KEEN LONDON

England & Wales · Charity number 1124915

Details

Status	Registered
Legal form	Charitable company
Company number	06579658
Registered	2008-07-09
Register	View on the Charity Commission register

Contact

Address	Unit W1 8 Woodberry Down London N4 2TG
Phone	02076863172
Email	info@keenlondon.org
Website	www.keenlondon.org

Activities

Objects: THE RELIEF OF CHILDREN AND YOUNG PEOPLE WITH PHYSICAL OR LEARNING DISABILITIES BY PROVIDING OR ASSISTING IN THE PROVISION OF FACILITIES FOR SPORTING AND RECREATIONAL ACTIVITIES IN LONDON AND THE SURROUNDING AREA, IN PARTICULAR BUT NOT BY WAY OF LIMITATION, THROUGH SPECIAL TUITION, COMPETITIONS AND EVENTS WITH THE OBJECT OF IMPROVING THE CONDITIONS OF LIFE FOR THE SAID BENEFICIARIES.

Activities: The provision of free, one-to-one supported sports and recreational opportunities for children and young adults with additional needs.

Classification

- **How:** Provides Services
- **What:** Disability, Amateur Sport
- **Who:** Children/young People, People With Disabilities

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Geography

- **Area of benefit:** LONDON AND THE SURROUNDING AREA
- Throughout London

Finances

Period end	Income	Expenditure	Assets	Employees
2025-06-30	£397,221	£282,854	-	-
2024-06-30	£266,393	£258,004	-	-
2023-06-30	£245,552	£250,342	-	-
2022-06-30	£265,880	£227,098	-	-
2021-06-30	£160,276	£150,741	-	-

Trustees

Name	Role	Appointed
Rebecca Radbourne	Chair	2026-02-01
CLARE ELLIS		2012-07-01
Emily Gardiner		2022-10-24
Hazel Peck		2018-09-10
Hemant Bedarkar		2024-07-01
Marushka Lobo		2020-10-13
PATRICK JOSEPH SMEARS		

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KEEN LONDON

England & Wales - Charity number 1124915

Accounts

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KEEN LONDON

ANNUAL REPORT AND FINANCIAL STATEMENT YEAR ENDED 30TH JUNE 2025

Company Limited by Guarantee
Registered in England & Wales number 06579658
Registered charity 1124915

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ADMINISTRATIVE DETAILS

Name of charity	KEEN London Governing document: Memorandum and Articles of Association incorporated 29 April 2008 as amended by special resolution dated 8 October 2009
Registered charity number	1124915
Registered company number	06579658 (England and Wales)
Trustees and Directors	Clare Ellis Emily Gardiner Hazel Peck Jill Robinson, Chair Marushka Lobo, Treasurer Patrick Smears Sara Hazzard (appointed July 2024) Hemant Bedarkar (appointed July 2024)
Registered office	Unit W1, 8 Woodberry Down London N4 2TG
Bankers	CAF Bank Limited 25 Kings Hill Avenue Kings Hill West Malling Kent ME19 4JQ
Independent Examiner	Caroline Clarke Counterculture Partnership LLP 23 St Leonards Road Bexhill East Sussex TN40 1HH

TRUSTEES' REPORT

Welcome to KEEN London's Annual Report, together with the financial statement for the year ended 30th June 2025. This report covers the charity's objectives and activities, our achievements and performance over the last 12 months, provides a financial review, and covers the statutory reporting requirements.

In 2024/25, KEEN London was proud to offer the continuation of our much-loved weekly sessions in South, East and North London plus the expansion of Rising Stars, our service for under 5s and our Summer residential.

These achievements represent the continuation of our strategy to reach more of the children who need our services the most. This is especially true in a time where the economic climate presents difficulties for many of our beneficiaries' families and the funding landscape remains extremely competitive.

More details on all our services can be found below.

OBJECTIVE AND ACTIVITIES

KEEN London is driven by a powerful mission: to improve the physical activity, social interaction and quality of life for children with disabilities in the London area.

We are more than just a charity: we are often a lifeline for families across London, providing free, highly sought-after, one-to-one support during our sports and activity sessions. These sessions open doors to opportunities that many children with disabilities are often denied: access to physical activities, participation in sports and games, and the chance to build vital teamwork and social skills. But the impact goes beyond the children—our services offer precious respite to families and carers, knowing their children are in a safe, nurturing, and incredibly fun environment.

At KEEN, our work is centred on the public benefit. We offer free sports and activities for children with both physical and learning disabilities, designed to enrich their lives in ways that standard services often cannot. Every decision we make aligns with the Charity Commission's guidance on public benefit, ensuring that we serve the community in the most impactful way possible.

Our weekly KEEN Club sessions, held during school terms in Hackney, Lambeth and Brent, create vibrant and inclusive spaces where children can thrive. For many, our annual residential weekend, most recently held in July 2025, is a life-changing experience, offering them their first taste of independence away from home. Our preschool "Rising Stars" sessions, now held weekly, play a crucial role in early intervention, providing essential support for parents of children with SEND (Special Educational Needs and Disabilities).

Across London, families of children with SEND are facing increasing challenges — longer waits for assessments, rising numbers of EHCPs, and more frequent appeals as parents fight for essential support. In this context, KEEN London's work has never been more vital. Our free, inclusive sessions provide children with disabilities a safe space to belong and thrive, while offering families valuable respite and connection.

Our unique 1:1 support means we truly get to know each child — their needs, their strengths, and their potential. Families often tell us that their child makes noticeable progress at KEEN, sometimes achieving things they haven't yet managed to do in school, thanks to our tailored, specialist support for children with SEND. As pressures on services grow, our role beyond sessions has expanded too. Increasingly, our staff are asked to provide letters, evidence, and testimonials for families navigating tribunals. Meanwhile, our Parent Champions continue to foster community and peer support, bringing parents together to share experiences, advice, and trusted services.

ACHIEVEMENTS AND PERFORMANCE

Over the last 12 months KEEN London has run 208 KEEN Club sessions across three locations. Supported 132 children with over 4,000 hours of 1:1 support. Here is a little more information about what those hours looked like.

The summer of 2024 kicked off with our annual residential where we returned to Hindleap Warren in the Sussex countryside.

This year we supported a growing number of younger and higher-need children, including more nonverbal athletes. To ensure every child received the support they needed, we increased our volunteer coach team from 20 to 21, enabling more 2:1 support where required. With the sun shining all three of our groups took on a combination of team building activities (crate building and pioneering) and individual challenges (zip lining, archery, climbing).



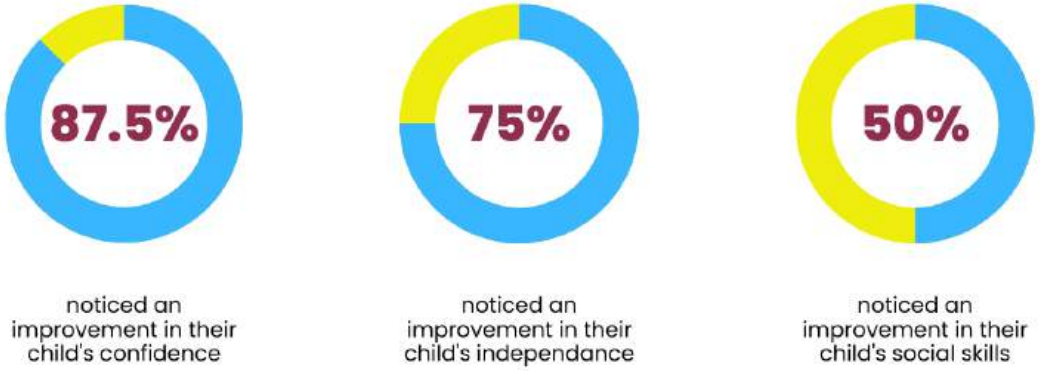
An athlete uses the red rope to position the bow and arrow, a few minutes after this shot the team celebrated as he got his first bullseye

Each athlete was supported by one of their regular volunteers from the moment they woke till the bed time story. Overnight our staff team were on hand to regularly check on the rooms and athletes giving our hard working volunteers some well deserved rest. All parents had completed in depth bedtime routine profiles to ensure each child received the support they needed whether that was to pray, read a story or to provide tooth brushing encouragement (kindly provided by coach Charlie, a dentist by day job). The safety, consistency, and inclusive environment of KEEN's weekly sessions prepared athletes to thrive on the residential trip. Familiar routines and trusted volunteers helped build the confidence, independence, and trust needed to face new experiences. For many, it was their first time away from home and thanks to KEEN's supportive foundation, they embraced new challenges, made friends, and achieved milestones once thought out of reach'



Our annual residential is a lot of work for three days but the impact that these three days have on the children that take part is transformational. We like to check in with parents a few weeks after the trip and see if they notice any difference in their athletes as a result of their participation.

The impact of our residential as noticed by KEEN parents



KEEN Club South (Lambeth)

This year we welcomed 23 new athletes to our South London KEEN Club and proudly watched 15 graduate.

We were delighted to see one of our longstanding athletes take on a new role for KEEN London as our first EDI youth Champion. Natalia's time at KEEN London had been extended since her first two years were spent predominantly online, or in smaller sessions following covid. Being slightly older than her peers, Natalia was already eager to help out in sessions, welcome new athletes and support the service where she could.

Since taking on this new role Natalia has been providing monthly reports which have helped us capture athletes' voices and perspectives, shaping how we make KEEN more inclusive and representative. Having experienced KEEN first-hand as an athlete, her insights and weekly engagement have been invaluable in strengthening our approach to equality, diversity, and inclusion'

KEEN Club East (Hackney)

This year we welcomed 22 new athletes to our Hackney KEEN Club and watched 13 of our fabulous athletes graduate.

Our first term at Hackney involved a few more trips and a temporary 'home' as our previous session venue closed for weekend hire. We were incredibly proud of our athletes and their families for their resilience and adaptability as session plans looked a little different for a few weeks.

Whilst larger, more active group games and activities were somewhat limited in our temporary venue, the provision of a sensory room allowed us to explore some new activities. We welcomed a local yoga teacher who helped our athletes stretch and focus. We used the sensory room to host a sound bath, run by local expert Guppy who taught our athletes (and coaches) some techniques to maintain their sense of calm and empower them with coping mechanisms they can use on a daily basis. The session helped focus our athletes' concentration and encouraged everyone to express themselves more freely with movement and gentle percussion.

Our final wellbeing event focused on dental wellbeing with coach Charlie (a qualified dentist) exploring different techniques for children with sensory challenges to look after their teeth, With brushing techniques, plaque detection tricks, unflavoured, unfoaming tooth pastes and special brushes our parents came away with plenty of useful information to make the daily chore more fun and less of a challenge. Our thanks to Dentaid the dental health charity for supporting this event and providing lots of samples. Having a term to focus more on sensory play and wellbeing was a great way to return after the summer and some of our more active athletes surprised us all with their engagement these sessions and new experience.

KEEN Club North (Brent)

This year we welcomed 16 new athletes to our Wembley KEEN Club and celebrated the graduations and achievements of 9 of our long standing cohort, many of whom attending the very first Brent session,

At the end of 2024 we also said our goodbyes to Samira, our North London Coordinator who, after studying part time, had graduated and found full time work as a speech and language therapist. Having benefited from Samira's knowledge during the last two years we were incredibly grateful for all she brought to our new service and thankful that she took the time to provide a long handover to our new Coordinator Bushra.

Bushra has got to know our athletes and invested some time in sensory activities to suit their needs. These include our very own fish tank with moving toy fish, eat-safe sensory trays and playdough, sensory chairs and a wide range of new sensory equipment and toys that have been added to our sessions. Through these, athletes have been able to stimulate their sensory needs while exploring and engaging with a wider range of play. These new activities have also encouraged our athletes to develop their social interaction and communication by sharing, taking turns and playing parallel to each other and in groups. Getting creative, we've used the equipment available to us in Brent to create different obstacle courses requiring them to balance along beams, climb obstacles and jump across stepping stones. The obstacle courses have given athletes the chance to challenge themselves in a safe environment building their independence through play

Winter Parties

We ended the year with Winter Parties at each of our sites - complete with three Santas, a snowman (and his dog), and plenty of festive fun. For many of our families, these events are one of the few opportunities to celebrate together, with food, music and gifts for every child. We keep the focus on togetherness, making sure every family feels welcome and included. We shared food, dances, laughs and crafts. As always these events would not be possible without our incredible volunteers, who not only bring energy and enthusiasm but also help provide gifts, food and festive magic.





Celebrations

2025 got off to a great start with Kirstie, Neil, Viktoria, and Samantha taking to the red carpet at the London Sport Awards where KEEN London was shortlisted for the Community Impact Award. Held at the prestigious Guildhall in the City of London, it was a big night and truly humbling to be surrounded by so many fantastic charities. We were incredibly proud to be named runner-up, from over 400 entries.

At the end of March we created crescent moons to celebrate Eid with athletes using paints and pens to bring colour to their decorations.

In April we were delighted to see our work and a beautiful case study shared with 60,000 football fans at the Emirates stadium with a two page feature in the programme for Arsenal's Champions League game against PSV Eindhoven. The article (shown below) celebrated the work in our Hackney KEEN Club which had recently been supported by funding from Arsenal in the community Foundation.


FOUNDATION VOICE

ARSENAL ACTS

Spring Party: Reuniting the KEEN Community

The sun shined as our athletes enjoyed a variety of inflatable obstacles whilst the hire of the astro pitch gave our athletes the space to take on their coaches and beat the goalie (VAR still being checked for that one).



