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**THE COUNTRYSIDE ALLIANCE FOUNDATION**  
(A company limited by guarantee)

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**TRUSTEES' REPORT AND FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2024**

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**THE COUNTRYSIDE ALLIANCE FOUNDATION**  
**(A company limited by guarantee)**

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**THE COUNTRYSIDE ALLIANCE FOUNDATION**  
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**REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS**  
**FOR THE YEAR ENDED 31 DECEMBER 2024**

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<b>Trustees</b>	Andrew Ogg, Chair (Until 21 March 2024) (resigned 3 December 2024) Timothy Russ (resigned 21 March 2024) Guy Portwin, Chair (From 21 March 2024 until 3 September 2024) (resigned 3 December 2024) The Rt Hon The Lord Herbert of South Downs CBE PC, Chair (From 3 September 2024) (appointed 21 March 2024) Karen Silcock (appointed 21 March 2024) Julian Glover (appointed 3 December 2024) Fiona Reynard (appointed 3 December 2024) Julian Metherell (appointed 3 December 2024) The Rt Hon The Baroness Prentis of Banbury PC KC (appointed 13 May 2025)
<b>Company Registered Number</b>	05669451
<b>Charity Registered Number</b>	1121034
<b>Registered Office</b>	China Works Black Pince Road Vauxhall London SE1 7SJ
<b>Company Secretary</b>	Andrew Ogg
<b>Chief executive officer</b>	Tim Bonner
<b>Independent auditors</b>	Streets Audit LLP Chartered accountants & statutory auditor Tower House Lucy Tower Street Lincoln LN1 1XW

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**THE COUNTRYSIDE ALLIANCE FOUNDATION**  
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**TRUSTEES' REPORT**  
**FOR THE YEAR ENDED 31 DECEMBER 2024**

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The Trustees present their annual report with the financial statements of the Charity for the year ended 31 December 2024. On 1 September 2024 the operations of the sister organisation Working for the Countryside (previously Countryside Alliance) was transferred to the charity.

**Structure, Governance and Management**

The Company is limited by guarantee and is a Charity registered in England and Wales. It is governed by its Memorandum and Articles of Association and is a public benefit entity.

The Trustees in office during the year were as follows:

The Rt Hon The Lord Herbert of South Downs CBE PC  
Karen Silcock  
Julian Glover  
Fiona Reynard  
Julian Metherell  
Andrew Ogg (resigned 3 December 2024)  
Guy Portwin (resigned 3 December 2024)  
Timothy Russ (resigned 21 March 2024)

Trustees are appointed by resolution of the existing Trustees, initially for three years, and renewable by resolution of the Trustees for one further term of three years. It is the Trustees' intention to appoint new Trustees to represent skills and interests that fully cover the scope of the Foundation's activities.

All Trustees receive relevant Charity documentation as part of the induction programme and are kept up to date with policy news through Board and Trustee meetings.

The Charity has a Board of six Trustees all of whom are members. The Board meets four times a year and is chaired by the Chair of Trustees. Relevant papers are circulated before each meeting and minutes taken. The Finance and Audit Committee also meets quarterly, reviewing financial and commercial information, and reporting to the subsequent main Board meeting.

The Trustees are responsible for the Charity's risk management and internal control systems. The continuing economic uncertainty remains a risk to its fundraising capabilities and as a result financial plans and policies are constantly reviewed and updated.

The Charity enjoys a close link with its sister organisation, Working for the Countryside, where staff are employed through joint contracts to enable flexible availability of resource when needed. The Trustees delegate day to day management of the Charity to key personnel who include but not exclusively the Chief Executive and Deputy Executive Chair.

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**THE COUNTRYSIDE ALLIANCE FOUNDATION**  
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**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 DECEMBER 2024**

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**Objectives and Activities**

- To promote the conservation, protection and improvement of the physical and natural environment by supporting access and conservation projects and programmes that protect features of wildlife flora and fauna in the British countryside generally and responsible and sustainable use of these environments.
- To promote agriculture for the public benefit.
- To educate the public in subjects pertaining to the conservation, protection, and enjoyment of the countryside.
- The promotion of sustainable development for the benefit of the public by:
  - the preservation, conservation and the protection of the environment and the prudent use of natural resources;
  - the promotion of sustainable means of achieving economic growth and regeneration; and
  - conducting or commissioning research and publishing the results of such research.

