Taylor





Leadership Team
(Principal Officers)

Chris Priddy	Co-Chief Executive Officer (Chief Operating Officer until 17/9/2024)
Richard Witham	Co-Chief Executive Officer (Head of Sport and Faith until 17/9/2024)
Natalie Burfitt	Head of Christian Distinctiveness (Pioneering Lead until 1/9/2024)

Company Secretary

Chris Priddy

Bankers

Lloyds Bank, Charlton Place, Charlton Road, Andover,
Hants, SP10 1RE

Investment managers

CCLA Investment Management Ltd, 80 Cheapside, London,
EC2V 6DZ

Auditors

HaysMac LLP, 10 Queen Street Place, London, EC4R 1AG

Insurance brokers

Edwards Insurance, Stonebridge House, Kenilworth Rd,
Meriden, Hampton in Arden, Coventry, CV7 7LJ

No trustees held any title to property belonging to the charity or served as a trustee for the charity in holding the title to property belonging to the charity.



**For the first-timers, the can't-catchers, and the kick-it-outers.
For the slam-dunkers, the back-of-the-netters, and the hole-in-oners.**

We bring the energy that gets you moving.





Introduction

I want to start with a huge thank you to everyone who contributes to the life of Sportily, including all the staff, volunteers, trustees and placement students, who give so generously of their time and energy. Sportily is also very grateful for all the support received from the Gloucester Diocesan Board of Finance and our other supporters. I also want to say thank you to everyone who holds Sportily in their prayers – often a less visible contribution but absolutely essential as we seek to work together in God’s name and to God’s glory.

Over the year, Sportily has delivered an amazing variety of sport and faith activities, engaging with children, young people and families as we live out our commitment to ‘Play Sport, Talk Life.’ The two aspects of this headline reflect the key priorities of encouraging people to move more and also offering opportunities to talk about life’s big questions in a Christian context. As trust and relationships are built, we are looking towards the emergence of communities which inhabit all seven of our identified sacred spaces, including exploring faith and encountering God together.

During 2024, Sportily continued to offer a wide range of new activities and also began to build a deeper sense of connection in some locations. Towards the end of the year, Sportily took on the lease for Innsworth Community Hall, which will provide further opportunities for deepening relationships in the North Zone.

This report provides lots of information and stories about what is happening. There are plenty of statistics but the most important impact of Sportily is on the lives of people and communities. It’s wonderful that so many choose to come along and Give It a Go and we have the privilege of sharing something of their journey.

As a Christian faith based charity we give thanks to God for his provision to us this year. I became Interim Chair in April 2024 and it has been very special to experience God’s blessing in this role. My prayer is that God will continue to bless everyone involved with Sportily and that the promise and vision of Sportily will be fulfilled as the adventure continues.

Please do follow our journey by joining the supporters mailing list [here](#) or consider joining the team by emailing joinus@sportily.org.uk to find out more about Sportily.

JD Hyde

Rev’d Jacqui Hyde
Interim Chair (from 16/04/2024)





Objectives and activities

The vision for Sportily has been agreed by the trustees to be:

We are creating a network of fun-loving sport and activity groups where all children, young people and their families can try different sports, make new friends and encounter the Christian faith with others.

The objectives of the charity, as set out in our Articles of Association are listed on page 20.

What we are about

Fluff it. Duff it. Score it. Smash it. Whatever you do, just give it a go. That's our motto for sport and for life. We're for jumping right in and going on new adventures together, as a team. We are a place for everyone to try different sports, make new friends and explore what life is all about.

Sportily believes in the transformative 'power of sport and active lifestyles' and recognises that sport and physical activity are a positive way to build integrated communities and help address societal issues such as poor health and wellbeing, social isolation and loneliness, delivering holistically healthier futures for all.

Sportily uses the word 'sport' to encompass all forms of physical activity, that aim to express or improve physical fitness, mental wellbeing and the formation of social relationships. Sportily locations use sport inclusively, to nourish and transform the wellbeing of both communities and individuals, with a strong emphasis on fun!

Working through partnerships with primary and secondary schools, churches and communities across Gloucestershire, our highly experienced, trained and qualified Sport and Faith Leaders and Coaches, lead a huge variety of sport and physical activity groups and residential camps for children, young people and families.

Sportily locations are places where everyone is encouraged, faith is explored, fullness of life experienced and leadership gifts are nurtured within our seven spaces community framework (Connect, Eat, Explore, Encounter, Serve, Contribute and Grow).

Across our network, Sportily is developing innovative new ways to financially support our work. Earned income streams from activity provision, school provision and paid for programmes along with stewardship giving, partnership support and charitable funding, all contribute to this.





Those who 'join in' (beneficiaries of the charity)

Our focus is children, young people and their families who are:

- Not churchgoers (the 95% not currently connected to church), but open to spirituality;
- Up for giving sports and physical activities a go – they may have played sports before or it may be their first time;
- Neither competitive sports players, nor uninterested in being active;
- Potentially less affluent or less able to access commercial leisure provision;
- Living near one of our locations.

Key messages

Try sports: We are a place for anyone to try different sports and activities and have an amazing time while doing it.

Make friends: We are a place to hang out with friends, make new friends and be part of a group.

Explore faith: We are a place to explore the Christian faith and what life is all about in a fun and open way – if you want to.

The impact we seek to make (four strategic outcomes)

Sportily strives to see:

- Children's and young people's lives, and their communities transformed through sport and physical activity;
- People of all ages, especially the young, exploring and encountering the Christian faith in creative ways with others;
- Contextually relevant new Christian communities established, primarily focused on younger generations who have had no significant engagement with church, with sport and physical activity at their core;
- Leadership gifts and vocational calling identified, nurtured and invested in.

Sportily's strategy centres around a belief in the transformative power of physical activity and the Christian Faith to bring holistic health, wellbeing and fullness of life to individuals of all ages and entire communities.





Core activity

Sportily delivers the following activities to drive our four strategic outcomes:

- A diverse, wide range of high quality local sport and physical activity provision;
- School-based sport, wellbeing and faith-based programmes;
- Investment in quality local sport and leisure facilities;
- Intentional integrated sessions where faith is openly explored and opportunities to respond provided;
- A leadership development programme which includes opportunities to gain experience through placements, volunteering or sessional worker opportunities;
- The creation of new Christian faith communities using our 7 spaces framework, to which people are invited.

In this financial year £990,365 (2023 - £885,022) was spent on delivery of our objectives.

Achievements and performance

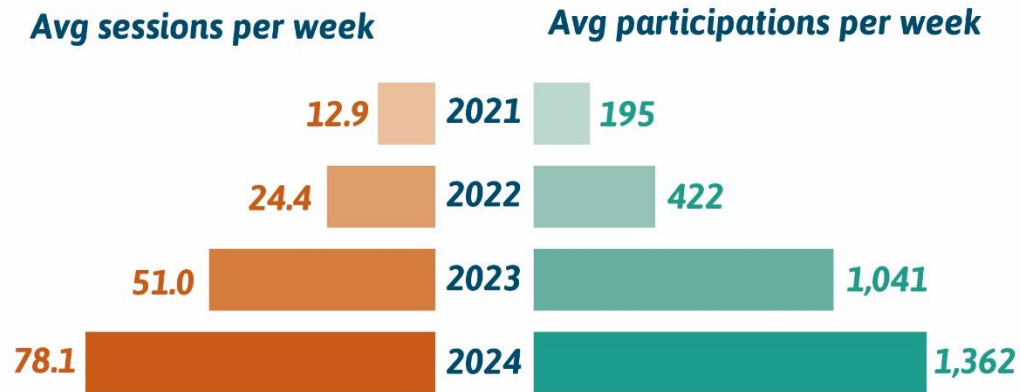
Team Sportily

Our work is only made possible due to the commitment made by Team Sportily volunteers. 48 volunteers actively work alongside our employed Sport and Faith Leaders and Coaches and Sessional Workers. **Volunteers contributed 2,910 volunteering hours at sessions in 2024.**

We have not included in our financial statements the value that volunteers bring through the time which they dedicate to our work and we thank them for their generosity.