As always, the day was filled with energy, laughter and colour — helped along by special guest from Rainbow Mascots, Sonic the Hedgehog, and our brilliant balloon artists from D & D Parties.

Our Spring Party is more than just a celebration; it's a chance to bring our KEEN community together. Families past and present joined to reconnect, share memories and catch up with staff and volunteers. Seeing former athletes return is a wonderful reminder of the lasting relationships and sense of belonging KEEN creates.



Exploring New Experiences: KEEN Trips

Our trips are about more than just days out — they're about building confidence, curiosity and connection in real-world settings. Every outing gives our athletes a chance to experience something new, develop vital life skills, and take steps towards greater independence.

This year, several athletes attended their first-ever cinema screening. What might seem like a simple trip can be a major milestone - managing noise, light, and crowds can be overwhelming for many children with sensory sensitivities. With a small, supportive group and familiar faces around them, our athletes were able to enjoy the full film, while parents were able to relax knowing their children were comfortable and supported.

Our soft play sessions encouraged physical exploration — helping athletes practise balance, coordination and spatial awareness in a safe, fun environment. Meanwhile, our visit to the Discovery Story Centre, the UK's first dedicated story centre for children, opened up a world of imagination. Through interactive exhibits, sensory crafts and story gardens, children developed creativity, communication and social skills through play.

We ended the year at Windsor's Winter Wonderwheels, where families past and present joined us for the inclusive 1km and 5km festive runs.

We got our festive season off to a great start on December 1st taking part in the Winter Wonderwheels event at Windsor. Families past and present took part in the 1km lakeside dash and for those still with energy the 5km run. It was a joyful celebration of progress — a reminder of how far our athletes have come and how much they can achieve when given the right support.





We didn't let the damp get us down with unlimited hot chocolates, Santa and a host of paralympic celebrities taking part. It was a fantastic day!

Rising Stars

Over the course of the year 35 families attended Rising Stars with 8 families attending multiple times. Throughout the sessions our team made 28 referrals to different support services including CAMHS, the Disability Register, early years SEN services, schools, EHCP assessment, Speech and language therapy.



FAMILIES FELT MORE KNOWLEDGEABLE ABOUT SERVICES IN THEIR AREA AFTER ATTENDING



SAID THEY HAD ENOUGH INFORMATION TO START PLANNING THEIR CHILDREN'S FUTURE



ATTENDING FAMILIES JOINED THE KEEN CLUB WAITING LIST (TO START WHEN THEIR CHILD IS 5)

Thanks to an unexpected legacy, we've been able to expand our Rising Stars preschool service — moving from fortnightly to weekly sessions and welcoming Joy as our new Parent Support Coordinator. Joy first joined KEEN as a volunteer during our pilot sessions and brings invaluable local insight and lived experience to the role. Together, we've created a trusted, community-led space where families can share concerns, explore support options, and connect with others who understand. At a time when many early years services are being cut, we're proud to be doubling our delivery and extending vital support to more families who need it.

The sessions have continued to develop in structure with attendance of other third sector and statutory services, reflecting increased partnership working and providing families with more direct access to support and resources. We welcomed Lambeth SEND Team who have been able to further support families with signposting and next steps as well as .- WhipperSnappers the popular locally based music arts group specialising in sensory musical exploration.

Additional support offered

In June We supported the start of the Disabled Children's Partnership (DCP)'s Fight for the Ordinary Campaign as we asked families and supporters to sign a petition to save EHCP's ahead of the forthcoming government schools white paper.

We have supported six families through the EHCP application process, including five parents who required assistance in preparing for the tribunal. KEEN London has contributed assessment reports and witness statements, and on several occasions, staff have attended tribunal hearings as supporting witnesses for parents.

We shared individual funding resources with families that could benefit from communication aids, mobility aids, specialist furniture, therapies. Two families took up support we shared with one of our partner funders, the Childhood Trust and as part of their transforming spaces project supporting athletes with new equipment to increase their independence at home.

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2024/2025 IN NUMBERS

100%

FAMILIES REPORTED THAT KEEN MADE A POSITIVE DIFFERENCE TO THE CHILDREN IT SUPPORTS

98%

SOCIAL INTERACTION

98% FAMILIES NOTICED AN INCREASE

90%

FRIENDSHIPS

90% FAMILIES AGREE THAT KEEN HAS PROVIDED AN OPPORTUNITY TO BUILD

84%

COMMUNICATION

84% FAMILIES NOTICED AN IMPROVEMENT

CONFIDENCE & SELF-ESTEEM

98% FAMILIES REPORTED AN INCREASE

98%

MENTAL WELLBEING

83% FAMILIES NOTICED AN INCREASE

84%

EMOTIONAL REGULATION

80% FAMILIES NOTICED AN INCREASE

80%

84%

RESPITE

84% FAMILIES DO NOT RECEIVE ANY OTHER FREE 1:1 SERVICES, ACTIVITIES OR RESPITE

OWN TIME

72% REPORT KEEN AS THE ONLY TIME THEY GET TO THEMSELVES

72%

EDI

Over the past year, KEEN London has made significant progress on its Equality, Diversity and Inclusion journey. A new EDI advisory group was established, bringing together voices from across the organisation including trustees, staff, volunteers and parents, to ensure that inclusion is embedded in everything we do. The group has made progress towards agreeing its aims and objectives and begun identifying practical ways to strengthen representation, accessibility, and belonging throughout our programmes and operations.

Alongside this, the whole KEEN London team has taken part in bespoke EDI training designed around our community, exploring the barriers and challenges faced by children with SEND and disabilities, and reflecting on how we can remove them in our sessions and culture. Our Parent Coffee Mornings have also gone from strength to strength, creating safe and supportive spaces for families to connect and share experiences. For the first time in KEEN's history, we had Parent Champions at all three sites, each playing a vital role in building peer networks and amplifying family voices within our community.

We have also begun to see early success in diversifying our volunteer pool and broadening our reach to include more children with physical disabilities, not just those with learning or developmental needs. This has included beginning to develop new partnerships with SEND Local Authority Teams, Short Breaks services, and Healthcare and Rehabilitation Teams. While there is still more work ahead, these steps mark meaningful progress towards a more inclusive KEEN London, one where every child, family, and volunteer truly belongs.

Fundraising
From October to January we saw Tesco stores around east London collect blue tokens for KEEN London as part of the stronger starts programme. We were delighted to receive £500 and grateful to everyone that selected KEEN London.

In June we celebrated Small charity Week with our first online auction raising £1,000, our huge thanks to all our donors.

Arsenal Football Club
Burberry
F1
Haringey Huskies
Manchester City Football Club
Middlesex County Cricket Club
Studio Canal
Sweaty Betty
Tatty Devine
Tottenham Hotspur

Special thanks to the following individuals
We are incredibly grateful to Fred Wellings for a very kind gift left in his will. With Fred's legacy we have been able to reach more families and provide support at an early age. We are delighted to be able to provide this support to local families at a time when so many services are being cut or reduced.

We want to take this opportunity to remind our supporters that gifts in wills of any size can make a huge difference, from new equipment, a first residential weekend or a new service. For small charities like ours the impact can be life changing for the many children and families that rely on our services.



Over the last 12 months we have seen some incredible fundraising from our volunteers, our families and new-found friends. We would like to give special thanks to

Laura Cress for organising not one but two epic fundraising events this year, raising over £5,000 and once again sharing the KEEN family with people far and wide (the in person and online mixture worked a treat.

KEEN Club Hackney volunteer Petra Dlugosova for once again proving that she is super human with a variety of ultra marathon challenges spanning this year and next (including a 56 km ultra trail marathon up Snowdonia (UTMB) with an elevation gain of 3,400 m!)

KEEN Club Hackney volunteer Marco Lautier for gathering his friends to take on the Barcelona marathon and raising over £2,000

The 2024 KEEN London Tough Mudder team

We would also like to thank the following companies and people for their ongoing support of our work

Joseph Irede for the design for this report
Zurich for sponsoring our Superhero Series spaces
KEEN Group taxis for providing transport to our families to attend events outside of KEEN
Rainbow Mascots for bringing the special guests to our spring and summer parties.

SUMMARY

The economic climate remains difficult, and especially so for many members of the KEEN London community. Our services have never been more needed, and we are proud to have expanded our work.

We are focused on building a sustainable future for the charity. We are confident that the KEEN London team - comprising staff, volunteers, and Trustees - will face future challenges with the same commitment to our goals, energy, enthusiasm, and professionalism.

We are extremely thankful to the volunteers who continue to give us their time and to the funders who continue to support us. As always, however, our greatest source of pride is seeing our beneficiaries flourish and grow, thanks to the work of the KEEN London community.

FINANCIAL REVIEW

Total income including endowment received for the year amounted to £397,221 (2024: £266,393), comprising £391,735 from donations, grants, endowments and legacies and £5,486 from investment income. Unrestricted income totaled £125,771 (2024: £121,913). The increase in income reflects higher levels of grant, endowment and donation funding received during the year.

KEEN London is grateful to its project funders for continuing to support our services and Staff with grants from John Lyon's Charity, The National Lottery Community Fund, Walcot Foundation and Children in Need.

We would like to thank the Trustees of The Edward Gosling Foundation for their incredibly generous 5 -year deed of grant which commenced in 2024/25. This demonstration of long-term commitment to our work offers us a level of confidence which is particularly welcome in these very uncertain times.

We have also benefited from individual donations from supporters and volunteers in our third match funding appeal with the Big Give which was also supported by the Childhood Trust, Dentons Solicitors and the Pixel Foundation.

Our thanks also to the following funders for their continued support of our work over this period: The Masonic Charitable Foundation, The Worshipful Company of Tobacco Pipe Makers and Tobacco Blenders, the Sterry Family, Charles S French Charitable Trust, the Arsenal Foundation and Matchroom Sport.

Total expenditure amounted to £282,854 (2024: £258,004). The increase in expenditure reflected an increase in venue costs at all sites, improved volunteer training and recognition and increased venue costs in East and South London. We have continued to encourage the take-up of volunteer expenses which has reduced the barriers to volunteering.

Staff costs increased this year as we took the opportunity to give salary increases to reflect the increase in cost of living. We also employed a new part-time member of staff to cover our Rising Stars programme and increase the capacity of our service from twice a month to weekly, allowing us to reach and support even more families in need. Our Director is supported by a full-time Volunteer Manager and, on part-time contracts, a Senior Session Coordinator, three Session Coordinators, a Fundraiser - whose objective is to deliver long-term financial sustainability for the charity - and a Finance Manager to ensure optimal financial record-keeping and management.

We recorded a net surplus of £18,367 and remaining endowment of £96,000 totaling a net income of £114,367 (2024: £8,389), reflecting increased income from grants and donations.

RESERVES POLICY

The Trustees are dedicated to building sufficient reserves to support the charity's current activities, while also considering any uncertainties in income levels. They aim to maintain free reserves at a level equivalent to six to nine months of expenditure, estimated to be between £151,000 and £226,000 based on next year's budget.

Funds of £15,000 and £5,000 were allocated to the Development Fund and the Equality, Diversity, and Inclusion (EDI) programmes respectively. This ensures the availability of resources to continue these important initiatives.

At the close of the financial year, total reserves stood at £276,194, with £170,723 in the Free Reserve (General Fund) and £96,000 in endowment funds. In line with the previous year, the reserves policy will continue to cover six to nine months of expenditure.

Thanks to generous donor support, it has been another successful year of fundraising, and the Trustees are confident that our expert staff team and new service initiatives will further strengthen KEEN London's financial sustainability.

The Trustees have concluded that there are no significant uncertainties regarding the charitable company's future operations.

FINANCIAL STATEMENT OF TRUSTEES' AND DIRECTORS' RESPONSIBILITIES

The Trustees (who are also directors of KEEN London for the purposes of company law) are responsible for preparing the trustees' annual 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 which 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
- Make judgments and estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards and statements of recommended practice 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 operation

The Trustees are responsible for keeping proper accounting records that 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 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.

Members of the charity guarantee to contribute an amount not exceeding £10 to the assets of the charity in the event of winding up. The total number of such guarantees at 30 June 2025 was eight (2024: six). The Trustees are members of the charity but this entitles them only to voting rights. The Trustees have no beneficial interest in the charity.

Preparation of the Report

The report was approved and authorised for issue by the Trustees on 15th January 2026 and is signed on behalf of the Trustees by:

Small Company Rules

This report has been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

The trustees' report was approved by the board of trustees and signed on its behalf by:

Marushka lobo P. Smees.

Date 17/02/2026 17/02/2026

Keen London
Independent Examiner's Report to the Trustees of Keen London
For The Year Ended 30 June 2025

I report to the charity trustees on my examination of the accounts of the Company for the year ended 30 June 2025.

Responsibilities and Basis of Report

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

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

Independent Examiner's Statement

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

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

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

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

Caroline Clarke 17/02/2026

Date
Clarke + Wells
Ground Floor
66 High Street
Lewes
East Sussex
BN7 1XG

Keen London
Statement of Financial Activities (including Income and Expenditure Account)
For The Year Ended 30 June 2025

	Notes	Unrestricted funds	Restricted funds	Endowment funds	2025 Total funds	2024 Total funds
		£	£	£	£	£
INCOME AND ENDOWMENTS FROM:						
Donations and legacies	**3**	120,285	151,450	120,000	391,735	261,783
Investments	**4**	5,486	-	-	5,486	4,610
		125,771	151,450	120,000	397,221	266,393
EXPENDITURE ON:						
Raising funds	**5**	(25,086)	-	-	(25,086)	(24,012)
Charitable activities:	**5**					
Sports and fun activities for children with learning difficulties		(129,123)	(128,645)	-	(257,768)	(233,992)
		(154,209)	(128,645)	-	(282,854)	(258,004)
NET INCOME		(28,438)	22,805	120,000	114,367	8,389
Transfers between funds	**14**	24,000	-	(24,000)	-	-
NET MOVEMENT IN FUNDS		(4,438)	22,805	96,000	114,367	8,389
RECONCILIATION OF FUNDS:						
Total funds brought forward		195,161	62,666	-	257,827	249,438
TOTAL FUNDS CARRIED FORWARD	**14**	190,723	85,471	96,000	372,194	257,827

The notes on pages 7 to 13 form part of these financial statements.