'Sustainable development' means "development that meets the needs of the present without compromising the ability of future generations to meet their own needs".

- The relief of poverty and the improvement of conditions of life in socially and economically disadvantaged communities
- The promotion of community participation in healthy recreation in particular by the provision of facilities and the organising of outdoor activities that are capable of promoting physical and mental health and wellbeing.

The Charity undertakes activities in relation to these objectives. Promotion through party political conferences and smaller educational projects also play an important part in the continued work of the Charity for public benefit.

The Trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the future aims and objectives.

The Trustees measure the success of the year against the objectives set using financial and non-financial performance indicators. The criteria are set differently across the projects undertaken by the Charity. The benefits of the projects are assessed not only in terms of the number of persons participating in the projects but also the impact of the projects on the individuals themselves. The review of the year sets out the performance of the charitable activities.

**Review of the Period**

On the 1 September 2024 Working for the Countryside entered into a Deed of Transfer, relating to its assets and undertakings. From this date the activities of Working for the Countryside transferred to The Countryside Alliance Foundation. This transfer affects the legal structure of the organisation, but its activities will continue unaffected.

The Trustees are pleased to report an increase in charitable activities over the period.

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**THE COUNTRYSIDE ALLIANCE FOUNDATION**  
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**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 DECEMBER 2024**

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**Fishing for Schools**

Fishing for Schools has introduced more than 4,500 disadvantaged young people to angling, river conservation, and the natural environment, and has developed into a formal Ofqual-recognised qualification. The programme helps young people re-engage with education, build confidence, and develop transferable skills that support wellbeing. Recent beneficiaries include pupils in alternative provision in the West Midlands, and a primary school in an area of high deprivation, where over 40% of children receive free school meals and one third have SEN.

**Future Countryside**

The second Future Countryside conference was held at in June 2024. Future Countryside set out with the aim of putting people at the heart of countryside policy, looking to bridge divides between experts and advocates in these different fields, as a place for shared discussion. The intention was to raise awareness of the centrality of countryside issues in people's lives as the next general election approached.

**Communities**

The Alliance has delivered an extensive programme of research, education, campaigning, and cross-sector partnership work that provides tangible social benefit to rural communities. All of our activities are undertaken not for commercial gain, but to advance rural wellbeing, public understanding, and policy outcomes that support countryside communities and livelihoods.

Research, policy engagement and public evidence are central to our charitable purpose. We have submitted written and oral evidence to major Parliamentary inquiries, and responded to key government consultations.

Our education and youth programmes continue to grow, widening access to nature, skills development and rural career pathways. Through these practical programmes, partnerships and evidence-led interventions, the Alliance demonstrates a sustained record of charitable activity advancing rural welfare, education and community resilience.

We also work to secure and enhance the long-term sustainability of a range of activities that benefit the environment, the rural economy and rural communities. Recreational activities such as fishing, shooting, trail and drag hunting and horse racing are critical to the social and economic sustainability of many marginal rural communities. Land and wildlife management practices including heather burning, deer management and legal predator control are vital for conservation and reversing biodiversity decline.

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**THE COUNTRYSIDE ALLIANCE FOUNDATION**  
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**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 DECEMBER 2024**

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**Countryside Alliance Awards**

The Countryside Awards – often known as the Rural Oscars – serve to highlight the best rural businesses in England, Wales, Scotland and Northern Ireland. These awards shine a spotlight on the incredible businesses, individuals, and initiatives that make the United Kingdom's countryside a thriving, dynamic place to live and work. From local shops to beloved rural pubs, passionate food producers to community heroes, the Awards are more than just trophies: they recognise the spirit, innovation, and resilience at the core of rural life.

**Volunteers**

None of the activities of the Foundation would be possible without the help and unstinting support of our volunteers. Our 2024 activities were supported by 5 volunteers supporting F4S with a further 19 individuals assisting with show stands and conferences. The Trustees and all staff are eternally grateful for our volunteers continued hard work and support.