Insights

2022	2023	2024	
1,272	2,628	4,084	Sessions delivered
55	105	101	holiday club sessions run
41%	58%	65%	of sessions are school based
61	93	113	Average hours of delivery every week
32	46	48	different schools worked with
24,275	57,047	72,397	Participations
75%	87%	88%	of participations by those aged under 18
46%	48%	48%	of participations by females



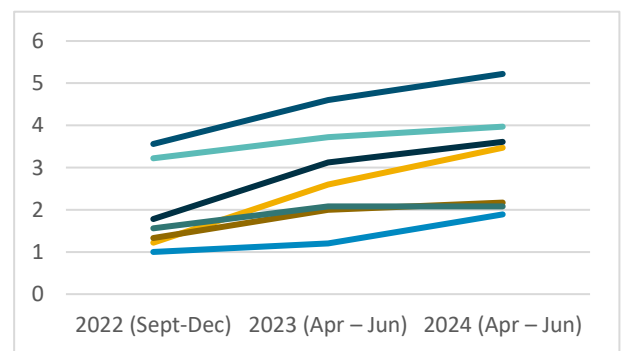
As well as delivering high quality local sport and physical activity provision, helping people to have fun whilst leading healthy active lives, Sportily is committed to building community.

We monitor the evolution of our location based communities monthly through our 7 spaces framework.

The following table shows the average inhabitation ratings from across all locations in the network for a sampled quarter each year (reporting didn't begin until Sept 2022).

Whilst it should be noted that not all locations launched at the same time, nor do they develop at the same rate, we are encouraged to clearly see positive development in our inhabitation of each of the 7 spaces. This is a positive indicator that community is building and that we are providing opportunities for those who wish to, to explore and encounter the Christian faith within those forming communities, as per our strategic objectives and charitable aims.

	2022 (Sept-Dec)	2023 (Apr – Jun)	2024 (Apr – Jun)
Connect	3.56	4.60	5.22
Eat	1.22	2.60	3.47
Serve	3.22	3.72	3.97
Explore	1.78	3.12	3.61
Encounter	1.33	2.00	2.17
Contribute	1.56	2.08	2.08
Grow	1.00	1.20	1.89



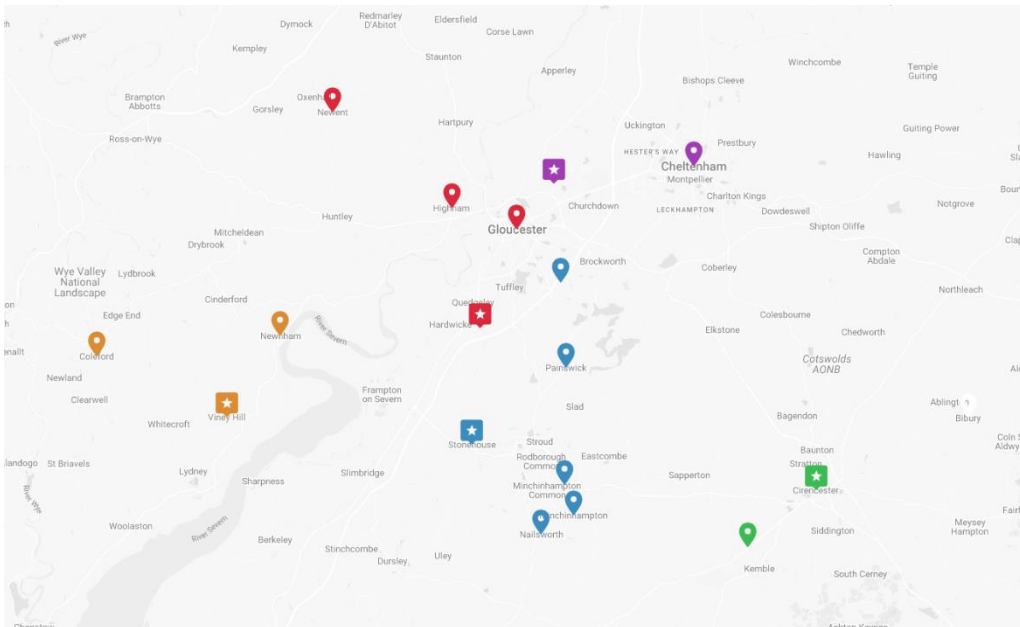


Locations, pilots and trials

During 2024 Sportily was active in the following locations:

Beacon, Cirencester, Cheltenham, Forest of Dean (Including specific work in; Newnham, Awre and Blakeney, Cinderford and Coleford), Gloucester, Hunts Grove & Hardwicke, Hartpury Triangle, Minchinhampton, Nailsworth, North Glos (Innsworth, Longford and Twigworth), Primary QuEST MAT, Stonehouse, Stroud Valleys (Brimscombe) and Thameshead.

Across all these areas we work with a wide range of partners, schools and many local churches. We are grateful to all of them for their support and partnership.



Key

North Zone

East Zone

South Zone

West Zone

Central Zone



Zone leader location



Coach led location

2024 Highlights and Overview

Written by Richard Witham (Co-CEO)

As we look back on 2024 it has been encouraging to see growth across the network both in terms of breadth and depth of work.

Work was driven by the key objectives set in our 2022-2025 Strategic Plan with much progress being made in all 7 key areas.

Activity highlights from across our five zones includes:

- Development of ActiveTots in the Forest of Dean [West] as well as in other locations.
- The use of our Mobile Climbing Wall at residential, schools and community events.
- Leading our first year 6 school residential [Central] and immediately being invited to lead it again in 2025.
- Delivered school enrichment days both on and off site for a greater number of schools than previously. These included adventure activities, team challenges, school sports and wellbeing focuses.



- The setup of our first OFSTED registered wraparound care provision in Blakeney [West], launched in January 2025.
- The signing of the lease on our first community sports hall in Innsworth [North], which opened on 12 April 2025.
- Developed our own PE curriculum with funds drawn from our Strategic Projects Designated Fund and expanded our contracted delivery with schools to 3 contracts covering 9 schools [West, South, Central].
- The launch of fitness classes at Brimscombe Mill working with The Grace Network and The Long Table [South].
- The launch of work in schools in Cirencester after an extended set up phase [East], and the delivery of 3 days of activities in The Cotswold School [East].
- The development of a Pilates programme which includes sessions for all abilities, including a special session for parents/carers with their toddlers.

Our seven spaces framework continues to guide our understanding of how we can build new worshipping communities formed by those who have no prior connection to the church. Each of our locations reports progress monthly and during 2024 we saw continued development here whilst we invested in the team as they developed and broadened their understanding of this aspect of our vision and strategy.

Some quotations and numbers from sessions:

Message from one of the netballers: 'It's been great getting out and meeting new people whilst having a good laugh and lots of fun after not playing netball in 24 years. I'm enjoying the weekly questions and discussion on faith through Sportily and how each person has a different view, approach and understanding to things.'

111 young people enjoyed climbing the wall! All part of a community where we run fitness classes and sports holiday clubs.

17 young people came to our follow up event to TRAC to talk through next steps in their faith journey. 15 Bibles were taken.

So amazing to see so many people come along to our community Christingle and carol service. We had a team of young leaders, volunteers and Sportily team. Working together to share the real meaning of Christmas and sharing amazing conversations and community excitement over what 2025 may bring. Great end to the year.

Teacher feedback: 'this child absolutely refused to participate on Monday, but he really enjoys your sessions.' Pupil feedback 'I have never run so much, that was fun,'

All participants had been to a family feast before – We're building a community as we gather together to intentionally Encounter.

One young girl turned up for the first time and said 'I am sorry I have missed the last few weeks. If I had known, it was Sportily that ran this club I would have been here! I never miss a Sportily club.'

First school sports day that we have organised. Managed to dodge rain drops. Joy from throughout the school and children who don't normally enjoy PE feeding back how much they enjoyed it. Additional needs children found a space to take part as well. #Opentoall.