Keen London
Comparative Statement of Financial Activities (including Income and Expenditure Account)
For The Year Ended 30 June 2025

	Notes	Unrestricted funds	Restricted funds	2024 Total funds
		£	£	£
INCOME AND ENDOWMENTS FROM:				
Donations and legacies	**3**	117,303	144,480	261,783
Investments	**4**	4,610	-	4,610
		121,913	144,480	266,393
EXPENDITURE ON:				
Raising funds	**5**	(24,012)	-	(24,012)
Charitable activities:	**5**			
Sports and fun activities for children with learning difficulties		(111,409)	(122,583)	(233,992)
		(135,421)	(122,583)	(258,004)
NET INCOME		(13,508)	21,897	8,389
NET MOVEMENT IN FUNDS		(13,508)	21,897	8,389
RECONCILIATION OF FUNDS:				
Total funds brought forward		208,669	40,769	249,438
TOTAL FUNDS CARRIED FORWARD	**14**	195,161	62,666	257,827

The notes on pages 7 to 13 form part of these financial statements.

Keen London
Balance Sheet
As At 30 June 2025

	Notes	Unrestricted funds	Restricted funds	Endowment funds	2025 Total funds	2024 Total funds
		£	£	£	£	£
CURRENT ASSETS						
Debtors	**10**	16,016	-	-	16,016	7,862
Cash at bank and in hand		195,256	85,471	96,000	376,727	254,575
		211,272	85,471	96,000	392,743	262,437
Creditors: Amounts Falling Due Within One Year	**11**	(20,549)	-	-	(20,549)	(4,610)
NET CURRENT ASSETS (LIABILITIES)		190,723	85,471	96,000	372,194	257,827
TOTAL ASSETS LESS CURRENT LIABILITIES		190,723	85,471	96,000	372,194	257,827
NET ASSETS		190,723	85,471	96,000	372,194	257,827
FUNDS OF THE CHARITY						
Endowment Funds					96,000	-
Restricted Funds					85,471	62,666
Unrestricted Funds					190,723	195,161
TOTAL FUNDS	**14**				372,194	257,827

For the year ending 30 June 2025 the charitable company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

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

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

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

On behalf of the board

Marushka lobo P. Smees

Date

17/02/2026 17/02/2026

The notes on pages 7 to 13 form part of these financial statements.

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1. General Information

Keen London is a company limited by guarantee, incorporated in England & Wales, registered number 06579658 and registered charity number 1124915. The registered office is .

KEEN London was incorporated on 29th April 2008 and took over the assets and liabilities of KEEN London (Trust) which had been established in 2002. Each of the Trustees is a Director of the company and a guarantor, having agreed to contribute a sum no greater than £10 in the event of the company being wound up.

In the opinion of the Trustees, there is no ultimate controlling party.

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)", Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Companies Act 2006.

The charitable company is a Public Benefit Entity as defined by FRS 102.

Assets and liabilities are initially recognized at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

2.2. Fund Accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Designated funds comprise unrestricted funds that have been set aside by the trustees for a specific purpose.

Restricted funds are to be used for specific purposes as laid down by the donor.

Endowment funds are generated from the gift of an expendable endowment from The Edward Gostling Fund. The amount that may be applied from the income and capital of the Endowment is limited to £24,000 for the first year and then each subsequent year £24,000 plus any interest earned.

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

2.3. Incoming Resources

Income is recognized when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably. Volunteer time donated is not recognized as income.

2.4. Resources Expended

Expenditure is recognized once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required, and the amount of the obligation can be measured reliably.

2.5. Cash and Cash Equivalents

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

2.6. Pensions

The Charity operates a defined contribution pension scheme for its employees. Pension costs are recognised when contributions become payable.

3. Income from Donations and Legacies

	Unrestricted funds £	Restricted funds £	Endowment funds £	2025 Total funds £
Grants	120,285	151,450	120,000	391,735

	Unrestricted funds £	Restricted funds £	Endowment funds £	2024 Total funds £
Grants	117,303	144,480	-	261,783

The following grants are included within the total income from donations and legacies above:

	Unrestricted funds £	Restricted funds £	2025 Total funds £
Global Charities	-	-	-
Heagreaves Foundation	-	-	-
John Lyons	-	32,000	32,000
MCF MASONIC	-	-	-
National Lottery 2023	-	65,950	65,950
Post Code Lottery	-	-	-
RBG Legal	-	-	-
Robert Gavron Charitable Trust	-	-	-
Wembley National Stadium Trust	-	-	-
Rank Foundation	-	-	-
Unrestricted Grants	-	-	-
BBC	-	37,000	37,000
Walcott Foundation	-	16,500	16,500
	-	151,450	151,450

	Unrestricted funds £	Restricted funds £	2024 Total funds £
Global Charities	-	5,000	5,000
Heagreaves Foundation	-	34,720	34,720
John Lyons	-	32,000	32,000
MCF MASONIC	5,000	-	5,000
National Lottery 2023	-	65,135	65,135
Post Code Lottery	35,000	-	35,000
RBG Legal	19,819	-	19,819
Robert Gavron Charitable Trust	5,000	-	5,000
Wembley National Stadium Trust	-	5,625	5,625
Rank Foundation	-	2,000	2,000
Unrestricted Grants	52,484	-	52,484
BBC	-	-	-
Walcott Foundation	-	-	-
	117,303	144,480	261,783

4. **Investment Income**

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	2025 Unrestricted funds	2024 Unrestricted funds
	£	£
Bank interest receivable	5,486	4,610

5. **Analysis of Expenditure**

	Activities undertaken directly (see note 6)	Support costs (see note 7)	2025 Total
	£	£	£
Raising funds	25,086	-	25,086
Sports and fun activities for children with learning difficulties	254,913	2,855	257,768
	279,999	2,855	282,854

	Activities undertaken directly (see note 6)	Support costs (see note 7)	2024 Total
	£	£	£
Raising funds	24,012	-	24,012
Sports and fun activities for children with learning difficulties	228,340	5,652	233,992
	252,352	5,652	258,004

6. **Direct Costs**

	Raising funds	Sports and fun activities for children with learning difficulties	2025 Total
	£	£	£
Fundraising activities:			
Cost of raising funds	2,708	-	2,708
Employee costs:			
Wages and salaries	22,378	164,340	186,718
Employers NI	-	10,317	10,317
Employers pensions - defined contribution schemes	-	5,109	5,109
Staff costs	-	1,858	1,858
Premises expenses:			
Premises costs	-	24,562	24,562
General administration:			
Events, premises hire and entry fees	-	48,727	48,727
	25,086	254,913	279,999

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			2024
	Raising funds	Sports and fun activities for children with learning difficulties	Total
	£	£	£
Fundraising activities:			
Cost of raising funds	2,137	-	2,137
Employee costs:			
Wages and salaries	21,875	146,657	168,532
Employers NI	-	9,412	9,412
Employers pensions - defined contribution schemes	-	4,520	4,520
Staff costs	-	4,880	4,880
Premises expenses:			
Premises costs	-	20,301	20,301
General administration:			
Events, premises hire and entry fees	-	42,570	42,570
	24,012	228,340	252,352

7. **Support Costs**

	2025
	Sports and fun activities for children with learning difficulties
	£
General administration:	
Insurance	784
DBS checks	2,071
	2,855

	2024
	Sports and fun activities for children with learning difficulties
	£
General administration:	
Insurance	769
DBS checks	1,998
Customer Relationship Management project	2,426
Diversity and Inclusion Project	459
	5,652

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8. **Staff Costs**

Staff costs were as follows:

	2025	2024
	£	£
Wages and salaries	186,718	168,532
Social security costs	10,317	9,412
Other pension costs	5,109	4,520
	202,144	182,464

No employees received employee benefits (excluding employer pension costs) for the reporting period of more than £60,000.

9. **Average Number of Employees**

Average number of employees during the year was: 7 (2024: 7)

10. **Debtors**

	2025	2024
	£	£
Due within one year		
Trade debtors	745	6,631
Other debtors	15,271	1,231
	16,016	7,862

Prepayments include office deposit and prepaid insurance.

11. **Creditors: Amounts Falling Due Within One Year**

	2025	2024
	£	£
Trade creditors	8,141	1,872
Taxation and social security	2,408	2,738
Accruals and deferred income	10,000	-
	20,549	4,610

12. **Deferred Income**

Deferred income movements in the year were as follows:

	2025	2024
	£	£
Balance at the start of the period	-	-
Income deferred in the current period	10,000	-
Balance at the end of the period	10,000	-

Income deferred for Matchroom Sport Foundation for projects in 25/26.

13. **Pension Commitments**

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

During the year the charge to the statement of financial activities in respect of defined contribution schemes was £5,109 (2024: £4,520).

At the balance sheet date contributions of £NIL were due to the fund and are included in creditors.

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14. **Movement in Funds**

	As at 1 July 2024	Income	Expenditure	Transfers	As at 30 June 2025
	£	£	£	£	£
Unrestricted funds					
General:					
General unrestricted fund	175,161	125,771	(154,209)	24,000	170,723
Designated:					
Development fund	15,000	-	-	-	15,000
Diversity and Inclusion fund	5,000	-	-	-	5,000
	20,000	-	-	-	20,000
Total unrestricted funds	195,161	125,771	(154,209)	24,000	190,723
Restricted funds					
Heagreaves Foundation	32,874	-	(18,834)	-	14,040
John Lyons	1,246	32,000	(16,424)	-	16,822
Global Charities	2,264	-	(2,264)	-	-
National Lottery 2023	26,282	65,950	(41,800)	-	50,432
Walcott Foundatio	-	16,500	(16,500)	-	-
BBC	-	37,000	(32,823)	-	4,177
Total restricted funds	62,666	151,450	(128,645)	-	85,471
Endowment funds					
Expendable:					
Edward Gostling Fund	-	120,000	-	(24,000)	96,000
Total funds	257,827	397,221	(282,854)	-	372,194

	As at 1 July 2023	Income	Expenditure	As at 30 June 2024
	£	£	£	£
Unrestricted funds				
General:				
General unrestricted fund	188,669	121,913	(135,421)	175,161
Designated:				
Development fund	15,000	-	-	15,000
Diversity and Inclusion fund	5,000	-	-	5,000
	20,000	-	-	20,000
Total unrestricted funds	208,669	121,913	(135,421)	195,161
Restricted funds				
Heagreaves Foundation	10,899	34,720	(12,745)	32,874
John Lyons	29,870	32,000	(60,624)	1,246
Global Charities	-	5,000	(2,736)	2,264
National Lottery 2023	-	65,135	(38,853)	26,282

...CONTINUED

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Wembley National Stadium Trust	-	5,625	(5,625)	-
Rank Foundation	-	2,000	(2,000)	-
Total restricted funds	40,769	144,480	(122,583)	62,666
Total funds	249,438	266,393	(258,004)	257,827

Received £65,950 this financial year from National Lottery towards continuation of our services, volunteer manager.
Received further £32,000 from John Lyons towards volunteering cost including volunteering manager post.
Received £37,000 from the BBC multi grant fund for IT equipment, communication and evaluation costs.
The Development Fund which was established for further enhancement of the organisational capacity of KEEN and continues to be used for the Customer Relationship Management project and scope was expanded during the year to include volunteering project.
A reserve of £20,000 previously established to support our programme to develop Diversity and Inclusion in KEEN, will continue to be utilized funding will be required, and further funds was allocated for this purpose.

15. **Transactions with Trustees**

None of the trustees received any remuneration or any other benefits from an employment with the charity or a related entity during the current or previous year.

No trustee expenses have been incurred.

16. **Related Party Disclosures**

Key management personnel (including directors) received compensation of £50,775 (2024: £47,677)

KEEN LONDON

England & Wales - Charity number 1124915

Accounts

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KEEW LONDON

ANNUAL REPORT AND FINANCIAL STATEMENT YEAR ENDED 30TH JUNE 2024

Company Limited by Guarantee
Registered in England & Wales number 06579658
Registered charity 1124915

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ADMINISTRATIVE DETAILS

Name of charity	**KEEN London** Governing document: Memorandum and Articles of Association incorporated 29 April 2008 as amended by special resolution dated 8 October 2009
Registered charity number	**1124915**
Registered company number	06579658 (England and Wales)
Trustees and Directors	Clare Ellis Emily Gardiner Hazel Peck Jill Robinson, Chair Marushka Lobo, Treasurer Patrick Smears Sara Hazzard (appointed July 2024) Hemant Bedarkar (appointed July 2024)
Registered office	Unit W1, 8 Woodberry Down London N4 2TG
Bankers	CAF Bank Limited 25 Kings Hill Avenue Kings Hill West Malling Kent ME19 4JQ
Independent Examiner	Andrew M Wells Counterculture Partnership LLP Bank Chambers Main Street, Hawes North Yorkshire DL8 3QL

TRUSTEES' REPORT

Welcome to KEEN London's Annual Report, together with the financial statement for the year ended 30th June 2024. This report covers the charity's objectives and activities, our achievements and performance over the last 12 months, provides a financial review, and covers the statutory reporting requirements.