**Fundraising Activities**

Membership income is enhanced by our fundraising success and the generosity of our members and supporters. Major fundraising activities in the period included the Cheltenham Countryside Raceday, London Marathon sponsorship, and the General Election Appeal. The Campaign for Shooting, e-lobby requests and draws also made significant contributions.

**Financial Review**

The Charity made a surplus of £506,434 in 2024 on income of £1,974,249. This surplus includes a Corporate Gift Aid donation from Working for the Countryside (formerly known as Countryside Alliance) of £269,603 on the transfer of operations at 1 September 2024.

The balance sheet showed net assets of £517,396 at 31 December 2024.

**Going Concern**

After making appropriate enquiries, the Trustees have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing the financial statements. Further details are provided in the accounting policies.

**Reserves Policy**

Restricted funds are specific to the purpose presented by the donor and are ring-fenced as such for charitable projects. Restricted funds at 31 December 2024 were £20,320 (2023 - £6,920). Restricted funds are ringfenced in a separate bank account.

The reserves policy states a requirement of at least three months of operational costs in unrestricted reserves. Two months of operational expenditure were held at the year end. During the current year, fundraising efforts have proved effective and costs have been controlled so that cash reserves have been accumulated to meet this target by December 2025.

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**THE COUNTRYSIDE ALLIANCE FOUNDATION**  
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**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 DECEMBER 2024**

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**Principal Risks**

The Charity's Trustees have given consideration to the major risks to which the Charity is exposed and satisfied themselves that systems or procedures are established in order to manage those risks. The principal risks of the Charity are identified and reviewed, falling under the headings of Governance, Operations, Finances, Environmental / External, Compliance.

A brief summary of major risks identified by the Charity include (but not exhaustive):

- Income generation.
- Compliance and duty of care when working with participants in all activities.
- Cost control.
- Key personnel.

The risks have been reviewed and appropriate mitigation and management systems put in place.

**Future Plans**

Additional fundraising income is being generated by the opportunities open to us now that the Commercial team is complete and we move on from transition.

Our Political, Media and Campaigns teams are continuing to meet the challenges engendered by increased political volatility.

Approved by order of the members of the board of Trustees on 16 December 2025 and signed on their behalf by:



**Karen Silcock**  
Chair of the Finance and Audit Committee



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**THE COUNTRYSIDE ALLIANCE FOUNDATION**  
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**STATEMENT OF TRUSTEES' RESPONSIBILITIES**  
**FOR THE YEAR ENDED 31 DECEMBER 2024**

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The Trustees (who are also the directors of the Charity for the purposes of company law) are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year. Under company law, the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the Charity and of its incoming resources and application of resources, including its income and expenditure, 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 of the Charities SORP (FRS 102);
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) 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 Charity will continue in business.

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

Approved by order of the members of the board of Trustees on 16 December 2025 and signed on its behalf by:



**Karen Silcock**  
Chair of the Finance and Audit Committee

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**THE COUNTRYSIDE ALLIANCE FOUNDATION**  
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**INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF THE COUNTRYSIDE ALLIANCE  
FOUNDATION**

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**Opinion**

We have audited the financial statements of The Countryside Alliance Foundation (the 'charity') for the year ended 31 December 2024 which comprise the Statement of financial activities, the Balance sheet, the Statement of cash flows and the related notes, 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 its incoming resources and application of resources, including its income and expenditure for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

**Basis for opinion**

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the United Kingdom, including the Financial Reporting Council'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.

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**THE COUNTRYSIDE ALLIANCE FOUNDATION**  
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**INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF THE COUNTRYSIDE ALLIANCE  
FOUNDATION (CONTINUED)**

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**Other information**

The other information comprises the information included in the Annual report other than the financial statements and our Auditors' report thereon. The Trustees are responsible for the other information contained within the Annual 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. 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 course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

**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 Trustees' report for the financial year for which the financial statements are prepared is consistent with the financial statements.
- the Trustees' report has been prepared in accordance with applicable legal requirements.