Within the Sport and Faith Team, 8 new employees joined us, whilst 4 moved on to new adventures elsewhere and 6 new sessional workers joined us, again with 4 moving on. We also ended the year with



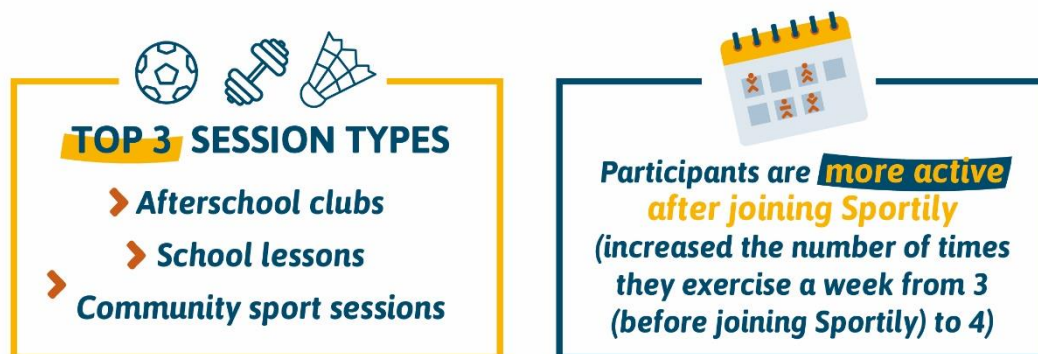
57 volunteers serving within the organisation. To support the team's professional development we registered as a [CIMSPA](#) (Chartered Institute for the Management of Sport and Physical Activity) Employer Partner and are supporting all team members to gain the qualifications necessary to become Practitioner Members.

We continue to enjoy good partnerships with many local churches from within and beyond the Church of England. These partnerships are often a blessing to us both as we work alongside one another, in support of one another, as part of the mixed ecology of church (Church of England Vision for 2030 ([here](#))). Within the Diocese of Gloucester Sportily is part of the Diocesan LIFE Together vision and is committed to working alongside other worshipping communities and partners in living out its bold visions of transformation.

'Sportily has been a blessing to my benefice both because of the personnel that work in this locality and the openness towards doing things differently, creatively and with all 'people of peace'. Sportily and team have been able to engage in mission and relationship building in ways that my Sunday church-goers haven't been able to and in places we've struggled to reach. So, thank you to all who developed the vision, had the courage to create it and the commitment to back it financially. Sportily's work is definitely kingdom work! With thanks, Rachel'

Rev Rachel Saum

One area where we did not manage to make as much progress as we would have liked was with our Leadership Development Programme. Whilst we continued to pilot Play Leaders with years 5&6, work with a small number of junior leaders, offer work experience opportunities and continue our apprenticeship offer, we failed to appoint a Programme Leader to tie this work together and significantly invest in a joined up programme of development for young sports coaches. We hope that an appointment will be made in 2025 and that a partner funder for this vital area of work may also be identified.



Monitoring, evaluation and learning

Since September 2021 we have been collecting regular data about our activity. This has included quantitative data, qualitative feedback and stories and an annual impact survey. This information is monitored, reported and reviewed as part of our ongoing commitment to monitoring, evaluation and learning.

The trustees place great importance on ensuring that our activity and impact is measured and monitored appropriately. Key indicators, linked to our strategic plan, are reviewed by the Leadership Team monthly and reported each month to the trustees. Data is also made available to Location



Leaders and Coaches to support the decisions they take regarding the development of their work.

In addition to this monitoring, stories and learning captured by the team are shared via our monthly internal newsletter with the Sport and Faith Team, Leadership Team and trustees.

Feedback and Impact

Feedback is continuously encouraged from participants, parents, teachers and volunteers. This is shared monthly with the team and trustees and helpfully demonstrates the impact we are having in line with our vision and objectives.

Our annual impact survey also invites those who have witnessed our work, but not been direct participators within it, to provide their feedback and observations. This takes place every January.

Our 2024 survey, conducted in January 2025, was greatly encouraging and revealed that we continue to deliver impact in our key focus areas (based on 306 responses):

- **Participants reported increasing the number of times they are active each week from an average of 5.3 to 6.5 after joining Sportily.**
- Generally, participants enjoyed exercise and sports before Sportily (74%), although this rose much higher after joining Sportily (93%).
- Before joining Sportily, 67% of participants liked to try different sports and activities, which has increased to 79% now
- **84% of participants felt Sportily helped them enjoy getting active, more than any other possible influencer such as family/school.**
- **75% reported that Sportily helps them to enjoy life more (up from 60% in 2023).**
- **6 out of 10** have invited their friends to Sportily.
- Participants continue to report that **Sportily welcomes new people** (89%, up from 79% in 2023), **helped them make friends** (64%, up from 55% in 2023) and **makes them feel that they are part of a group** (83%, up from 71% in 2023)
- **A quarter felt that Sportily had helped them want to talk to God more and over half had never been connected to church.**
- When asked what life would be like if they hadn't attended Sportily the main themes were:
 - A loss of relationships with others in the community
 - Decreased wellbeing
 - Reduced physical activity
 - Reduced engagement with church and God
 - Increased boredom in life.
- Of those who witness what we do, 97% agree that Sportily is trustworthy, 95% that Sportily is inclusive and 91% that Sportily is positive for the community.



Strategic plans for future periods

In November 2024 the Gloucester Diocesan Bishop's Council received and reviewed our internally produced 'Progress review 2021-2024'.

There was much to celebrate from this period and it was clear that Sportily has focused its resources on the advancement and achievement of the key priorities which were agreed by Bishop's Council when the initial 5 year funding arrangement was approved in November 2020.

At the November 2024 meeting, Bishop's Council agreed to designate further funds to support Sportily's work to 31 December 2030. This second period of funding had been indicated in the original 2020 paper, and this meeting confirmed that funding and Council's ongoing commitment to seeing Sportily realise its vision.

As we move into 2025, the Leadership Team continue to work to the delivery of the 2023-25 strategy. This strategy has been built around the delivery of our vision and offers a set of KPIs that can be monitored monthly.

Priorities for 2025 have been identified as:

1. Develop and deliver a Sportily Leadership Development Programme. To include appointment of a Head of Leadership Development or alternative resourcing and securing of funding investment
2. Build the Board of Trustees with new recruitments and a new Chair appointed
3. Work with the Diocesan Bishop and Bishop's Staff Team to consider how Sportily's mandate, vision and approach is communicated to diocesan stakeholders
4. Invest focus in strategic objective three: to see the emergence of new worshipping communities
5. Ensure a focus on delivering against our income strategy with a priority on traded income
6. Operate at a high capacity with increased participants at community based sessions
7. Successfully launch and operate Innsworth Community Hall
8. Conduct an externally commissioned piece of research exploring learning from first five years, to inform strategic decision making in the second five year period.

Safeguarding

In November 2024, following an extensive 6 month review process, we were pleased to achieve a Safeguarding Standards Award with Thirtyone:Eight.

The Safeguarding Standards Award signifies our adherence to best practices in safeguarding. It reflects our dedication to creating a safe and nurturing environment, where everyone can thrive without fear of harm. Achieving this award involved rigorous assessments, thorough training, and an ongoing commitment to improving our safeguarding practices.

Information about the awards process can be found [here](#).

At Sportily, safeguarding is at the heart of everything we do. We believe that everyone has the right to feel safe and supported, which is why we have implemented comprehensive safeguarding policies and procedures. Our team undergoes regular training to stay informed about the latest safeguarding practices, ensuring we can respond effectively to any concerns.





Information about our commitment to safeguarding can be found [here](#).

Our safeguarding policy was independently reviewed in October 2024 and approved by the Board of Trustees at their February 2025 meeting. All employees, workers and volunteers are asked to read the policy as part of their induction process and the updated version was circulated to all team members after it was approved by the Board.

A Service Level Agreement between the Gloucester Diocesan Board of Finance and Sportily was renewed on 23 July 2024. The Agreement will run for a three year period and is reviewed annually by the trustees. The Agreement covers:

- Advice on all aspects of safeguarding legislation, statutory provisions, national church requirements and good practice in safeguarding responsibilities of Sportily;
- Leading on, and reporting to Sportily on, all policy development, practice guidance, risk management and risk assessments for Sportily including annual planning;
- Advice on all day-to-day supervision and management of safeguarding practice for named employees and volunteers;
- The audit of Sportily's HR/personnel records as they relate to safer recruitment including the management of blemished disclosures (including DBS checks and training records);
- Management of all Advice and Guidance records; specific safeguarding case files and case related data in line with Data Protection requirements – all in line with Sportily Safeguarding Policy and practice guidance;
- Oversight and supervision of all contracts of behaviour, agreements for them, annual and other review processes.