In 2023/24, KEEN London was proud to offer the continuation of our much-loved weekly sessions in South and East London plus the expansion of our North London service and Rising Stars, our service for under 5s. We also welcomed the return of our Summer residential for the first time since the pandemic.

These achievements represent the continuation of our strategy to reach more of the children who need our services the most. This is especially true in a time where the economic climate presents difficulties for many of our beneficiaries' families and the funding landscape remains extremely competitive.
More details on all our services can be found below.

OBJECTIVE AND ACTIVITIES

KEEN London is driven by a powerful mission: to improve the physical activity, social interaction and quality of life for children with disabilities in the London area.

We are more than just a charity: we are often a lifeline for families across London, providing free, highly sought-after, one-to-one support during our sports and activity sessions. These sessions open doors to opportunities that many children with disabilities are often denied: access to physical activities, participation in sports and games, and the chance to build vital teamwork and social skills. But the impact goes beyond the children—our services offer precious respite to families and carers, knowing their children are in a safe, nurturing, and incredibly fun environment.

At KEEN, our work is centred on the public benefit. We offer free sports and activities for children with both physical and learning disabilities, designed to enrich their lives in ways that standard services often cannot. Every decision we make aligns with the Charity Commission's guidance on public benefit, ensuring that we serve the community in the most impactful way possible.

Our weekly "KEEN Club" sessions, held during school terms in Hackney, Lambeth, and Brent, create vibrant and inclusive spaces where children can thrive. For many, our annual residential weekend, most recently held in July 2024, is a life-changing experience, offering them their first taste of independence away from home. Our preschool "Rising Stars" sessions, now held twice a month instead of monthly, play a crucial role in early intervention, providing essential support for parents of children with SEND (Special Educational Needs and Disabilities).

Sports and games have always been the heart of KEEN London, but in recent years we've become so much more. With 60% of our athletes now non-speaking, we've risen to meet this challenge by evolving our approach to total communication allowing children to communicate in the most accessible way to them.

Our new communication booklets, filled with simple, colourful symbols (widgets) are breaking down barriers for children who struggle to communicate. At all our sites, we use a combination of visual timetables, emotion boards, widgets, Makaton, and other alternative communication devices, such as sound boxes trialled in our South London sessions. These tools support language development by giving a voice to children who have never spoken before.

We are currently exploring ways to align our tools with those used in schools and will soon implement the "Zones of Regulation." This framework organizes feelings, states of alertness, and energy levels into four coloured zones—Blue, Green, Yellow, and Red—providing a simple and effective way to help children identify and communicate their emotions.

By incorporating this approach, we aim to support children in developing self-regulation skills and emotional control. We look forward to further advancing this important area of our work in the coming year.



Children use a variety of communication methods at KEEN, with an emotion wheel (left), widgets (centre) and a visual timetable (right).

The importance of our services cannot be overstated. We are not just providing activities; we are building futures, fostering independence, and creating moments of joy and achievement that last a lifetime. Every game, every session, every tool we introduce makes a profound difference - not only for the children but also for the families who cherish these victories. KEEN London is a beacon of hope, transforming lives one session at a time.

ACHIEVEMENTS AND PERFORMANCE

Our work enables our beneficiaries (our athletes) to participate in sports and fun activities within a supported, caring environment. The majority of our athletes (71%) do not receive any other free services, activities or respite. The wider benefits to society include providing respite for the families of our athletes, contributing to their development, and offering opportunities for our coaches to volunteer regularly. Through volunteering, our coaches gain new skills and give back to their communities.

Our 21st Year

What better way to kickstart the new financial year than a big Birthday bash! The weather behaved beautifully for us as staff, families and volunteers past and present came together to celebrate 21 years of KEEN London. Long standing trustee and former coach Patrick helped sum up our thanks to everyone that has been a part of our journey so far and took responsibility for the cake cutting.

Our Spring and Summer parties are opportunities for families from all our sites to come together and we will continue to celebrate every year and every achievement of the amazing athletes who make KEEN what it is.

"The spring & summer parties are amazing events where you get families of children with special needs to get together, support each other and have fun for a day together, because you are all amazing people that make us feel like a big family where we all feel safe and heard and understood but at the same time all you want is for the children to be happy and have great time. When I attended these events in the past I felt the love and care and we are deeply grateful for it forever". - KEEN London parent



Families, volunteers and staff gather as Patrick, one of our longstanding trustees says a few words

Escape from the city

Shortly after our birthday party, it was time for the annual residential trip. Following a short road trip out of London, our group arrived at Hindleap Warren Outdoor Centre, nestled in a quiet corner of Ashdown Forest, tucked away from the hustle and bustle of the city. For many of the young people, this would be their first time away from home, and for most families some very rare respite.

Joining the 16 young people were 20 volunteer coaches, ensuring every child had one-to-one support throughout the weekend. They were also accompanied by our three Service Coordinators and our Head of Services, Debbie, who drew the short straw of being on night duty.

The weekend began with an afternoon of archery, a new experience for everyone and a source of laughs as athletes chuckled at their coaches' less-than-perfect aim. The team at Hindleap organized a cozy movie night for the first evening, complete with hot chocolate and popcorn, helping everyone relax in the new surroundings. Saturday and Sunday were packed with exciting activities, including abseiling, rock climbing, pioneering, campfires, and zip lines. Over the 52 hours spent together, the group's camaraderie blossomed, with cheers and claps of encouragement echoing as friends and coaches supported one another during each challenge.

The coach ride back to London was much quieter than the trip there, as 16 thoroughly exhausted but proud children (and volunteers) reflected on their achievements. They had conquered new challenges, made lasting friendships, and created memories to treasure for a lifetime.

Although we see our athletes every Saturday and are used to seeing them try new things and develop new skills, the transformation we saw over the three days away was mind-blowing.. We saw their confidence soar, their resilience strengthened, and their independence flourish as they navigated new environments and experiences without their families. It's nothing short of inspiring.

"My daughter enjoyed an experience that is normal for her peer age group but due to her needs is generally not available to her" KEEN London parent

" Since returning we noticed that she is more confident and courageous in her attitude to new experiences" KEEN London parent

"My son has a real sense of confidence and independence that he did not have before" KEEN London parent



Hanging out in the woods, our volunteers support an athlete to reach new heights!

KEEN Club North (Brent)

We kick-started our autumn term with the exciting launch of a brand new weekly afternoon session!

Despite initial challenges in recruiting enough volunteers for our newest site, the growth in our regular coaching team allowed us to welcome eight more families from our waiting list. With a qualified speech and language therapist serving as our North London Coordinator, we had the privilege of witnessing athletes with complex needs make significant strides in communication, social interactions, and building relationships with both their coaches and peers.

Outside of our sessions, we've been actively fostering connections within the local community. By engaging with local groups, attending forums, and participating in volunteer events, we are gaining a deeper understanding of the community's demographics and needs. These efforts are helping us to build a strong and supportive North London KEEN community.

KEEN Club South (Lambeth)

Our South site continues to thrive, operating at full capacity most weeks. Each session is filled with energy, joy, and the vibrant, child-led play that KEEN London is renowned for.

The demand for our South service remains incredibly high. This year, we were delighted to welcome 15 new athletes, though it was bittersweet to say goodbye to 23 young people who graduated after completing their two-year program. While farewells are never easy, it is rewarding to see several of our graduates move on to participate in mainstream sports and groups, a testament to the skills and confidence they developed at KEEN.

KEEN South has become a well-known and trusted resource within the community. Local primary schools actively refer athletes to our programs, and our dynamic parent community continues to grow. Our parent coffee mornings, led by a parent champion, have been a resounding success, reflecting the strength of our supportive network.

KEEN Club East (Hackney)

Our East London KEEN Club continues to demonstrate high levels of engagement, strong retention, and a clear positive impact on the athletes. This year, we celebrated two of our long-standing coaches, Ann and Laura, who reached a remarkable milestone of ten years of service. Together, they have supported over 500 sessions. Another dedicated East Coach, Charlie, was honoured with the Volunteer of the Year Award from Queen Mary University of London. These incredible milestones and achievements highlight the unwavering dedication and commitment of our amazing volunteers. We extend our gratitude to everyone, from those attending their first session to those marking their 300th with us.

Additionally, our East London site is home to two new parent representatives who have joined our Board of Trustees. We are incredibly proud of the strong community built at this site, which has inspired families to get involved and contribute to the future of KEEN London.



20 years of service and 500 sessions between them Laura Cress and Ann Luong

Winter Wonder Wheels

With new athletes settling in nicely, we were delighted to offer an exciting new event for those seeking a challenge. The Zurich Community Trust, long-standing supporters of KEEN, nominated us to receive complimentary tickets to the UK's largest disability event: Marvel's Winter Wonder Wheels, set in the beautiful Windsor countryside. Athletes from our East and South sites were supported as they walked the 1km and cycled the 5km race in Windsor. With all-ability cycles available, this event allowed everyone to participate, and we all had fun doing so.





KEEN families take part in Winter Wonderwheels

Celebration and Awareness Days

In addition to our regular sessions and services, each site ensures that athletes have the opportunity to take on new challenges and experiences, as well as marking and celebrating festivities and awareness days.

In November, our wonderful team was shortlisted from over 600 member groups for the London Youth Adventure Award for our residential. We had a great evening at the awards ceremony, and despite being runner-up, we enjoyed meeting other London youth charities and celebrating the impact our work has on young people in the capital.

In February, our athletes celebrated the Lunar New Year with mask-making at our South London site. In March, we celebrated Ramadan with traditional crafts and posters, and in April, one of our parent champions took to social media for Autism Awareness Week to help dispel some common myths faced by families.

Parent Champions

Becoming a part of the KEEN community is more than just dropping your child off at KEEN Club or attending a Rising Stars session; it's an opportunity to speak with parents facing similar challenges and to share those all-important firsts. However, approaching strangers can be daunting, and that is never what we want our families to feel. We started recruiting parent champions in the autumn, and by the new year, we were delighted to have two parent champions at our Lambeth site and one at our Brent service. We saw our first parent champion run coffee mornings, support the creation of parent WhatsApp groups, and witness the development of a real community. When new families join, they are introduced to their parent champions, and posters with contact details are displayed on the walls. We hope to see regular coffee mornings at all sites soon.

Rising Stars

This year we ran 13 Rising Stars sessions, reaching 21 families (22 children).
All attending children participated in sensory play with our team, and 95% of the families that attended reported feeling more knowledgeable about the services in their area as a result of speaking with our team. Our team made 41 signposting suggestions, and 95% of families indicated they had enough information to make decisions about their child's future. Of the 21 families that attended, 6 are regulars who attend the social interaction and opportunities to play. Additionally, 18 of the 21 families signed their children up for our KEEN Club (for ages 5 -11).



Our Rising Stars volunteers encourage sensory play and engagement in our preschool stay and play

Giving our families a voice

As part of our membership with the Disabled Children's Partnership, we shared reports and campaigns to support services for SEND families.

In October, two of our parents and all three Coordinators headed to Westminster to highlight the issues facing London families as part of London Poverty Week, run by London's Child Poverty Network. It was a great opportunity to help bring the voices of our families to a larger stage.



Coordinators and families attend Westminster

In November we were delighted to be approached by a journalist from SW Londoner who had read about our new Brent Service online and wanted to visit and write about what we were offering. The article showcased the work funded by John Lyons and included quotes from our families and helped us to reach members of the local community.


SW Londoner

HOME ELECTION 24 NEWS SPORT LIFE ENTERTAINMENT FOOD & DRINK EDITOR'S PICKS

SPORT

SPORT

Keen London is offering free 1:1 sports sessions to children with additional needs

14 November 2023 Shayni Solanki Follow @SW_Londoner

Keen London has specialised in delivering accessible sports activities and social groups for children who may need extra support for over 21 years.

The charity is run with a mixture of permanent staff and volunteers.

Rough sleeping in London

Equality, Diversity and Inclusion

At KEEN London, we are deeply committed to fostering an inclusive, diverse, and equitable environment where every child, regardless of their background or ability, can thrive. Our mission is to support children with additional needs and physical disabilities by ensuring they have equal opportunities to access care, education, and resources that empower them to live fulfilling lives.

Equity, diversity, and inclusion are at the core of our mission, driving our dedication to empowering every child we support to thrive in a world that values their unique strengths and embraces their challenges.