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

In the light of our 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.

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

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

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**INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF THE COUNTRYSIDE ALLIANCE  
FOUNDATION (CONTINUED)**

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**Responsibilities of trustees**

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.

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**THE COUNTRYSIDE ALLIANCE FOUNDATION**  
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**INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF THE COUNTRYSIDE ALLIANCE  
FOUNDATION (CONTINUED)**

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**Auditors' 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 Auditors' 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:

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 company through discussions with directors and other management, and from our commercial knowledge and experience of the company and sector in which it operates;
- 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 company, including the Companies Act 2006, taxation legislation, data protection, employment, environmental and health and safety legislation;
- We assessed the extent of compliance with the laws and regulations identified above through making enquiries of management; 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 company'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.

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; 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 HMRC, relevant regulators and the company's legal advisors.

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**THE COUNTRYSIDE ALLIANCE FOUNDATION**  
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**INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF THE COUNTRYSIDE ALLIANCE  
FOUNDATION (CONTINUED)**

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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.

As part of an audit in accordance with ISAs (UK), we exercise professional judgment and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion of the effectiveness of the charitable company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Trustees.
- Conclude on the appropriateness of the Trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the charitable company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our Auditors' report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our Auditors' report. However, future events or conditions may cause the charitable company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

**Other matters**

The prior year financial statements were unaudited.

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**THE COUNTRYSIDE ALLIANCE FOUNDATION**  
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**INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF THE COUNTRYSIDE ALLIANCE  
FOUNDATION (CONTINUED)**

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**Use of our report**

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



**Robert Anderson (Senior statutory auditor)**

for and on behalf of

**Streets Audit LLP**

Chartered accountants & statutory auditor

Tower House

Lucy Tower Street

Lincoln

LN1 1XW

Date: 19 December 2025

**THE COUNTRYSIDE ALLIANCE FOUNDATION**  
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**STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT)  
FOR THE YEAR ENDED 31 DECEMBER 2024**

	<b>Note</b>	<b>Restricted funds 2024 £</b>	<b>Unrestricted funds 2024 £</b>	<b>Total funds 2024 £</b>	<i>Total funds 2023 £</i>
<b>Income from:</b>					
Donations and legacies	5	79,938	1,723,742	1,803,680	307,431
Other trading activities	6	-	170,569	170,569	17,851
<b>Total income</b>		<b>79,938</b>	<b>1,894,311</b>	<b>1,974,249</b>	<b>325,282</b>
<b>Expenditure on:</b>					
Raising funds		-	567,452	567,452	128,535
Charitable activities	7	66,538	833,825	900,363	202,441
<b>Total expenditure</b>		<b>66,538</b>	<b>1,401,277</b>	<b>1,467,815</b>	<b>330,976</b>
<b>Net movement in funds</b>		<b>13,400</b>	<b>493,034</b>	<b>506,434</b>	<b>(5,694)</b>
<b>Reconciliation of funds:</b>					
Total funds brought forward		6,920	4,042	10,962	16,656
Net movement in funds		13,400	493,034	506,434	(5,694)
<b>Total funds carried forward</b>		<b>20,320</b>	<b>497,076</b>	<b>517,396</b>	<b>10,962</b>

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

The notes on pages 18 to 32 form part of these financial statements.



**THE COUNTRYSIDE ALLIANCE FOUNDATION**  
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**REGISTERED NUMBER: 05669451**

**BALANCE SHEET**  
**AS AT 31 DECEMBER 2024**

	<b>Note</b>	<b>2024</b> <b>£</b>	<b>2023</b> <b>£</b>
<b>Fixed assets</b>			
Tangible assets	12	<b>354,267</b>	<b>28</b>
Investments	13	<b>100</b>	<b>-</b>
		<b>354,367</b>	<b>28</b>
<b>Current assets</b>			
Stocks	14	<b>16,229</b>	<b>-</b>
Debtors	15	<b>481,077</b>	<b>51,328</b>
Cash at bank and in hand		<b>351,617</b>	<b>9,256</b>
		<b>848,923</b>	<b>60,584</b>
<b>Current liabilities</b>			
Creditors: amounts falling due within one year	16	<b>(677,600)</b>	<b>(30,708)</b>
<b>Total assets less current liabilities</b>		<b>525,690</b>	<b>29,904</b>
Creditors: amounts falling due after more than one year	17	<b>(8,294)</b>	<b>(18,942)</b>
<b>Net assets excluding pension</b>		<b>517,396</b>	<b>10,962</b>
<b>Total net assets</b>		<b>517,396</b>	<b>10,962</b>