An updated Safeguarding Strategic Plan, developed with support from the Diocesan Safeguarding Team, was adopted by the trustees at their October 2024 meeting and covers the period through to September 2025. This plan builds upon work achieved through the previous Safeguarding Strategic Plan which was in place for the 2023-2024 period. Chris Priddy (Co-CEO) continues to be a member of the Diocesan Safeguarding Advisory Panel providing a direct link between the Designated Safeguarding Leads and the safeguarding oversight structures of the Diocese. The Sportily safeguarding policies were externally reviewed by Jane Bee Safeguarding in November 2024 with revisions reviewed and approved by the trustees at their February 2025 meeting.

Jackie Colburn continues to serve as our Lead Trustee for Safeguarding, having been appointed to the role in 2023.

The Sportily trustees, with the Leadership Team, have complied with the duty to have 'due regard' to the House of Bishops' Safeguarding Policy and Practice Guidance.

Financial Review

Good financial management, investment from the Gloucester Diocesan Board of Finance (GDBF) and reduced spending due to delays in appointments, means that cash flow is healthy and we are able to meet our commitment to our reserves policy.

Management accounts are received and reviewed monthly by the Leadership Team and Board with a financial update presented to every trustees' meeting.



For the year ended 31 December 2024, we had an overall deficit of £22,330. This was primarily due to the closure of our work in our Beacon area and the grant of £37,056 paid to Beacon Benefice which had been held as restricted funds in the Sportily accounts. These funds will be used to enable the Benefice to continue to invest in ministry with children and young people in the Benefice.

We are grateful for our individual financial supporters and church partners. Their generous support enables our work to continue in each local area. Fortnightly communication with our supporters takes place, with further local communications led by our team in each location.

Funds

At 31 December 2024, the total funds of the charity stand at £823,280. This compares to £845,610 at 31 December 2023.

Total income for the year was £968,035.

56% of our total income related to the core grant from the GDBF (£540,836), 24% other grants, gifts and other income, 16% was generated by the activities we provided and 4% from other sources.

For the year ending 31 December 2025, the trustees have agreed a budget with a deficit of £78,285. This budget recognises the need to increase staffing to further the achievement of our objectives and the need to spend down some of the unrestricted funds which are held due to underspend in previous years'. Despite this budgeted deficit, the trustees expect to still be able to meet the organisation's reserves policy at the end of 2025 (see below).

Designated Funds

Partnership Area Designated Fund

At the time of the merger with PSALMS it was agreed by the trustees that £150,000 would be designated within the charity's accounts to support the continuation of long-term church partnership work in Beacon, Thameshead, Stonehouse and Nailsworth. The fund was allocated 25% to each of these locations, with funds allocated for Stonehouse and Nailsworth having been utilised fully in previous years.

As noted in the accounts £37,500 was withdrawn from the fund in 2024 as a result of the closure of work being carried out in the Beacon area.

Activities in Thameshead continued but no funds were required to be drawn down from Designated Funds to support this work. The fund balance at the end of 2024 is therefore reported as £37,500. The fund is not restricted.

Strategic Projects Designated Fund

In January 2023 the Trustees created a second Designated Fund by setting aside £200k as a 'Strategic Projects Fund'. This fund is intended for one-off strategic expenditures, where alternative funding cannot realistically be secured. It is not a grant making fund and applications are not invited from any bodies external to Sportily.

Proposals for the use of these funds are developed with input from the Leadership Team and must be of strategic value within Sportily, clearly supporting the advancement of the Sportily vision and/or enhancing our delivery capabilities. Final approval is subject to expenditure authorisation limits and final sign off by a Board member.

£3,000 was drawn down from the fund in 2024 a proposal relating to the commissioning of the writing of a Sportily PE curriculum. The fund balance at the end of 2024 is therefore reported as £180,160. The fund is not restricted



Restricted Funds

Funds given towards work undertaken in specific geographical locations or projects is treated as restricted and only used to enable work in that specific location or project. Levels of restricted funding and details of their restrictions are reported monthly in the management accounts. As work is continuing in these locations and projects, these funds will continue to be used for the purposes for which they were given.

At the end of 2024, restricted funds totalling £24,925 were held. These were restricted to enable work in the Thameshead area (£20,770) and the National CofE Sport Project (£4,155).

Going concern

The trustees consider that there are no material uncertainties about Sportily's ability to continue as a going concern. The current state of our Balance Sheet, coupled with forecasting and strong budgetary management, gives confidence to our Going Concern assessment and ability to operate sustainably. This is supported by the financial investment of the Gloucester Diocesan Board of Finance, currently confirmed for the 2021-2030 period.

Accordingly, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the future and do not believe that there are any material uncertainties as to the going concern of the charity. Therefore, the trustees are content that the charity continues to adopt the going concern basis of accounting in preparing the annual accounts.

Reserves policy

The Trustees consider it prudent to set the target level of General Fund reserves retained by the charity at between three and six months of normal ongoing charitable expenditure. Therefore our target level of General Fund reserves as we enter 2025, based on the 2025 approved budget, is between £293k and £587k.

At 31 December 2024, the level of General Fund is £580,695, equating to 5.9 months of normal ongoing charitable expenditure.

In addition to the General Fund, the Trustees have set aside designated funds as described above in this Financial Review and in note 16 to the financial statements.

The level of reserves is reviewed annually as part of the process for budget preparations for the following year and is agreed after giving consideration to the following:

- The charity's objectives and current strategy for delivery;
- The charity's risk assessment and current appetite for risk, noting risks that pose significant impact to the financial health of the organisation and the confidence held in the mitigating actions for these risks;
- The funding arrangement with the Gloucester Diocesan Board of Finance which exists until the end of 2030;
- Assessments of certainty, reliability and stability of income streams, considering recent performance trends;
- Future plans for fundraising and income generation;
- Levels and scope of committed expenditure;
- Staffing expenditure commitments.

The level of reserves held in the General Fund is monitored on a monthly basis by the Co-CEOs and Lead Trustee for Finance, and reported to the trustees in financial updates.



Principal funding sources

In addition to the financial support received from the GDBF, Sportily relies on voluntary income, traded income and other grant income, including donations from partner churches, to fund our delivery.

When setting a ticket price for those activities for which a fee is charged, appropriate consideration is given to the context in which the activity is taking place, ensuring that cost is not a barrier to participation. Discount codes are regularly used to support this.

Fundraising policy

Sportily raises funds to support the delivery of its charitable objectives through donations from individuals, legacies, donations from organisations such as churches, grant applications, fundraising by third parties, sponsorship and gift aid.

The Sportily Fundraising Policy covers all the fundraising activities of Sportily detailing how these will be conducted and managed, to provide reassurance and transparency to our donors and stakeholders.

Sportily ensures that by undertaking fundraising activities we uphold any legal, statutory or regulatory requirements and maintain our reputation and adherence to our values.

All fundraising conducted complies with the Institute of Fundraising Regulator Code of Fundraising Practice and all relevant legislation.

Sportily registered with the [Fundraising Regulator](#) in 2022 and adheres to both the Institute of Fundraising Regulator Code of Fundraising Practice: [Code of Fundraising Practice](#) and the Charity Commission's Guidance: <https://www.gov.uk/government/organisations/charity-commission>

Sportily takes active steps to engage with and express thanks to those who support the work of the charity on a regular basis. Sportily uses a variety of communication channels to effectively communicate regarding the work and impact of the charity with those who support it. Supporters are always treated with respect and individuals can change their contact preferences at any time. We never share names, addresses or other personal information with third parties for charity, commercial or fundraising purposes. During the year no legacies were received, nor any restricted funds relating to legacies held. During the year no complaints relating to our fundraising activity were received.

Investment policy

At 31 December 2024 Sportily held funds amounting to £811,940 in a CCLA Deposit Fund Account. This COIF Charities Deposit Fund is categorised as a short-term Low Volatility Net Asset Value Money Market Fund with same day access to funds available.