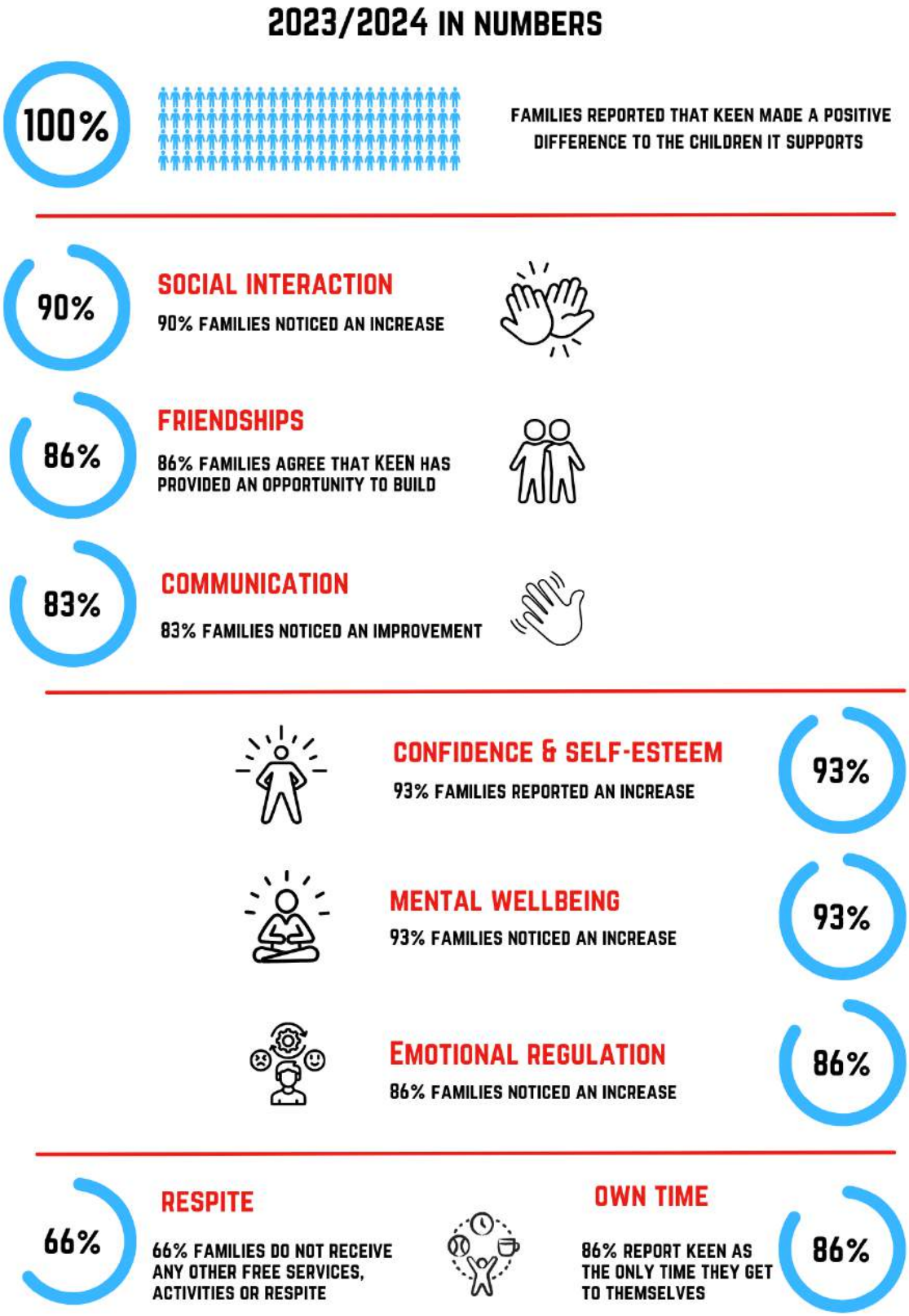
A milestone for this year is the appointment of KEEN London's first-ever EDI Youth Champion, a role designed to amplify the voices of our athletes by gathering their experiences and feedback on our services. This position, filled by a former service user, provides us with invaluable insight and helps ensure that our athletes' perspectives drive our mission forward. The EDI Youth Champion will play a pivotal role in shaping KEEN London's upcoming co-production strategy, which we are excited to develop in the coming year.

We're proud of initiatives like our Parent Coffee Mornings in the South, led by our inspiring Parent Champion, and we're excited to share plans to pilot a similar model in the North.

We've also strengthened representation across our Board and staff team, bringing valuable lived experience into KEEN London. This enables us to deepen our understanding of the needs of our beneficiaries and the communities we support. As part of this commitment, we've prioritized recruiting from within the communities we support. For example, our North Coordinator brings lived experience that reflects the realities of many of the families we work with.

These steps reflect our dedication to being a learning organization and our recognition that equity, diversity, and inclusion (EDI) is an ongoing journey. By listening, staying accountable, and evolving, we're committed to creating an organization that truly reflects and supports the communities we serve.

Our Impact


2023/2024 IN NUMBERS
100%
FAMILIES REPORTED THAT KEEN MADE A POSITIVE DIFFERENCE TO THE CHILDREN IT SUPPORTS
90%
SOCIAL INTERACTION
90% FAMILIES NOTICED AN INCREASE
86%
FRIENDSHIPS
86% FAMILIES AGREE THAT KEEN HAS PROVIDED AN OPPORTUNITY TO BUILD
83%
COMMUNICATION
83% FAMILIES NOTICED AN IMPROVEMENT
CONFIDENCE & SELF-ESTEEM
93% FAMILIES REPORTED AN INCREASE
93%
MENTAL WELLBEING
93% FAMILIES NOTICED AN INCREASE
93%
EMOTIONAL REGULATION
86% FAMILIES NOTICED AN INCREASE
86%
66%
RESPITE
66% FAMILIES DO NOT RECEIVE ANY OTHER FREE SERVICES, ACTIVITIES OR RESPITE
OWN TIME
86% REPORT KEEN AS THE ONLY TIME THEY GET TO THEMSELVES
86%

2023/2024 IN NUMBERS

100%

FAMILIES REPORTED THAT KEEN MADE A POSITIVE DIFFERENCE TO THE CHILDREN IT SUPPORTS

90%

SOCIAL INTERACTION

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MENTAL WELLBEING

93% FAMILIES NOTICED AN INCREASE

93%

EMOTIONAL REGULATION

86% FAMILIES NOTICED AN INCREASE

86%

66%

RESPITE

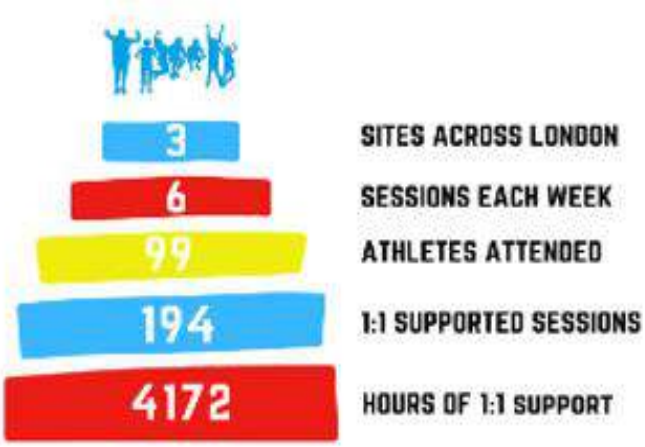
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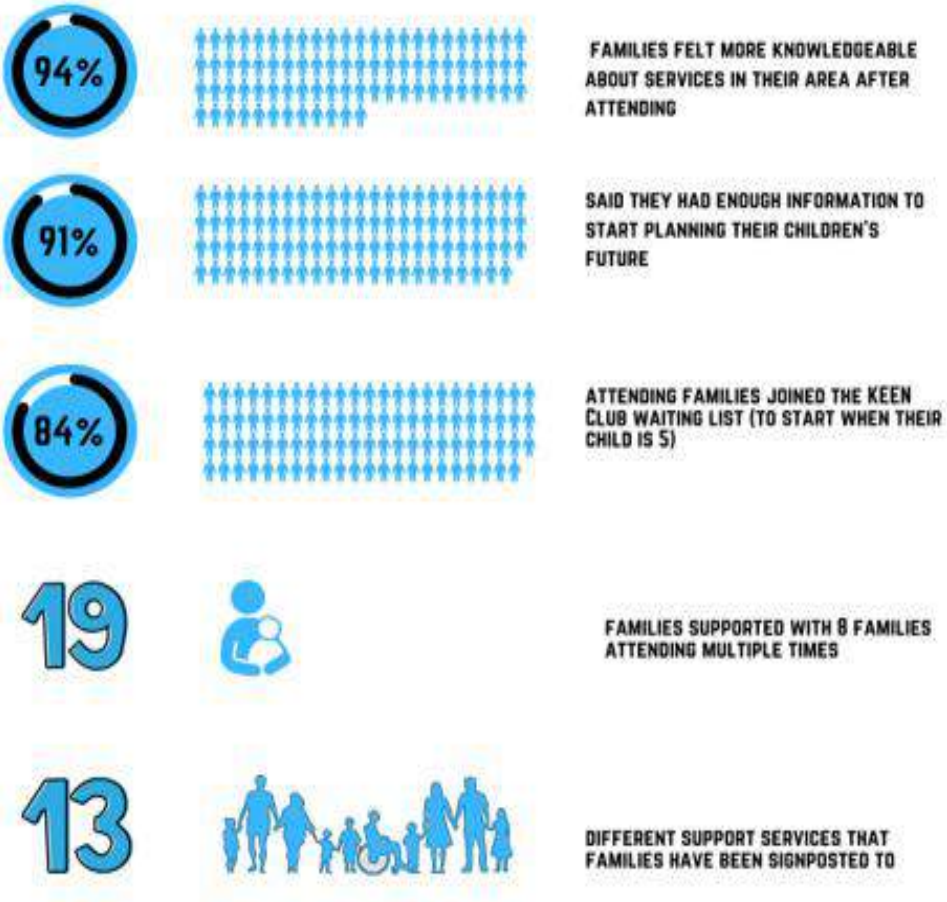
86% REPORT KEEN AS THE ONLY TIME THEY GET TO THEMSELVES

86%

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Special thanks

Over the last 12 months, we have seen incredible fundraising efforts from our volunteers, families, and new-found friends. We would like to give special thanks to:

- **Laura Cress** for taking on a 24 hour DJ marathon and raising over £2,000
- **Piotr Jagiello** for running the London marathon and raising £555, his second fundraising event for KEEN London after conquering an Ironman a few years ago.
- **Vijay Bedarkar** for raising over £4,000 for our work and the service that his nephew loves.
- **The KEEN Beans** for taking on the Tough Mudder and raising over £2,600.
- **Lorenzo Spreafico** for taking on his first Triathlon and smashing his fundraising target, raising over £800.

We would also like to thank the following companies and individuals for their ongoing support of our work:

- **Irede Adekunle** for the design for this report.
- **Zurich** for sponsoring our Superhero Series spaces.
- **KEEN Group Taxis** for providing transport to our families to attend events outside of KEEN.
- **Rainbow Mascots** for bringing special guests to our spring and summer parties.

SUMMARY

The economic climate remains difficult, and especially so for many members of the KEEN London community. Our services have never been more needed, and we are proud to have expanded our services.

We are focused on building a sustainable future for the charity. We are confident that the KEEN London team - comprising staff, volunteers, and Trustees - will face future challenges with the same commitment to our goals, energy, enthusiasm, and professionalism. We are extremely thankful to the volunteers who continue to give us their time and to the funders who continue to support us.

As always, however, our greatest source of pride is seeing our beneficiaries flourish and grow, thanks to the work of the KEEN London community.

FINANCIAL REVIEW

Donations, Grants and Legacies received during the year amounted to £261,783 of which £117,303 was unrestricted compared to £243,619 and £126,816 respectively in 2023.

Donations, Grants and Legacies are listed in note 4 of the financial statements.

KEEN London is grateful to its project funders for continuing to support the return of our services and new projects. Staff, sessions and other projects were funded by grants from John Lyon's Charity, The Hargreaves Foundation, The National Lottery, Global Charities, the Rank Foundation, and Wembley National Stadium

We have also benefited from individual donations from supporters and volunteers in our second match funding appeal with the Big Give which was also supported by the Childhood Trust and Dentons Solicitors. Our thanks also to the following funders for their continued support of our work over this period: The Postcode Lottery, Robert Gavron Charitable Trust, the Masonic Charitable Foundation, RBGLS Charitable Trust, The Worshipful Company of Tobacco Pipe Makers and Tobacco Blenders, the Sterry Family Foundation, Saville Consulting, and the John Lyons Charity.

Total expenditure amounted to £258,004 (2023: £250,342). The increase in expenditure reflected the expansion of services in North London, improved volunteer training and recognition and increased venue costs in East and South London. We have continued to encourage the take-up of volunteer expenses which has reduced the barriers to volunteering.

Staff costs increased this year as we took the opportunity to give salary increases to reflect the increase in cost of living. In Spring 2024, our Director of Services left to take up a new position and was replaced by a Head of Operations. We also employed a full-time Volunteer Manager and, on part-time contracts: a Senior Session Coordinator, two Session Coordinators, a Fundraiser, whose objective is to deliver long-term financial sustainability for the charity, and a Finance Manager to ensure optimal financial record-keeping and management.

We recorded a modest surplus of £8,390, compared to a deficit of £4,790 in 2023.

RESERVES POLICY

The Trustees are dedicated to building sufficient reserves to support the charity's current activities, while also considering any uncertainties in income levels. They aim to maintain free reserves at a level equivalent to six to nine months of expenditure, estimated to be between £140,000 and £210,000 based on next year's budget.

Funds of £15,000 and £5,000 were allocated to the Development Fund and the Equality, Diversity, and Inclusion (EDI) programmes respectively. This ensures the availability of resources to continue these important initiatives.

At the close of the financial year, total reserves stood at £257,827, with £175,161 in the General Fund. In line with the previous year, the reserves policy will continue to cover six to nine months of expenditure. Thanks to generous donor support, it has been another successful year of fundraising, and the Trustees are confident that recent staff recruitment and new service initiatives will further strengthen KEEN London's financial sustainability.

The Trustees have concluded that there are no significant uncertainties regarding the charitable company's future operations.