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**THE COUNTRYSIDE ALLIANCE FOUNDATION**  
(A company limited by guarantee)  
REGISTERED NUMBER: 05669451

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**BALANCE SHEET (CONTINUED)**  
**AS AT 31 DECEMBER 2024**

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	Note	2024 £	2023 £
<b>Charity funds</b>			
Restricted funds	18	20,320	6,920
Unrestricted funds	18	497,076	4,042
<b>Total funds</b>		<u>517,396</u>	<u>10,962</u>

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 16 December 2025 and signed on their behalf by:



**Karen Silcock**  
Chair of the Finance and Audit Committee

The notes on pages 18 to 32 form part of these financial statements.

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**THE COUNTRYSIDE ALLIANCE FOUNDATION**  
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**STATEMENT OF CASH FLOWS**  
**FOR THE YEAR ENDED 31 DECEMBER 2024**

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	<b>2024</b>	<i>2023</i>
	<b>£</b>	<b>£</b>
<b>Cash flows from operating activities</b>		
Net cash used in operating activities	<b>353,009</b>	<i>(45,002)</i>
	<hr/>	<hr/>
	<hr/>	<hr/>
	<b>-</b>	<i>-</i>
	<hr/>	<hr/>
Repayments of borrowing	<b>(10,648)</b>	<i>(10,649)</i>
<b>Change in cash and cash equivalents in the year</b>	<b>342,361</b>	<i>(55,651)</i>
Cash and cash equivalents at the beginning of the year	<b>9,256</b>	<i>64,907</i>
	<hr/>	<hr/>
<b>Cash and cash equivalents at the end of the year</b>	<b>351,617</b>	<i>9,256</i>
	<hr/> <hr/>	<hr/> <hr/>

The notes on pages 18 to 32 form part of these financial statements

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**THE COUNTRYSIDE ALLIANCE FOUNDATION**  
**(A company limited by guarantee)**

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2024**

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**1. Accounting policies**

**2. General information**

The Countryside Alliance Foundation (the Charity) is a limited company by guarantee incorporated in England and Wales and a registered charity. The Charity's registered office is at China Works, Black Prince Road, Vauxhall, London, SE1 7SJ. The Charity's principal activity is promoting the conservation, protection and improvement of the environment.

**3. Accounting policies**

**3.1 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 2015), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The Countryside Alliance 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.

**3.2 Going concern**

The Trustees assess whether the use of going concern is appropriate i.e. whether there are any material uncertainties related to events or conditions that may cast significant doubt on the ability of the charity to continue as a going concern. The Trustees make this assessment in respect of a period of at least one year from the date of authorisation for issue of the financial statements and have concluded that the charity has adequate resources to continue in operational existence for the foreseeable future and there are no material uncertainties about the charity's ability to continue as a going concern, thus they continue to adopt the going concern basis of accounting in preparing the financial statements.

**3.3 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. If these conditions are not met then the income is deferred. Specific policies apply to the following categories of income:

- (a) Membership income is treated as a donation and is accounted for when received.
- (b) Legacy income is accounted for based on settlement of the estate or payment whichever is earlier.

Other income is recognised in the period in which it is receivable and to the extent the goods have been provided or on completion of the service.

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**NOTES TO THE FINANCIAL STATEMENTS**  
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**1. Accounting policies (continued)**

**3.4 Expenditure**

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

Expenditure on raising funds includes all expenditure incurred by the Charity to raise funds for its charitable purposes and includes costs of all fundraising activities events and non-charitable trading.

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

All expenditure is inclusive of irrecoverable VAT.