One deposit totalling £25,000 and two withdrawals of £70,000 were made during the year and investment returns are recorded within the accounts. Cash flow is monitored monthly by the Leadership Team and reported to the Board at its meetings.

Income from investments totalled £40,118 in 2024 compared to £29,355 in 2023. Any additional investment decisions will be considered by the trustees and shall take into account the charity's:

- Objectives for investing;
- Appetite for risk;
- Time horizon for investing;
- Liquidity needs for delivery of its charitable objectives and purposes within the time horizon;
- Reserves policy.



Principal risks and uncertainties

Sportily has risk management policies and procedures in place, supported by an organisational level Risk Register.

The trustees have reviewed the risk assessment and discussed risk appetite, which has been set by risk category in the Risk Register. As we expand our work within a new vision the trustees recognised the need to take appropriate risks as we pioneer new approaches to mission and ministry. However, Sportily takes its responsibilities towards safeguarding extremely seriously and the trustees have stated that Sportily's position in relation to all risks relating to safeguarding is to have an adverse appetite to risk.

During the year, the Leadership Team carried out detailed reviews of the Risk Register, with risk management featuring regularly on the Leadership Team's meeting agenda, considering delivery, safeguarding, governance, reputational, financial and operational risks. The major risks to which the charity is exposed have been reviewed and mitigating measures and controls put in place to ensure these risks are managed effectively.

Internal control risks are minimised by the implementation of procedures which are reviewed periodically to ensure that they continue to meet the needs of Sportily as a charitable company.

The trustees are satisfied of the suitability of the risk management procedures and the identification of risks carried out by the Leadership Team.

Sportily's primary risks identified and managed during the 2024 year related to:

- A failure to implement effective and robust Safeguarding policies, practices, processes and training;
- A failure to ensure robust governance arrangements for the charity, noting that during the period we operated with an Interim Chair and a reduced number of trustees.
- A serious safeguarding incident occurring for which Sportily is held responsible or deemed to be an involved party;
- A critical issue or incident occurring, including Health and Safety incidents at Sportily activities;
- A failure to achieve necessary income levels leading to long term financial unsustainability.

These risks were managed through a range of control and continuous improvement measures, and systems and procedures which were monitored and regularly reviewed by the Leadership Team. A risk management report is made to every Board meeting.





Structure, governance and management

Governing document and constitution

Sportily is a charitable company limited by guarantee. It was first incorporated on 12 July 2005 and is governed by its Articles of Association adopted with effect from 28 January 2021 and amended by written special resolutions dated 5 October 2021 and 9 December 2022.

Objects of the charity

The charitable objects ("the Objects") of Sportily are to:

- Promote and assist the work, objects and purposes of the Church of England for the advancement of Christian faith, in particular (but not exclusively) by the development of specialist ministries based principally on sports and wellbeing particularly with children, young people and their families;
- Act as a resource for children, young people and their families by providing advice and assistance and organising programmes of physical, educational and other activities as a means of:
 - (a) advancing in life and relieving the needs of children, young people and their families by developing their skills, capacities and capabilities to enable them to participate in society;
 - (b) advancing education, in particular (but not exclusively) in relation to the Christian faith;
 - (c) providing or assisting in the provision of recreational and leisure time activities, equipment and facilities provided in the interests of social welfare, with a view to improving the conditions of life and health of such persons.
- Advance such other objects or purposes which are exclusively charitable according to the law of England and Wales in any part of the world and in such manner as the trustees may in their absolute discretion consider expedient for the better promotion and assistance of the work of the Church of England.

In advancing the Objects, the Charity may work in partnership with members of Churches Together in Britain and Ireland and members of the Evangelical Alliance.

Public benefit

The trustees are satisfied that the objects of the charity, and the activities to pursue them satisfy the principles of public benefit. The Charity Commission in its "Public Benefit: Rules For Charities" guidance states that there are two key principles to be met to show that an organisation's aims are for the public benefit: first, there must be an identifiable benefit which is not outweighed by any detriment or harm; and secondly, the benefit must be to the public in general or a sufficient section of the public and not give rise to more than incidental personal benefit.

Recruitment, appointment and induction of trustees

The trustees act as both the trustees of the charity and the Directors of the charitable company for the purposes of the Companies Act.



Policies and procedures for the recruitment, appointment and induction of all new trustees are in place and maintained by the trustees.

Members of the Board of Trustees are Sportily volunteers. Those wishing to become trustees must complete the volunteer recruitment process and undertake Church of England safeguarding training. Volunteering as a trustee is a DBS eligible role.

Following application, applicants are interviewed by the Chair of the trustees (or nominated deputy) and at least one other trustee. Following interview, a recommendation shall be brought to the trustees for a vote (a majority in favour is required). If the trustees vote to accept the candidate, the volunteer recruitment process shall be completed prior to the person being confirmed into the position. The process is supported by the Company Secretary.

In accordance with the Articles of Association trustees shall be communicant members in good standing of the Church of England or members/participants in good standing of a church affiliated to either Churches Together in Britain and Ireland or the Evangelical Alliance.

The normal initial term of office for trustees is three years and a trustee shall be eligible for two further terms of three years. All trustee appointments are reported to the Bishop's Council for Gloucester Diocese.

During 2024 one new trustee was appointed; Rev'd Jacqui Hyde (30/4/2024). Jacqui was also appointed by the Board as Interim Chair. Leigh Binns (5/1/2024) and William Kingston (16/12/2024) stood down as trustees during the year and we thank them for their service.

Organisational structure

The Gloucester Diocesan Board of Finance is the sole member of the charitable company. The Leadership Team are responsible for the day-to-day running of Sportily.

The trustees have ultimate responsibility for the strategic leadership and the management of the affairs of Sportily in accordance with the Articles of Association and applicable law (including company law and charity law). The trustees seek to apply the principles set out in the Charity Governance Code. The trustees have a minimum of four scheduled meetings each year and meet physically or by video conference as necessary.

Appointments to the Leadership Team require a trustee to be on the interview panel. Recruitment to all employed posts requires the authorisation of one of the Co-CEOs who will consult with the Leadership Team and/or trustees as appropriate. Sportily operates within the Church of England Safeguarding framework and requirements. All Sportily employees and volunteers are classified as 'Church Officers' within this framework.





Statement of trustees' responsibilities

The trustees (who are also Directors of Sportily for the purposes of company law) are responsible for preparing the annual report of the trustees (incorporating the Directors' and Strategic Reports) and financial statements in accordance with applicable law and regulations.

Company law requires the trustees to prepare financial statements for each financial year. Under that law the trustees have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law), including FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland. Under company law the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charities SORP (FRS 102);
- Make judgements and accounting estimates that are reasonable and prudent;
- State whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

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

The trustees confirm that:

- So far as each trustee is aware, there is no relevant audit information of which the charitable company's auditor is unaware;
- The trustees have taken all the steps that they ought to have taken as trustees in order to make themselves aware of any relevant audit information and to establish that the charitable company's auditor is aware of that information.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Qualifying third party indemnity provisions

During the reporting year and up to the date of this report, the charitable company maintained liability insurance and third-party indemnity provisions for its trustees, under which the charitable company has agreed to indemnify the trustees to the extent permitted by law in respect of all liabilities to third parties arising out of, or in connection with, the execution of their powers, duties and responsibilities as Directors of the charitable company.



Internal controls

The trustees have overall responsibility for the system of financial and other controls of the charitable company and for providing reassurance that:

- Its assets are safeguarded against unauthorised use;
- Proper records are maintained and financial information used within the charitable company or for publication is reliable;
- The charitable company complies with relevant laws and regulations.

It is recognised that such a system can provide only reasonable but not absolute assurance against errors and loss. Sportily operates a comprehensive annual planning and budgeting process which is approved by the trustees. Detailed monthly financial management reports are reviewed by the Leadership Team and reported to each trustees' meeting. Financial performance is monitored and monthly reports made comparing actual results against activity targets and budget.

Sub-committees

The trustees currently have no formal sub-committees in operation.

Management and staff

The trustees delegate to the Leadership Team the day-to-day management of the charity and the implementation of policies and other decisions of the trustees.