FINANCIAL STATEMENT OF TRUSTEES' AND DIRECTORS' RESPONSIBILITIES

The Trustees (who are also directors of KEEN London for the purposes of company law) are responsible for preparing the trustees' annual 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 which 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
- Make judgments and estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards and statements of recommended practice 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 operation

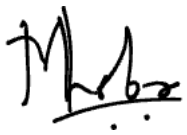
The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial

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 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.
Members of the charity guarantee to contribute an amount not exceeding £10 to the assets of the charity in the event of winding up. The total number of such guarantees at 30 June 2024 was six (2023: six). The Trustees are members of the charity but this entitles them only to voting rights. The Trustees have no beneficial interest in the charity.

Preparation of the Report
The report was approved and authorised for issue by the Trustees on 03/02/2025 and is signed on behalf of the Trustees by:

Trustee Jill Robinson

Trustee 

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KEEN London
Independent Examiner's Report to the Trustees
For the year ended 30 June 2024

I report to the trustees on my examination of the accounts of the charitable company for the year ended 30 June 2024.

Responsibilities and basis of report

As the charity Trustees, who are also directors for the purposes of company law, are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

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

Independent examiners statement

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

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

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



Andrew M Wells FMAAT
Counterculture Partnership LLP
Bank Chambers
Main Street, Hawes
North Yorkshire
DL8 3QL

Statement of financial activities (incorporating an income and expenditure account)
For the year ended 30 June 2024
Registered charity number 1124915 Registered company number 06579658

	Notes	2024 Unrestricted £	2024 Restricted £	2024 Total £	2023 Total £
Income from:					
Donations, Grants and Legacies	4	117,303	144,480	261,783	243,619
Investments		4,610		4,610	1,933
Total income		121,913	144,480	266,393	245,552
Expenditure on:					
Raising funds		24,012		24,012	23,041
Charitable activities					
Sports and fun activities for children with physical and l earning difficulties		111,408	122,583	233,992	227,301
Total expenditure	5	135,420	122,583	258,004	250,342
Net income for the year		(13,507)	21,897	8,389	(4,790)
Reconciliation of funds:					
Total funds brought forward		208,669	40,769	249,438	254,230
Total funds carried forward	9	195,162	62,666	257,827	249,438

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 9 to the financial statements.

Balance sheet
As at 30 June 2024
Registered charity number 1124915 Registered company number 06579658

	Notes	30 June 2024 £	30 June 2023 £
Current assets			
Debtors	7	7,862	6,594
Cash at bank and in hand		254,575	247,517
		262,437	254,111
Liabilities:			
Creditors: amounts falling due within one year	8	(4,610)	(4,673)
Net current assets		257,827	249,438
Net assets		**257,827**	**249,438**
The funds of the charity	9		
Restricted income funds		62,666	40,770
Unrestricted income funds			
Designated funds		20,000	20,000
General funds		175,161	188,670
Total funds carried forward		**257,827**	**249,438**

For the year ended 30th June 2024, the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies. The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2023 in accordance with section 476 of the Companies Act 2006.

The Directors acknowledge their responsibilities for:

A. Ensuring that the company keeps proper accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and

B. Preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Section 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The financial statements have been prepared in accordance with the provisions applicable to companies' subject to the small companies' regime.
These financial statements were approved and authorised for issue by the Board on and were signed by:

Approved by the Trustees on 03/02/2025 and signed on their behalf by.

Trustee Jill Robinson **Trustee**

NOTES TO THE FINANCIAL STATEMENTS

1 Constitution

KEEN London is a registered charity and a company limited by guarantee. It was incorporated on 29th April 2008 and took over the assets and liabilities of KEEN London (Trust) which had been established in 2002. Each of the Trustees is a Director of the company and a guarantor, having agreed to contribute a sum no greater than £10 in the event of the company being wound up.

In the opinion of the Trustees, there is no ultimate controlling party.

2 Accounting policies

Basis of preparation

The financial statements have been prepared under the historical cost convention, except for investments which are included at market value and the revaluation of certain fixed assets and in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), and the Companies Act 2006

The charitable company meets the definition of a public benefit entity under FRS 102.

Assets and liabilities are initially recognized at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

Income

Income is recognized when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably. Volunteer time donated is not recognized as income.

Expenditure

Expenditure is recognized once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required, and the amount of the obligation can be measured reliably.

Funds

Restricted income funds are to be used for specific purposes as laid down by the donor; expenditure which meets those purposes is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for charitable purposes. Designated funds are unrestricted funds earmarked by the trustees for particular purposes.

Debtors

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

Cash at bank and in hand

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

Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third-party and the amount due to settle the obligation can be measured or estimated reliably.

Pensions

The Charity operates a defined contribution pension scheme for its employees. Pension costs are recognised when contributions become payable.

3 Prior year comparatives for the statement of financial activities

	2023		
	Unrestricted £	**Restricted £**	**Total £**
Income from:			
Donations, Grant and Legacies	126,816	116,803	**243,619**
Investments	1,933	-	**1,933**
Total income	128,749	116,803	**245,552**
Expenditure on:			
Raising funds	23,041	**-**	**23,041**
Charitable activities			
Sports and fun activities for children with physical and learning difficulties	95,852	131,448	**227,301**
Total expenditure	118,894	131,448	**250,342**
Net income for the year	9,855	(14,645)	**(4,790)**
Reconciliation of funds:			
Total funds brought forward	198,815	55,415	**254,230**
Total funds carried forward	**208,670**	**40,770**	**249,438**

4 Donations, Grant and legacies

		2024
	Total	Of which restricted
Donations, Grant and Legacies in the financial year comprise: -	£	£
Global Charities	5,000	5,000
Heagreaves Foundation	34,720	34,720
John Lyons	32,000	32,000
MCF MASONIC	5,000	0
National Lottery 2023	65,135	65,135
Post Code Lottery	25,000	0
RBG Legal	19,819	0
Robert Gavron Charitable Trust	5,000	0
Wembley National Stadium Trust	5,625	5,625
Rank Foundation	2,000	2,000
Unrestricted Donation Grants and Legacies	62,485	
	261,783	**144,480**

5 Expenditure

	2024	**2023**
	£	£
Cost of raising funds	24,012	23,041
Staff costs	165,469	168,706
Rent and office costs	20,301	19,368
Events, premises hire and entry fees	42,570	29,703
DBS checks	1,998	1,305
Customer Relationship Management project	2,426	2,970
Diversity and Inclusion Project	459	4,656
Governance: insurance	769	593
	258,004	250,342

All expenditure is incurred for the purpose of a single category of activity, being sports and fun activities for children with physical and learning difficulties.

6 Staff costs

	2024	2023
	£	£
Salaries	168,532	168,327
Social security costs	9,412	9,366
Employer's contribution to defined contribution pension scheme	4,520	4,441
Other Staff Cost	4,880	6,971
	187,344	189,104
Less cost of staff raising funds	-21,875	-20,398
	165,469	168,706

No employee earned more than £60,000 during the year (2023: nil).
Remuneration including pension contributions, of key management is £47,677
The charity employed an average of 7 (2023: 7 employees) including part-time staff.

7 Debtors

	2024	2023
	£	£
Debtors	6,631	5,363
Prepayments	1,231	1,231
	7,862	6,594

Prepayments include office deposit and prepaid insurance

8 Creditors

	2024	2023
	£	£
Tax and social security	2,738	3,143
Accruals	0	0
Income Received in Advance	0	0
Accounts Payable	1,872	1,529
	4,610	4,673

9 Movement in funds

	At start of year £	Incoming resources £	Outgoing resources £	At end of year £
Restricted funds:				
John Lyons	29,870	32,000	-60,624	1,246
Heagreaves Foundation	10,899	34,720	-12,745	32,874
Global Charities		5,000	-2,736	2,264
National Lottery 2023		65,135	-38,853	26,281
Wembley National Stadium Trust		5,625	-5,625	
Rank Foundation		2,000	-2,000	
Total restricted funds	**40,769**	**144,480**	**-122,583**	**62,666**
Un restricted funds:				
Development fund	15,000			15,000
Diversity and Inclusion fund	5,000			5,000
General fund	188,669	121,913	-135,421	175,161
Total unrestricted funds	208,669	121,913	-135,421	195,161
	249,438	266,393	-258,004	257,827

9 Movement in funds (continued)

Received £65,000 this financial year from National Lottery towards the continuation of our services and the Cost of a volunteer manager.
We received a further £35,000 from Heagreaves foundation towards the cost of Hall hire for the year
Received £2,000 from Rank Foundation towards residential costs.
The Development Fund which was established for further enhancement of the organisational capacity of KEEN and continues to be used for the Customer Relationship Management project and scope was expanded during the year to include volunteering project

A reserve of £20,000 previously established to support our programme to develop Diversity and Inclusion in KEEN continue to be kept as designated.

10 Trustees

No Trustee received remuneration during the year (2023: nil). No Trustee was reimbursed for expenses incurred on the Trust's behalf in the year (2023: none)



KEEN LONDON

KEEN LONDON

England & Wales - Charity number 1124915

Accounts



KEEN London

Annual Report and Financial Statements
Year ended 30 June 2023

Company Limited by Guarantee
Registered in England & Wales number 06579658
Registered charity 1124915

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04 TRUSTEES' REPORTS

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18 STATEMENT OF FINANCIAL ACTIVITIES

20 BALANCE SHEET

21 NOTES TO THE FINANCIAL STATEMENTS

ADMINISTRATIVE DETAILS

- **Name of charity**	KEEN London Governing document Memorandum and Articles of Association incorporated 29 April 2008 as amended by special resolution dated 8 October 2009
- **Registered charity number**	1124915
- **Registered company number**	06579658 (England and Wales)
- **Trustees and Directors**	Lindsay Baker (resigned October 2022) Eleanor Coker (resigned June 2023) Clare Ellis Emily Gardiner (appointed Nov 2022) Marushka Lobo, Hazel Peck Jill Robinson, Chair Patrick Smears
- **Registered office**	Unit W1 8 Woodberry Down London N4 2TG
- **Bankers**	CAF Bank Limited 25 Kings Hill Avenue Kings Hill West Malling Kent ME19 4JQ
- **Independent Examiner**	Andrew M Wells FMAAT Counterculture Partnership LLP Unit 115 Ducie House Ducie Street Manchester M1 2JW

TRUSTEES' REPORT

Welcome to KEEN London's Annual Report, together with the financial statement for the year ended 30th June 2023. This report will highlight the charity's objectives and activities, our achievements and performance over the last 12 months, provide a financial review, and cover the statutory reporting requirements.

In 2022/2023, KEEN London was proud to offer the continuation of our much-loved weekly sessions, the introduction of new services and expansion to a new area of North London.

These achievements represent the continuation of our strategy to reach more of the children who need our services the most. This strategy was conceived prior to the pandemic and refined further to incorporate the lessons we learned as we continued to support beneficiaries during that time.

More detail on all our services can be found below.

OBJECTIVE AND ACTIVITIES

KEEN London's mission is to improve physical activity, social interaction, and the quality of life for children with disabilities in the London area. KEEN provides highly sought-after, one-to-one support at free sports and activity sessions. Our sessions offer access to physical activities, sports, and games, encouraging teamwork and social skills. They also provide respite for families and caregivers, all while being great fun for everyone involved.

The primary activities of KEEN, carried out to further the charity's purposes for public benefit, are free sports and activity sessions for children with physical and learning difficulties. In selecting activities, the Trustees adhere to the Charity Commission's guidance on public benefit.

During school terms, weekly sessions are held in school sports halls on Saturdays in Hackney, Lambeth, and, since September 2022, Barnet, along with occasional outings. Our annual residential weekend, most recently held in July 2023, provides many beneficiaries with the opportunity to stay away from home for the first time. In this financial year, we expanded on the success of two previously-piloted programs: Rising Stars (for preschool children) and the Coach Apprentice Program (CAP) for 16- to 25-year-olds - more details below.

At KEEN London sessions, each athlete is paired with a trained volunteer 'coach' for individual support. This allows each athlete to access activities to the best of their abilities while parents and caregivers enjoy valuable respite time, knowing their child is cared for in a safe and supportive environment. They engage in a variety of sports, including cricket, basketball, football, cycling, and playground games, and have the chance to learn new skills, make new friends, and have great fun. Our coaches come from many different backgrounds. They undergo comprehensive training before joining the KEEN team and continue to learn new skills during their time with us.