**3.5 Tangible fixed assets and depreciation**

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

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

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

Depreciation is provided on the following basis:

Computer Equipment	- straight line over 3 years
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**3.6 Investments**

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

Investments in subsidiaries are valued at cost less provision for impairment.

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2024**

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**1. Accounting policies (continued)**

**3.7 Stocks**

Stocks are valued at the lower of cost and net realisable value after making due allowance for obsolete and slow-moving stocks. Cost includes all direct costs and an appropriate proportion of fixed and variable overheads.

**3.8 Debtors**

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

**3.9 Liabilities**

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

Liabilities are recognised at the amount that the Charity anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

**3.10 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.

**3.11 Operating leases**

Rentals paid under operating leases are charged to the Statement of financial activities on a straight-line basis over the lease term.

**3.12 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.

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.

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2024

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**THE COUNTRYSIDE ALLIANCE FOUNDATION**  
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**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2024**

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**6. Income from other trading activities**

**Income from fundraising events**

	<b>Unrestricted funds 2024 £</b>	<b>Total funds 2024 £</b>
Sales of Merchandise	22,364	<b>22,364</b>
Fundraising Income	135,961	<b>135,961</b>
Other Revenue	12,244	<b>12,244</b>
	<u>170,569</u>	<u><b>170,569</b></u>

	<i>Restricted funds 2023 £</i>	<i>Unrestricted funds 2023 £</i>	<i>Total funds 2023 £</i>
Aintree Race Day	3,596	-	3,596
London Marathon	-	14,255	14,255
	<u>3,596</u>	<u>14,255</u>	<u>17,851</u>



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**NOTES TO THE FINANCIAL STATEMENTS  
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**7. Analysis of expenditure on charitable activities**

**Summary by fund type**

	<b>Restricted funds 2024 £</b>	<b>Unrestricted funds 2024 £</b>	<b>Total 2024 £</b>
Fishing for Schools	46,538	141,535	<b>188,073</b>
Future Countryside	20,000	55,701	<b>75,701</b>
Membership Activities	-	636,589	<b>636,589</b>
	<u>66,538</u>	<u>833,825</u>	<u><b>900,363</b></u>
	<i>Restricted funds 2023 £</i>	<i>Unrestricted funds 2023 £</i>	<i>Total 2023 £</i>
Fishing for Schools	76,886	63,035	139,921
Falconry for Schools	32,000	30,520	62,520
	<u>108,886</u>	<u>93,555</u>	<u>202,441</u>

**8. Analysis of expenditure by activities**

	<b>Activities undertaken directly 2024 £</b>	<b>Total funds 2024 £</b>	<i>Total funds 2023 £</i>
Fishing for Schools	188,073	<b>188,073</b>	139,921
Future Countryside	75,701	<b>75,701</b>	62,520
Membership Activities	636,589	<b>636,589</b>	-
	<u>900,363</u>	<u><b>900,363</b></u>	<u>202,441</u>

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2024**

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**9. Auditors' remuneration**

The auditors' remuneration amounts to an auditor fee of £15,450 (2023 - £3,775). The prior year relates to independent examination fees.

**10. Staff costs**

	2024 £	2023 £
Wages and salaries	567,452	125,633
	<u>567,452</u>	<u>125,633</u>

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

	2024 No.	2023 No.
Charity Operations	<u>8</u>	<u>2</u>

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

	2024 No.	2023 No.
In the band £60,001 - £70,000	-	1
In the band £70,001 - £80,000	1	-

29 volunteers (2023 - 2 volunteers) were engaged during the year assisting with Fishing for Schools, show stands, and conferences.

The key management personnel of charity comprise of the Chief Executive. The total amount of employee benefits (including employer pension contributions and employer national insurance contributions) received by key management personnel for their services to the charity since 1 September 2024 was £27,567 (2023 - £Nil).

**11. Trustees' remuneration and expenses**

During the year, no Trustees received any remuneration or other benefits (2023 - £NIL). Transactions with Trustees have been disclosed in note 25.

During the year ended 31 December 2024, no Trustee expenses have been incurred (2023 - £NIL).