Remuneration of employees

The members of the Leadership Team are the key management personnel ("KMP") of the charity in charge of directing, controlling and operating Sportily on a day-to-day basis.

Members of the Leadership Team require a breadth and depth of expertise, experience, enterprise and credibility. As a relatively small Leadership Team it is important that we attract and recruit individuals of sufficient capability to enable the charity to deliver its stretching strategic plan. This is balanced with seeking to keep salary costs under control and ensuring that senior staff pay is connected to the pay of other staff.

Remuneration of all employees is reviewed annually and the process by which this is carried out is approved by the trustees. Details of the employment benefits paid to the Leadership Team during the year are included in the financial statements.

Declarations of interest and related parties

All trustees give of their time freely and no trustee received remuneration during the year. Details of trustees' expenses and any related party transactions are disclosed in the financial statements.

Trustees are required to disclose all relevant interests and register them with the Company Secretary and in accordance with the Conflicts of Interest Policy. Trustees must also withdraw from decisions where a conflict of interest arises.

Small companies note

In preparing this report, the directors have taken advantage of the small companies' exemptions provided by section 415A of the Companies Act 2006.





Appointment of independent auditor

HaysMac LLP was appointed as independent auditor to the Gloucester Diocesan Board of Finance for the year. As Sportily is a subsidiary charity of the GDBF, it falls within the remit for the group audit. The trustees were therefore content to appoint HaysMac LLP to also carry out the Sportily audit.

The trustees submit their annual report and the audited financial statements for the year ended 31 December 2024. The financial statements comply with current statutory requirements, the Articles of Association and the Accounting and Reporting by Charities: Statement of Recommended Practice (FRS 102).

This trustees' Annual Report, which incorporates the Strategic Report, was approved by the trustees in their capacity as Company Directors on 7 May 2025 and signed on their behalf by:

JD Hyde

Rev'd Jacqui Hyde
Interim Chair (from 16/4/2024)





Independent Auditor's Report to the Members of Sportily

Opinion

We have audited the financial statements of Sportily Ltd for the year ended 31 December 2024 which comprise the Statement of Financial Activities, Balance Sheet and Cashflow statement, notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- Give a true and fair view of the state of the charitable company's affairs as at 31 December 2024 and of the charitable company's net movement in funds, including the income and expenditure, for the year then ended;
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- Have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the 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 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 Trustees' Report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

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.

Opinions on other matters prescribed by the Companies Act 2006

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

- The information given in the Trustees' Report (which includes the strategic report and the directors' report prepared for the purposes of company law) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- The strategic report and the directors' report included within the Trustees' Report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Report (which incorporates the strategic report and the directors' report).

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

- Adequate accounting records have not been kept by the charitable company; or
- The charitable company 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 for the financial statements

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

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

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists.



Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

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:

Based on our understanding of the charitable company and the environment in which it operates, we identified that the principal risks of non-compliance with laws and regulations related to safeguarding vulnerable beneficiaries, health and safety and employment (including taxation), and we considered the extent to which non-compliance might have a material effect on the financial statements. We also considered those laws and regulations that have a direct impact on the preparation of the financial statements such as the Companies Act 2006 and the Charities Act 2011 and consider other factors such as payroll tax.

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 were related to the improper recognition of revenue and management bias in accounting estimates. Audit procedures performed by the engagement team included:

- Inspecting correspondence with regulators and tax authorities;
- Discussions with management including consideration of known or suspected instances of non-compliance with laws and regulation and fraud;
- Evaluating management's controls designed to prevent and detect irregularities;
- Identifying and testing journals;
- Challenging assumptions and judgements made by management in their critical accounting estimates.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.





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 auditor's report.

Use of our report

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

Adam Halsey (Senior Statutory Auditor)

For and on behalf of HaysMac LLP, Statutory Auditor
10 Queen Street Place, London, EC4R 1AG

Date: 11 June 2025





Statement of financial activities (incorporating income and expenditure account) for the year ended 31 December 2024

		Unrestricted funds 2024	Restricted funds 2024	Total funds 2024	Total funds 2023
	Note	£	£	£	£
Income from:					
Grants and Donations	4	555,152	213,600	768,752	796,539
Charitable activities	5	157,467	-	157,467	116,180
Investments	6	40,118	-	40,118	29,355
Other income	7	1,698	-	1,698	5,501
Total income		754,435	213,600	968,035	947,575
Expenditure on:					
Charitable activities	8,9	705,784	284,581	990,365	885,022
Total expenditure		705,784	284,581	990,365	885,022
Net income / (expenditure)		48,651	(70,981)	(22,330)	62,553
Transfers between funds	16	-	-	-	-
Net movement in funds		48,651	(70,981)	(22,330)	62,553
Reconciliation of funds					
Total funds brought forward		749,704	95,906	845,610	783,057
Net movement in funds		48,651	(70,981)	(22,330)	62,553
Total funds carried forward		798,335	24,925	823,280	845,610

The notes on pages 32 to 46 form part of these financial statements.



Balance sheet

As at 31 December 2024

		2024	2023
	Note	£	£
Tangible fixed assets	13	20,037	31,256
Current assets			
Debtors	14	19,820	30,619
Cash at bank and in hand	19	870,890	822,880
		890,710	853,499
Creditors: amounts falling due within one year	15	(87,467)	(39,145)
Net current assets		803,243	814,354
Total net assets		823,280	845,610
Charity funds			
Restricted funds	16	24,925	95,906
Unrestricted funds	16	798,335	749,704
Total funds		823,280	845,610

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

The financial statements have been prepared in accordance with the provisions applicable to entities subject to the small companies' regime. The financial statements were approved and authorised for issue by the trustees on 7 May 2025 and signed on their behalf by:

JD Hyde

Rev'd Jacqui Hyde
Interim Chair (from 16/4/2024)

The notes on pages 32 to 46 form part of these financial statements.



Statement of cash flows

For the year ended 31 December 2024

		2024	2023
	Note	£	£
Cash flows from operating activities			
Net cash provided by / (used in) operating activities	18	9,466	(13,164)
Cash flows from investing activities			
Bank interest received		40,118	29,355
Purchase of tangible fixed assets		(1,574)	(16,579)
Net cash provided by investing activities		38,544	12,776
Change in cash and cash equivalents in the year		48,010	(388)
Cash and cash equivalents at the beginning of the year		822,880	823,268
Cash and cash equivalents at the end of the year	19, 20	870,890	822,880





Notes to the financial statements

For the year ended 31 December 2024

1. General information

Sportily Ltd is a charitable company, limited by guarantee, (registration number: 5505991 England and Wales) and registered with the Charity Commission (charity number: 1111077). The registered office address is Church House, College Green, Gloucester, Gloucestershire, GL1 2LY. The main principal activities of the charity involve sports activities and Christian faith activities.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) - Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), the Companies Act 2006 and the Charities Act 2011.

Sportily Ltd 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.

2.2 Going concern

The current state of our Balance Sheet, coupled with forecasting and strong budgetary management, gives confidence to our Going Concern assessment and our ability to operate to the current horizon.

The balance sheet is currently healthy as are our cash reserves which meet our reserves policy requirements. Our reserves policy requires that 3 - 6 months of budgeted expenditure from General Fund are held.





The financial position is supported by the financial investment of the Gloucester Diocesan Board of Finance, now confirmed for the 2021-2030 ten year period following the decisions of Bishop's Council in October 2020 and November 2024. Yearly investment has been confirmed based on financial modelling for the period, with the annual amount varying according to projections.

A budget with a deficit of £78,285 has been agreed for 2025 and we expect to still be in a healthy position with regards to our balance sheet at the end of 2025 despite this.

Following budget phasing analysis no significant peaks or troughs are predicted with regards to income or expenditure. Cashflow forecasts have been undertaken for the year ahead and cash will be managed by the Co-CEOs in such a way as to safely maximise available interest returns.

Our financial risk appetite for the year remains set at a level of 'minimal'.

Direct sales income is received prior to delivery of activities with participants paying for tickets at the point of placing a booking. Terms and conditions are in place for these consumer sales.