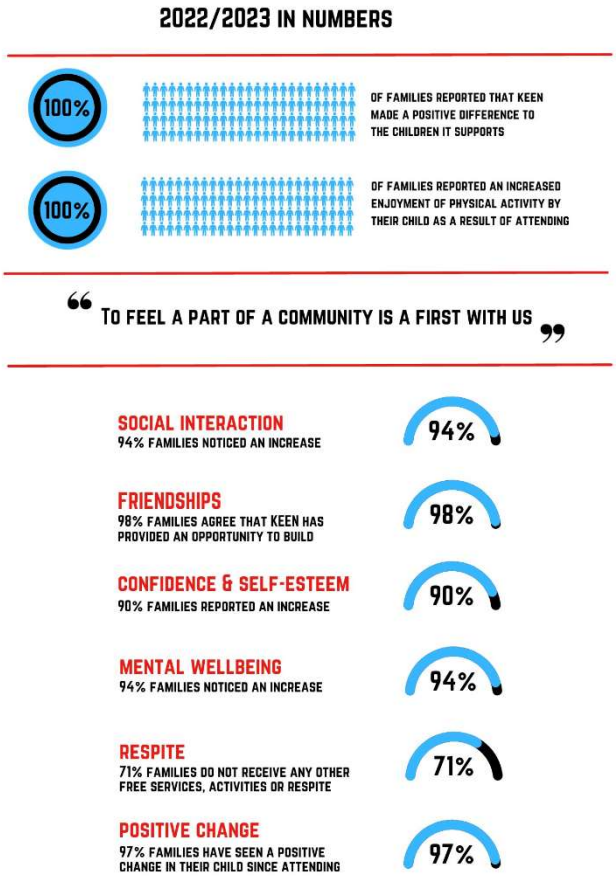
ACHIEVEMENTS AND PERFORMANCE

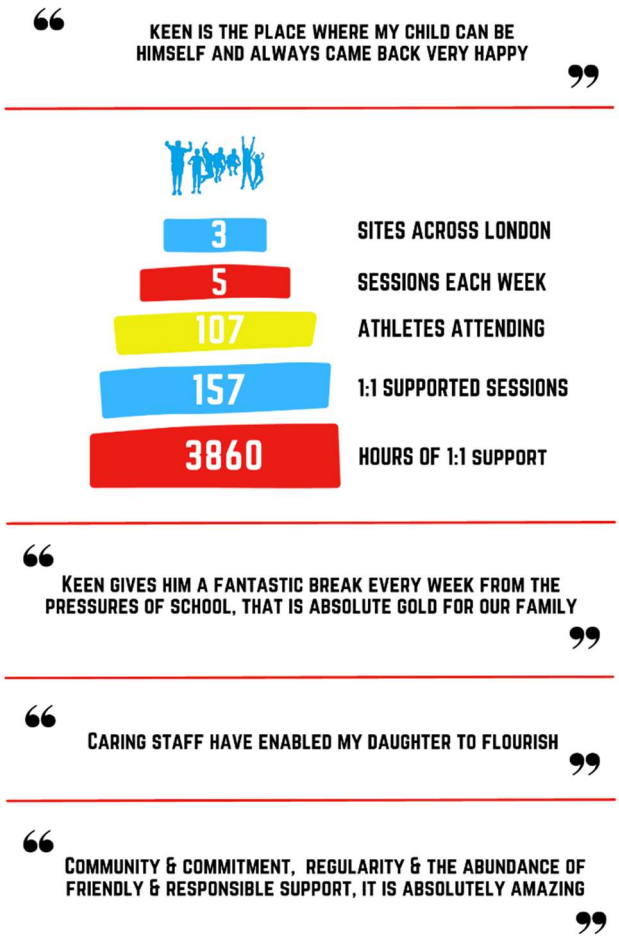
Our work enables our beneficiaries (our athletes) to participate in sports and fun activities in a supported, caring environment. The majority of our athletes (69%) do not receive any other free services, activities, or respite. Wider benefits to society as a whole include respite for the families of our athletes, participation in our athletes' development, and opportunities for our coaches to volunteer regularly and, in doing so, learn new skills and give back to their communities.

In 2022/23, KEEN London had 107 athletes who regularly attended weekly sessions across three sites. We delivered 157 one-to-one supported sessions, totaling 3,836 hours of one-to-one support with 206 volunteer coaches.

In addition, we delivered five Rising Stars sessions/hours, and four athletes completed the Coach Apprenticeship Programme.

We are proud of the overwhelmingly positive difference KEEN London makes to our athletes and the lives of their families, as our most recent survey demonstrates.





A YEAR IN THE LIFE OF KEEN LONDON

Coach Apprenticeship Programme (CAP) graduation

What better way to start the new financial year than with a party! Our thanks go to corporate partners Zurich for hosting a beautiful graduation evening for our four apprentice coaches. The rooftop terrace was the perfect location to celebrate the achievements of the team who took part in work placements inside and outside of KEEN, supported younger athletes in sessions, and learned about the different skills required to plan and deliver KEEN sessions. Following requests from older athletes aspiring to be volunteer coaches, we created our Coach Apprenticeship Program (CAP), giving some of our longest-serving athletes the opportunity to gain valuable volunteering and employment skills. With a full three terms of support under their belt, it was with great pride that our apprentice coaches said their goodbyes towards the end of the summer. Our team supported each apprentice with an 'exit interview' to highlight their achievements and focus on their next steps.



Remember the 5th November - the day our new Brent service started!

The new financial year started with the setting up of our brand-new Brent service. The team was delighted to welcome Samira, a long-standing volunteer, into the role of North London Coordinator, where she spent the summer meeting new families and working with our volunteer coordinator to recruit and train new volunteers. Our new Wembley KEEN Club was a result of a 6-month-long research project looking at gaps in service provision across the capital to see where we could be most effective. We looked at poverty indicators, the proportion of SEN children, and levels of children with EHCP, as well as accessibility for families, and an overall need for our service.

We were delighted to welcome six (6) new families from our waiting list to our first session, some brand new north London volunteers, and a few of our experienced east and south London coaches to pass on some of the KEEN community magic. By starting small, our staff and volunteers can really get to know our new athletes, and it appears that our families appreciate this attention to detail.

"We love the fact that KEEN supports our kids 1:1 and they take the time to learn all about their needs and abilities" - North London parent

SOUTH

Our new service was not the only one to welcome new athletes. We were delighted to welcome 10 new athletes to our South London session. For the vast majority of these children, this would be the first-time taking part in activities outside of school. Seventy percent (70%) of our parents report our service as the only activity they take part in and the only respite they

receive. It was an exciting and long-awaited start for some of our families who, like so many on our waiting list, have had to wait patiently for their child to turn 5. Phoebe, who had only just turned 5, ran into her first session with the enthusiasm and excitement of Christmas morning. Mom Nicola is over the moon to see Phoebe look forward to KEEN Club as much as she does.

“Phoebe absolutely loves KEEN, she won’t go anywhere else other than KEEN”



EAST

With the arrival of 18 new athletes, it was with great pride that the new East London Coordinator (and long-standing East volunteer) Viktoria saw existing athletes welcome the new cohort into sessions. "The more experienced athletes were excited to welcome new children and support them to get to know our sessions; it was great to see them taking on some responsibility and feeling so proud of KEEN."

KEEN in the community

Building confidence, social skills, physical fitness, and self-belief are just some of the outcomes we see as a result of athletes attending our KEEN Club sessions. However, our ultimate goal is for our athletes to take these new skills and use them outside of KEEN.

Being able to provide families with supported opportunities for their children to take part in and excel at external events is something that also helps build confidence in families to try new things.

WINTER WONDERWHEELS

With new athletes settling in nicely, we were delighted to offer a new and exciting event to those looking for a challenge. The Zurich Community Trust, longstanding supporters of KEEN, nominated us to receive complimentary tickets to the UK's largest disability event, 'Marvel's Winter Wonder Wheels,' set in the beautiful Windsor countryside. Athletes from our east and south sites were supported to walk the 1km and cycle the 5km race in Windsor. With all-ability cycles on hand, this event allowed everyone to participate, and we all had fun doing it.



A KEEN London athlete finishes the 5km Winter Wonder Wheels race in style

HACKNEY MOVES

For the 4th year running, KEEN London athletes took part in the annual Hackney Moves '1-mile challenge.' This is a huge event and a great opportunity for our athletes to participate in something outside of KEEN, building confidence and stamina as they take on the final mile of the Hackney half course. With support from coaches, our team proudly completed the race and picked up some very impressive medals and (we think) got the largest cheers.

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Our 2023 team get ready to take on the 1-mile race at the Hackney Moves festival

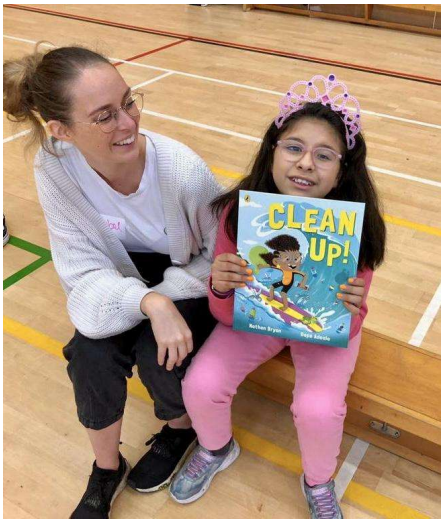
ALUMNI EVENTS

This year, we committed to increasing the number of opportunities we provide for families (past and present) and volunteers from all sites to come together. For some of our athletes, this might be the chance to meet potential residential roommates, old friends, or for parents and guardians to meet the wider KEEN community. The KEEN London Spring party is a new and welcome addition to the calendar along with invitations to events like Hackney moves and Winter Wonder Wheels. It gives us the chance to see former athletes and their families and continue to offer support. Outside of physical get-togethers, we continue to share any resources we can that may be helpful with all our alumni, such as webinars, events, training. Our new partnership with Wembley National Stadium Trust has allowed us to provide current and alumni families with complimentary tickets to some huge sporting events such as the FA cup final, where three families got to enjoy an exciting day at the largest stadium in the UK. KEEN London alumni Simon is a huge football fan and had always wanted to go to Wembley; it was a special moment for him.



TRIPS, CELEBRATIONS AND AWARENESS DAYS

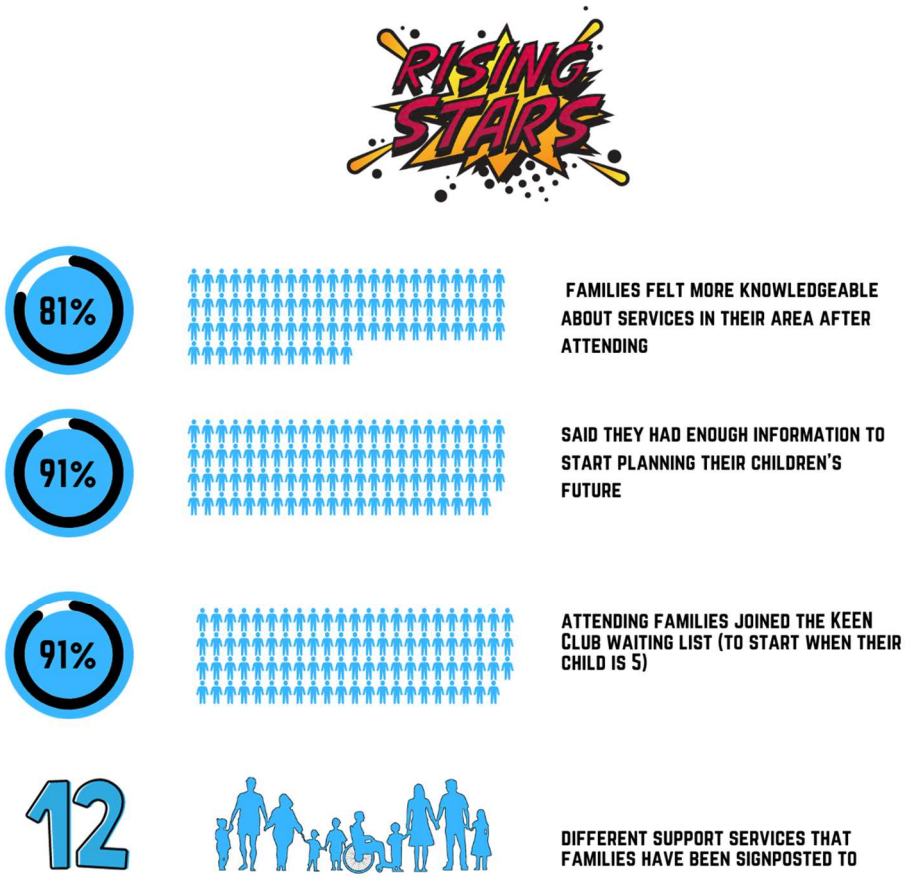
In addition to our regular sessions and services, each site ensures athletes get the opportunity to take on new challenges and experiences, as well as marking and celebrating festivities and awareness days. This year, some of our trips included a circus skills workshop with the National Circus, a sensory special with Slime Planet, bowling, and a cinema morning. In sessions, we celebrated one of our favorite authors (Nathan Bryon) and illustrators (Dapo Adeola) during Black History Month.





RISING STARS

Last year, we launched Rising Stars, a six-month pilot addressing the rising demand for support for children under 5. Rising Stars is a monthly stay-and-play session with KEEN London staff on hand to talk with families about concerns and challenges they are facing. While parents chat with staff, our volunteers help engage preschool children in activities during the session, giving parents and caregivers the opportunity to meet and talk with other SEN families. Following positive feedback from families and staff at the children's center, we continued this project this year, running monthly sessions at our South London Tulse Hill venue.



RISING STARS CASE STUDY

When Freddy started Rising Stars, his mum Gina was really struggling with his nursery not taking his needs seriously. Every day, Gina would receive a phone call from the nursery asking for Freddy to be picked up, stating his behavior as too challenging. The nursery's inability to understand and manage Freddy's needs resulted in Gina having to leave work. The nursery suggested applying for an Education Health and Care Plan (EHCP) but gave no guidance or support on how to begin this process.

Gina was lost, and when she first attended Rising Stars, she was withdrawn, unable to know who to trust. She attended every session, and over time and many conversations with Samantha, our Rising Stars Coordinator, she built up trust and confidence. Her engagement increased, and staff and volunteers were pleased to see her smiling and interacting more.