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NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2024

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12. Tangible fixed assets

	Computer equipment and CRM development £
<b>Cost or valuation</b>	
At 1 January 2024	1,295
Additions	396,566
At 31 December 2024	397,861
<b>Depreciation</b>	
At 1 January 2024	1,267
Charge for the year	42,327
At 31 December 2024	43,594
<b>Net book value</b>	
At 31 December 2024	354,267
At 31 December 2023	28

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**NOTES TO THE FINANCIAL STATEMENTS  
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**13. Fixed asset investments**

	Investments in subsidiary companies £
<b>Cost or valuation</b>	
Additions	100
At 31 December 2024	<u>100</u>
<b>Net book value</b>	
At 31 December 2024	<u>100</u>

**Principal subsidiaries**

The following was a subsidiary undertaking of the Charity:

Name	Company number	Holding
Countryside Alliance Foundation Trading Limited	15571711	100%

The financial results of the dormant subsidiary for the year were:

Name	Net assets £
Countryside Alliance Foundation Trading Limited	100

**14. Stocks**

	2024 £	2023 £
Stock	<u>16,229</u>	<u>-</u>

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**NOTES TO THE FINANCIAL STATEMENTS  
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**15. Debtors**

	2024 £	2023 £
<b>Due within one year</b>		
Trade debtors	1,150	-
Other debtors	50,409	-
Prepayments and accrued income	429,518	51,328
	<u>481,077</u>	<u>51,328</u>

**16. Creditors: Amounts falling due within one year**

	2024 £	2023 £
Bank loans	10,648	10,648
Trade creditors	434,455	2,910
Amounts owed to Countryside Alliance	-	11,884
Accruals and other creditors	232,497	5,266
	<u>677,600</u>	<u>30,708</u>

At the year-end, the Charity had not received any income in advance for events occurring in 2025.

Other creditors includes £100,000 (2023 - £Nil) of unsecured member loans.

**17. Creditors: Amounts falling due after more than one year**

	2024 £	2023 £
Bank loans	<u>8,294</u>	<u>18,942</u>

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**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2024**

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**18. Statement of funds**

**Statement of funds - current year**

	Balance at 1 January 2024 £	Income £	Expenditure £	Balance at 31 December 2024 £
<b>Unrestricted funds</b>				
Unrestricted Funds	4,042	1,894,311	(1,401,277)	497,076
	<hr/>	<hr/>	<hr/>	<hr/>
<b>Restricted funds</b>				
Fishing for Schools	5,900	55,938	(46,538)	15,300
Casting for Recovery	1,020	-	-	1,020
Future Countryside	-	24,000	(20,000)	4,000
	<hr/>	<hr/>	<hr/>	<hr/>
	6,920	79,938	(66,538)	20,320
	<hr/>	<hr/>	<hr/>	<hr/>
<b>Total of funds</b>	10,962	1,974,249	(1,467,815)	517,396
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>

Restricted funds are income funds subject to certain activities specified by donors. Unused restricted funds are allocated against activities for the following financial year.

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**NOTES TO THE FINANCIAL STATEMENTS  
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**18. Statement of funds (continued)**

**Statement 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>
<b>Unrestricted funds</b>					
Unrestricted Funds	8,136	217,996	(198,596)	(23,494)	4,042
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
<b>Restricted funds</b>					
Fishing for Schools	7,500	75,286	(100,380)	23,494	5,900
Casting for Recovery	1,020	-	-	-	1,020
Future Countryside	-	32,000	(32,000)	-	-
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
	8,520	107,286	(132,380)	23,494	6,920
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
<b>Total of funds</b>	<hr/> <hr/> 16,656	<hr/> <hr/> 325,282	<hr/> <hr/> (330,976)	<hr/> <hr/> -	<hr/> <hr/> 10,962

**THE COUNTRYSIDE ALLIANCE FOUNDATION**  
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**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2024**