Sales income from services provided to schools and other organisations is received via invoice with 28 days' payment terms. Invoices are issued shortly after delivery, the sales ledger monitored and follow up communication undertaken if required. If appropriate for the size of order a 10% deposit is taken in advance of delivery. If appropriate for a traded services contract, a Dun and Bradstreet Credit Report is carried out for a potential customer prior to the delivery of services.

Bills are paid fortnightly and wherever possible within a 28 days' period.

The trustees consider that good financial management systems are in place and that there are no material uncertainties about Sportily's ability to continue as a going concern.

2.3 Income

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

Grants from government bodies and other sources are received for specific projects/costs and are recognised in accordance with their individual terms and conditions. Income is recognised when the Charity has entitlement to the funds which is when any performance conditions attached are met, it is probable that the income will be received and the amount can be reliably measured. Grant income will be deferred if received in advance of meeting performance conditions or if the funder specifically states that the income must be spent in a future accounting period.

Contractual income and performance related grants are included in the SOFA only when the related goods or services have been delivered.

Interest is included in the accounts when receivable.

Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Gifts in kind are accounted for at a reasonable estimate of their value to the Charity or at the amount actually realised. Gifts in kind for use by the Charity are included in the SOFA as



income when receivable.

Donated services and facilities are included in income (with an equivalent amount in expenditure) only where the benefit to the charity is reasonably quantifiable, measurable and material. The value placed on these resources is the estimated value to the charity of the service or facility received.

2.4 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. These costs include central functions which are allocated to activity and area cost categories on a basis consistent with the use of resources, for example allocating property costs by floor area.

Support costs are those costs incurred directly in support of expenditure on the objects of the Charity and include project management carried out centrally.

Governance costs include the costs of preparation and examination of statutory accounts, the cost of trustees' meetings and the cost of any legal advice to the trustees on governance or constitutional matters.

2.5 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 exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

2.6 Tangible fixed assets and depreciation

Tangible fixed assets with a useful life of over 1 year and costing £1,000 or more are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably. The capitalisation limit was increased by the trustees from £750 at their February 2025 meeting.

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

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

Depreciation is provided on the following bases:

■ IT and office equipment	3 years
■ Sports equipment	3 - 5 years depending on asset
■ Motor vehicles	4 years
■ Furniture	10 years



2.7 Debtors

Trade and other debtors are recognised at the settlement amount and prepayments are valued at the amount prepaid.

2.8 Cash at bank and in hand

Cash at bank and in hand includes cash and short-term highly liquid investments.

2.9 Liabilities and provisions

Liabilities are recognised once there is a legal or constructive obligation that commits the Charity to the obligation.

2.10 Financial instruments

The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

2.11 Pensions

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

2.12 Fund accounting

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

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

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

2.13 Volunteers

The value of any voluntary help received is not included in the accounts but is described in the trustees' report.

3. Critical accounting estimates and areas of judgement

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

Critical accounting estimates and assumptions:

Recognition of income from grants requires judgement. See note 2.3 for the accounting policy for grant income and note 4 for grant income accounted for in the year.



The charity makes estimates and assumptions concerning the future. The resulting accounting estimates and assumptions will, by definition, seldom equal the related actual results. There are no estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year.

4. Income from Grants and Donations

	Unrestricted funds	Restricted funds	Total funds	Total funds
	2024	2024	2024	2023
	£	£	£	£
Grants				
GDBF Grant	540,836	-	540,836	528,984
GDBF Other Grant Income	-	106,000	106,000	90,000
Other Grant Income	-	47,636	47,636	93,818
Donations				
General gifts and donations	14,316	59,964	74,280	83,737
Total 2024	555,152	213,600	768,751	796,539
<i>Total 2023</i>	<i>541,065</i>	<i>255,474</i>	<i>796,539</i>	





5. Income from charitable activities

	Unrestricted funds 2024 £	Total funds 2024 £	Total funds 2023 £
Events	157,467	157,467	116,180
<i>Total 2023</i>	116,180	116,180	

6. Investment income

	Unrestricted funds 2024 £	Total funds 2024 £	Total funds 2023 £
Bank interest	40,118	40,118	29,355
<i>Total 2023</i>	29,355	29,355	

7. Other income

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £	Total funds 2023 £
Other income	1,698	-	1,698	5,501
<i>Total 2023</i>	1,621	3,880	5,501	



8. Analysis of expenditure by activities

Summary by fund type

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £	Total funds 2023 £
Charitable activities - Provision of sport and faith activities	705,784	284,581	990,365	885,022
<i>Total 2023</i>	<i>446,829</i>	<i>438,193</i>	<i>885,022</i>	

9. Analysis of expenditure by activities

	Activities undertaken 2024 £	Support costs 2024 £	Total funds 2024 £	Total funds 2023 £
Charitable activities - Provision of sport and faith activities	803,293	187,072	990,365	885,022
<i>Total 2023</i>	<i>710,375</i>	<i>174,647</i>	<i>885,022</i>	

Analysis of direct costs	Total funds 2024 £	Total funds 2023 £
Staff costs	659,758	596,017
Grants to support charitable objectives	37,056	-
Materials and resources	32,790	22,734
Training costs	24,727	23,898
Travel expenses	21,650	22,126
Outing and event costs	18,435	43,497
Van project costs	8,877	2,103
	803,293	710,375



Analysis of support costs	Total funds 2024	Total funds 2023
	£	£
Governance costs: Fees, DBS and meetings	57,399	38,418
Advertising and marketing	30,118	23,469
Governance costs: Accounting software and services	23,933	23,867
IT	14,899	18,108
Consultancy	13,793	28,971
Governance costs: Audit fees	11,700	8,028
General Expenses	9,414	12,372
Depreciation	9,018	10,573
Postage and stationery	6,017	1,974
Governance costs: Insurance	5,506	5,296
CRM and digital tool costs	4,827	3,050
Printing	448	521
	187,072	174,647

10. Auditor's remuneration

The auditor's remuneration amounts to £9,750+VAT (2023 - £9,100+VAT).

11. Staff costs

	2024	2023
	£	£
Wages and salaries	539,948	483,300
Social security costs	47,307	41,505
Contributions to defined contribution pension schemes	72,503	59,662
Other staff costs	-	11,250
	659,758	596,017



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

	2024	2023
	No.	No.
Average full time employees	24	22

In addition to the employees of the charity, the charity makes use of Sessional Workers who deliver work on an hourly basis. During the year, workers contributed the equivalent of 0.87 fte (2023 – 0.79).

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

	2024	2023
	No.	No.
In the band £60,001 - £70,000	1	-

The total remuneration of the charity's key management employees, comprising 3 individuals (avg. fte. 2.2), was £166,622 (2023: £166,622, avg. fte. 2.6).

12. Trustees' remuneration and expenses

During the year, no trustees received any remuneration or other benefits (2023: £NIL) and expenses totalling £NIL were reimbursed to trustees (2023: £NIL).

13. Tangible fixed assets

	Motor vehicles	Furniture	IT & Office Equipment	Sports Equipment	Total
	£	£	£	£	£
Cost or valuation					
At 1 January 2024	15,098	1,021	13,927	22,972	53,018
Additions	-	-	1,574	-	1,574
At 31 December 2024	15,098	1,021	15,501	22,972	54,592



	Motor vehicles	Furniture	IT & Office Equipment	Sports Equipment	Total
	£	£	£	£	£
Depreciation					
At 1 January 2024	7,235	850	9,322	4,355	21,762
Charge for the period	3,775	171	4,253	4,594	12,793
At 31 December 2024	<u>11,010</u>	<u>1,021</u>	<u>13,575</u>	<u>8,949</u>	<u>34,555</u>
Net book value					
At 31 December 2024	<u>4,088</u>	<u>-</u>	<u>1,926</u>	<u>14,023</u>	<u>20,037</u>
At 31 December 2023	<u>7,863</u>	<u>171</u>	<u>4,605</u>	<u>18,617</u>	<u>31,256</u>

14. Debtors

	2024	2023
	£	£
Prepayments and accrued income	19,077	28,824
Tax recoverable	743	1,795
	<u>19,820</u>	<u>30,619</u>

15. Creditors: Amounts falling due within one year

	2024	2023
	£	£
Trade creditors	12,888	10,443
Other creditors	9,065	6,904
Accruals and deferred income	65,514	21,798
	<u>87,467</u>	<u>39,145</u>
	2024	2023
	£	£
Deferred income at 1 January	5,722	50,000
Movement in resources deferred during the year	14,481	(44,278)
Deferred income at 31 December	<u>20,203</u>	<u>5,722</u>



16. Statement of funds

	Balance at 1 January 2024 £	Income £	Expenditure £	Transfers in/(out) £	Balance at 31 December 2024 £
Unrestricted funds					
Designated funds					
Partnership Areas Fund	75,000	-	-	(37,500)	37,500
Strategic Projects Fund	183,160	-	-	(3,000)	180,160
	258,160	-	-	(40,500)	217,660
General funds					
General funds	491,544	754,435	(705,784)	40,500	580,695
Total Unrestricted funds	749,704	754,435	(705,784)	-	798,355
Restricted funds					
Beacon	34,029	10,251	(44,280)	-	-
Gloucester	22,707	15,000	(37,707)	-	-
Thameshead	25,848	19,300	(24,378)	-	20,770
Other Locations' Funds	13,222	169,049	(178,216)	-	4,155
	95,906	213,600	(284,581)	-	24,925
Total of funds	845,610	968,035	(990,365)	-	823,280



Statements of funds – prior year

	<i>Balance at 1 January 2023</i>	<i>Income</i>	<i>Expenditure</i>	<i>Transfers in/(out)</i>	<i>Balance at 31 December 2023</i>
	<i>£</i>	<i>£</i>	<i>£</i>	<i>£</i>	<i>£</i>
Unrestricted funds					
Designated funds					
Partnership Areas Fund	118,961	-	-	(43,961)	75,000
Strategic Projects Fund	-	-	(1,840)	185,000	183,160
	<u>118,961</u>	<u>-</u>	<u>(1,840)</u>	<u>141,039</u>	<u>258,160</u>
General funds					
General funds	<u>608,457</u>	<u>688,221</u>	<u>(444,989)</u>	<u>(360,145)</u>	<u>491,544</u>
Total Unrestricted funds	<u>727,418</u>	<u>688,221</u>	<u>(446,829)</u>	<u>(219,106)</u>	<u>749,704</u>
	<i>Balance at 1 January 2023</i>	<i>Income</i>	<i>Expenditure</i>	<i>Transfers in/(out)</i>	<i>Balance at 31 December 2023</i>
Restricted funds					
Beacon	26,179	28,795	(18,205)	(2,740)	34,029
Gloucester	-	29,747	(2,293)	(4,747)	22,707
Thameshead	26,660	26,318	(23,972)	(3,158)	25,848
Other Locations' Funds	2,800	174,494	(393,723)	229,751	13,322
	<u>55,639</u>	<u>259,354</u>	<u>(438,193)</u>	<u>219,106</u>	<u>95,906</u>
Total of funds	<u>783,057</u>	<u>947,575</u>	<u>(885,022)</u>	<u>-</u>	<u>845,610</u>

Designated funds - Partnership Areas

At the point of merger in January 2021, it was agreed between the outgoing PSALMS Board of Trustees and the incoming Board, that £150k would be set aside to support work in the longstanding PSALMS church partnership areas of Beacon, Thameshead, Stonehouse and Nailsworth. The funds were designated to be used to cover any deficits reported in the restricted funds for those four areas. The fund was allocated 25% to each of these locations.

As noted in the accounts £37,500 was transferred from the fund in 2024 as a result of the ending of our work in the Beacon area, with the agreement of the Benefice and local Priest. The fund balance at the



end of 2024 is therefore reported as £37,500. This balance represents the 25% allocated to support ongoing work in the Thameshead area, the allocations for Stonehouse and Nailsworth having been drawn down in previous years.

This fund represents an agreement that was made as part of the merger for this designation which it intends to honour in good faith. The Board has agreed at this time to maintain this designated funds in the accounts and to monitor its use each year.

Designated funds – Strategic Projects

In January 2022 the trustees took the decision to create a designated fund intended to provide support for one off strategic expenditures within the organisation, where alternative funding cannot realistically be secured.

Projects utilising these funds are of strategic value within Sportily, clearly support the advancement of the Sportily vision and/or enhance our delivery capabilities.

One project accessed this designated fund in 2024 – the development of a PE curriculum for use by Sportily costing £3,000. The fund balance at the end of 2024 is therefore reported as £180,160

Restricted funds

Grants and voluntary income is received to be used to enable operations in specific named project locations in which Sportily operates. These Locations Funds are restricted for use and used to cover the salaries and direct costs delivering charitable purposes in these locations.

In 2024 seventeen locations were identified within the accounts and restricted gifts and/or grants were received to support work in fourteen of them.

Within the funds, fifteen locations had no restricted funds remaining at the end of the year, two are in a positive position – showing aggregated total restricted funds carried forward of £24,926 (2023 - 95,906). One of these funds was above the materiality limit and therefore shown within the accounts (Thameshead).

Transfers

A transfer has been made from designated funds to general funds totalling £40,500. This represents £37,500 transferred out of the Partnership Areas Designated Fund following the ending of our work in the Beacon area and £3,000 transferred out of the Strategic Projects Designated Fund to cover the cost of the development of the PE curriculum. Both transfers were approved by the trustees.





17. Analysis of net assets between funds

Analysis of net assets between funds – current year

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £
Tangible fixed assets	20,037	-	20,037
Current assets	865,785	24,925	890,710
Creditors due within one year	(87,467)	-	(87,467)
Total	798,355	24,925	823,280

Analysis of net assets between funds – prior year

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £
<i>Tangible fixed assets</i>	31,256	-	31,256
<i>Current assets</i>	757,593	95,906	853,499
<i>Creditors due within one year</i>	(39,145)	-	(39,145)
Total	749,704	95,906	845,610

18. Reconciliation of net movement in funds to net cash flow from operating activities

	2024 £	2023 £
Net (expenditure) / income for the year (as per Statement of Financial Activities)	(22,330)	62,533
Adjustments for:		
Depreciation charges	12,793	10,573
Decrease/(Increase) in debtors	10,799	(13,011)
Increase/(Decrease) in creditors	48,322	(43,924)
Interest received	(40,118)	(29,355)
Net cash provided by/(used in) operating activities	9,466	(13,164)



19. Analysis of cash and cash equivalents

	2024	2023
	£	£
Cash at bank	870,890	822,280
Total cash and cash equivalents	870,890	822,280

20. Analysis of changes in net debt

	At 1 January 2024	Cash flows	At 31 December 2024
	£	£	£
Cash at bank	822,280	48,010	870,890

21. Pension commitments

The charity operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the charity in an independently administered fund.

The pension cost charge represents contributions payable by the charity to the fund and amounted to £72,503 (2023 - £59,962). £9,065 (2023 - £6,904) was payable to the fund at the balance sheet date and is included in creditors.

22. Related party transactions

Sportily Ltd is a wholly owned (100%) subsidiary of Gloucester Diocesan Board of Finance (GDBF) and received funds from the GDBF as listed in the accounts.

£646,386 (2023 - £785,289) was received from the member charity in funding.

£8,113 (2023 - £8,000) was paid to the member charity for services provided.

3 trustees of Sportily who served during 2024 (2023 - 4) were also trustees of the member charity.

1 trustee of Sportily who served during 2024 (2023 - 1) was employed by the member charity.

23. Controlling party

The ultimate parent undertaking and controlling party is Gloucester Diocesan Board of Finance, a registered charity and company limited by guarantee in England and Wales (company number 00162165, charity number 251234). A copy of that company's financial statements is available from The Registrar of Companies, Companies House, Crown Way, Cardiff, CF14 3UZ.

Details regarding the powers of the controlling party are specified within the Articles of Association, filed with the Charity Commission. The GDBF is the sole member for the purposes of company law, and this membership is not transferrable. The GDBF has certain rights under company law and also under Sportily's Articles of Association, including to alter the Articles, appoint and remove trustees and wind up Sportily. The Sportily Board comprises at least three trustees appointed by the member.