**19. Summary of funds**

**Summary of funds - current year**

	Balance at 1 January 2024 £	Income £	Expenditure £	Balance at 31 December 2024 £
General funds	4,042	1,894,311	(1,401,277)	497,076
Restricted funds	6,920	79,938	(66,538)	20,320
	<u>10,962</u>	<u>1,974,249</u>	<u>(1,467,815)</u>	<u>517,396</u>

**Summary of funds - prior year**

	Balance at 1 January 2023 £	Income £	Expenditure £	Transfers in/out £	Balance at 31 December 2023 £
General funds	8,136	217,996	(198,596)	(23,494)	4,042
Restricted funds	8,520	107,286	(132,380)	23,494	6,920
	<u>16,656</u>	<u>325,282</u>	<u>(330,976)</u>	<u>-</u>	<u>10,962</u>

**20. Analysis of net assets between funds**

**Analysis of net assets between funds - current period**

	Restricted funds 2024 £	Unrestricted funds 2024 £	Total funds 2024 £
Tangible fixed assets	-	354,267	354,267
Current assets	20,320	828,603	848,923
Creditors due within one year	-	(677,500)	(677,500)
Creditors due in more than one year	-	(8,294)	(8,294)
<b>Total</b>	<u>20,320</u>	<u>497,076</u>	<u>517,396</u>



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**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2024**

**20. Analysis of net assets between funds (continued)**

**Analysis of net assets between funds - prior period**

	<i>Restricted funds 2023 £</i>	<i>Unrestricted funds 2023 £</i>	<i>Total funds 2023 £</i>
Tangible fixed assets	-	28	28
Current assets	6,920	53,664	60,584
Creditors due within one year	-	(30,708)	(30,708)
Creditors due in more than one year	-	(18,942)	(18,942)
<b>Total</b>	<b>6,920</b>	<b>4,042</b>	<b>10,962</b>

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

	<b>2024 £</b>	<b>2023 £</b>
Net income/expenditure for the period (as per Statement of Financial Activities)	<b>506,434</b>	<b>(5,694)</b>
<b>Adjustments for:</b>		
Depreciation charges	<b>42,327</b>	<b>385</b>
Decrease/(increase) in stocks	<b>(16,229)</b>	<b>-</b>
Increase in debtors	<b>(429,749)</b>	<b>(46,711)</b>
Increase/(decrease) in creditors	<b>646,792</b>	<b>7,018</b>
Capital additions	<b>(396,566)</b>	<b>-</b>
<b>Net cash provided by/(used in) operating activities</b>	<b>353,009</b>	<b>(45,002)</b>

**22. Analysis of cash and cash equivalents**

	<b>2024 £</b>	<b>2023 £</b>
Cash in hand	<b>351,617</b>	<b>9,256</b>
<b>Total cash and cash equivalents</b>	<b>351,617</b>	<b>9,256</b>

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**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2024**

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**23. Analysis of changes in net debt**

	At 1 January 2024	Cash flows	At 31 December 2024
	£	£	£
Cash at bank and in hand	9,256	342,361	351,617
Debt due within 1 year	(10,648)	-	(10,648)
Debt due after 1 year	(18,942)	10,648	(8,294)
	<u>(20,334)</u>	<u>353,009</u>	<u>332,675</u>

**24. Operating lease commitments**

At 31 December 2024 the Charity had commitments to make future minimum lease payments under non-cancellable operating leases as follows:

	2024 £	2023 £
Not later than 1 year	<u>52,452</u>	<u>-</u>

**25. Related party transactions**

The Countryside Alliance Foundation is a sister organisation of Working for the Countryside (formerly known as Countryside Alliance).

There is an intercompany balance of £Nil (2023 - £11,884) owed to Working for the Countryside for other costs incurred. During the year, £269,603 (2023 - £25,000) was received from Working for the Countryside, which in 2024 related to the Corporate Gift Aid of the net asset balances transferred to The Countryside Alliance Foundation on transfer of operations as at 1 September 2024.

Amounts totalling £39,140 (2023 - £Nil) have been paid to two trustees (Andrew Ogg - £19,570, The Rt Hon The Lord Herbert of South Downs CBE PC - £19,570) during the year in respect of consultancy services provided. Andrew Ogg resigned as a trustee on 3 December 2024.