The KEEN team gave her all the information she needed to apply for an EHCP and referred her to nurseries that would be more understanding and accommodating of Freddy and his needs, supporting her to begin the EHCP process. On her last session, she arrived looking so much happier and relaxed. Freddy had been given a place in a nursery that we had recommended and would start in the new term. The nursery agreed to support the family with his EHAP, and mom has been able to return to work again. Samantha, our Senior Services Coordinator, commented

that both Freddy and Gina seemed visibly more relaxed, and she looks forward to welcoming Freddy to KEEN club when he is 5. Until then, he remains on our waiting list, and we will maintain contact with the family.



Our Senior Services Coordinator smiles with one of our 'Rising Stars'

GIVING OUR FAMILIES A VOICE

Our support and involvement with the Disabled Children's Partnership (DCP) have been consistent throughout the year, with the dissemination of information to our families about changes in SEND support, campaigns to improve respite for parent carers, and details of how our families can get more involved with campaigns for better services and support. Being able to offer our families a platform and join other SEND families is important, and we are pleased that KEEN can join the 200 other charities coming together in this alliance.

EDI

Our EDI work continued this year with the formation of a steering group, which represented families, staff, volunteers, and trustees. Over the course of three meetings, the group (chaired by Impact Culture) worked on our EDI Vision Setting, outlining what we want to achieve with this work, a theory of change detailing the expectations and results of this work, and a final action planning session. KEEN London now has a comprehensive roadmap for our work on this project over the next three years. Moving forward, staff and trustee champions are now working to recruit volunteer and family EDI champions, and this is something that we will be working on as we move into the next financial year.

VOLUNTEERING

This year, we expanded our induction program to better reflect the sessions and services, as well as developing training programs on autism and challenging behavior. A drive to ensure that travel costs are never a barrier to volunteering has seen a near 100% increase in expense claims. We hope that this ensures our volunteering opportunities are more sustainable and accessible for all.

SUMMARY

In a difficult economic climate, and with many in our community facing the challenges of a cost-of-living crisis, KEEN London's offering is needed now more than ever. Our new strategy, venue, and services — alongside our well-established weekly sessions and residential – will allow us to reach many more children with disabilities who are most in need of our support.

We are focused on building a sustainable future for the charity. We are confident that the KEEN London team of staff, volunteers, and Trustees will face future challenges with the same commitment to our goals and energy, enthusiasm, and professionalism. We are extremely thankful to the volunteers who have continued to give us their time and to the funders who have continued to support us.

As always, however, our greatest source of pride is seeing our beneficiaries flourish and grow, thanks to the work of the KEEN London community.

FINANCIAL REVIEW

Donations, Grants and Legacies received during the year amounted to £243,619 of which £126,816 was unrestricted compared to £265,880 and £154,177 respectively in 2022. Donations, Grants and Legacies are listed in note 4 of the financial statements.

KEEN London is grateful to its project funders for continuing to support the return of our services and new projects. Staff, sessions and other projects were funded by grants from John Lyon's Charity, The Hargreaves Foundation City Bridge Trust, London Catalyst, Hedley Foundation

We have also benefited from individual donations from supporters and volunteers in our second match funding appeal with the Big Give which was also supported by the Childhood Trust and Dentons Solicitors. Our thanks also to the following funders for their continued support of our work over this period: Garfield Weston, The Edward Gosling Foundation, The Masonic Charitable Fund, Trade Benevolent Fund, Charles French Charitable Trust, Sterry Family Foundation, Burberry Ltd.

Total expenditure amounted to £250,342 (2022: £227,098) The increase in expenditure reflected the introduction of new services in North London, improved volunteer training and recognition and new venues in East and South London. A drive to increase the take-up of volunteer expenses (a rise of 100%) has reduced the barriers to volunteering.

Staff costs increased this year as we took the opportunity to give all staff salary increases to reflect the increase in cost of living. In 2022/23, we employed a Director of Services, a Volunteer Manager on full-time contracts. We also employed a part-time Senior Session Coordinator, two part-time Session Coordinators, a part-time Fundraiser, whose objective is to deliver long-term financial sustainability for the charity, and part-time Finance Manager to ensure optimal financial record-keeping and management.

Our Equity, Diversity and Inclusion project was completed in 2022/23 and is now part of our ongoing strategy.

We recorded a modest deficit of £4,790, compared to a surplus of £38,947 in 2022.

RESERVES POLICY

The Trustees are committed to generating sufficient reserves to support the current activities of the charity taking into account any uncertainty in the levels of income received. They seek to maintain free reserves at a level of between six and nine months of expenditure. Based on the budget for the year ahead, this amounts to approximately £190,000 to £220,000.

The Development and Equality and Diversity Inclusion (EDI) program was topped up by £11,252 and £3,134 respectively, this is to ensure we have resources to continue with these projects.

Total reserves amounted to £249,438 at the end of the financial year, of which £188,669 represented the General Fund. As determined in the last financial year, the reserves policy will continue to be maintained for a period of six to nine months of expenditure. Due to the generosity of donors, we had another strong year of fundraising, and the Trustees are confident that recent staff recruitment and new service initiatives will reinforce the financial sustainability of KEEN London.

The Trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern.

STRUCTURE, GOVERNANCE AND MANAGEMENT

KEEN is overseen by the Trustees listed on page 2, providing many years of experience and skill in the special needs sector, charity management, finance, marketing, IT, law, and human resources. They meet to discuss policy and operational issues at least five times per year.

Trustees are appointed in line with the constitution of the charity, which follows the 2006 Charity Commission template constitution for a limited company. Appointments have been made from volunteers and parents of our athletes as well as from advertising of vacancies. No external body is entitled to appoint the charity's trustees.

Before the pandemic, Trustees conducted a strategic review of the charity's offering and created a long-term plan to ensure that more young people with disabilities can benefit from our services. This plan was rolled out from September 2022 and has proved to be very successful. New services will continue to gain traction in 2023/24 as the charity continues to build a sustainable future.

Our ongoing work in the area of equality, diversity and inclusion will continue with the long-term goal of ensuring KEEN London is representative of the communities we support and society at large.

FINANCIAL STATEMENT OF TRUSTEES' AND DIRECTORS' RESPONSIBILITIES

The Trustees (who are also directors of KEEN London for the purposes of company law) are responsible for preparing the trustees' annual 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 which 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
- Make judgments and estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards and statements of recommended practice 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 operation.

The Trustees are responsible for keeping proper accounting records that 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 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.

Members of the charity guarantee to contribute an amount not exceeding £10 to the assets of the charity in the event of winding up. The total number of such guarantees at 30 June 2023 was six (2022: seven). The trustees are members of the charity but this entitles them only to voting rights. The Trustees have no beneficial interest in the charity.

Preparation of the Report

The report was approved and authorized for issue by the Trustees on 8/1/2024 and is signed on behalf of the Trustees by: -

Trustee Jill Robinson

Trustee

KEEN London
Independent Examiner's Report to the Trustees
For the year ended 30 June 2023

I report to the trustees on my examination of the accounts of the charitable company for the year ended 30 June 2023.

Responsibilities and basis of report

As the charity Trustees, who are also directors for the purposes of company law, are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

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

Independent examiners statement

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

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

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

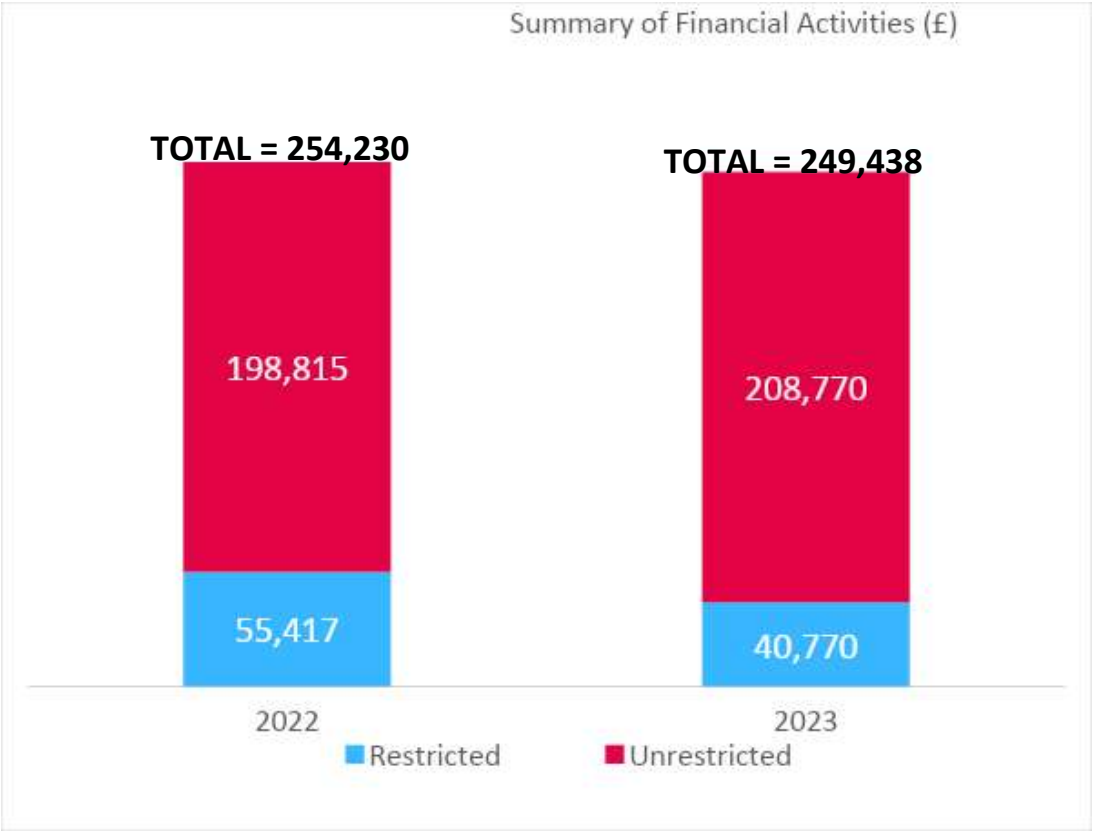
8 January 2024

Andrew M Wells FMAAT
Counterculture Partnership LLP
Unit 115 Ducie House
Ducie Street
Manchester
M1 2JW

Statement of financial activities (incorporating an income and expenditure account)
For the year ended 30 June, 2023
Registered charity number 1124915 Registered company number 06579658

		2023			2022
		Unrestricted	**Restricted**	**Total**	Total
	Notes	**£**	**£**	**£**	£
Income from:					
Donations, Grants and Legacies	4	128,816	116,803	**243,619**	265,880
Investments		1,933	-	**1,933**	165
Total income		128,749	116,803	**245,552**	266,045
Expenditure on:					
Raising funds		23,041	-	**23,041**	15,817
Charitable activities					
Sports and fun activities for children with physical and learning difficulties		95,852	131,448	**227,301**	211,281
Total expenditure	5	118,894	131,448	**250,342**	227,098
Net income for the year		9,855	(14,645)	**(4.790)**	38,947
Reconciliation of funds:					
Total funds brought forward		198,815	55,415	**254,230**	215,283
Total funds carried forward	9	**208,670**	**40,770**	**249,438**	**254,230**

All the above results are derived from continuing activities. There were no other recognized gains or losses other than those stated above. Movements in funds are disclosed in Note 9 to the financial statements.


Summary of Financial Activities (£)
TOTAL = 254,230
TOTAL = 249,438
198,815
208,770
55,417
40,770
2022
2023
Restricted
Unrestricted

Balance sheet
As at 30 June, 2023
Registered charity number 1124915 Registered company number 06579658

		30 June 2023			30 June 2022
	Notes	**£**			£
Current assets					
Debtors	7	6,594			1,752
Cash at bank and in hand		247,517			269,750
		254,111			271,502
Liabilities:					
Creditors: amounts falling due within one year	8	(4,673)			(17,272)
Net current assets		249,438			254,230
Net assets		**249,438**			**254,230**
The funds of the charity	9				
Restricted income funds		40,770			55,417
Unrestricted income funds					
Designated funds		20,000			13,240
General funds		188,670			185,573
Total funds carried forward		**249,438**			**254,230**

For the year ended 30th June 2023, the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies. The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2023 in accordance with section 476 of the Companies Act 2006.

The Directors acknowledge their responsibilities for:

A. Ensuring that the company keeps proper accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
B. Preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Section 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The financial statements have been prepared in accordance with the provisions applicable to companies' subject to the small companies' regime.
These financial statements were approved and authorised for issue by the Board on and were signed by:

Approved by the Trustees on ___(date)___ 2024 and signed on their behalf by.

Trustee Jill Robinson 8/1/2024 **Trustee**

NOTES TO THE FINANCIAL STATEMENTS

1 Constitution

KEEN London is a registered charity and a company limited by guarantee. It was incorporated on 29th April 2008 and took over the assets and liabilities of KEEN London (Trust) which had been established in 2002. Each of the Trustees is a Director of the company and a guarantor, having agreed to contribute a sum no greater than £10 in the event of the company being wound up.

In the opinion of the Trustees, there is no ultimate controlling party.

2 Accounting policies

Basis of preparation

The financial statements have been prepared under the historical cost convention, except for investments which are included at market value and the revaluation of certain fixed assets and in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), and the Companies Act 2006

The charitable company meets the definition of a public benefit entity under FRS 102.

Assets and liabilities are initially recognized at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

Income

Income is recognized when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably. Volunteer time donated is not recognized as income.

Expenditure

Expenditure is recognized once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required, and the amount of the obligation can be measured reliably.

Funds

Restricted income funds are to be used for specific purposes as laid down by the donor; expenditure which meets those purposes is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes. Designated funds are unrestricted funds earmarked by the trustees for particular purposes.

Debtors

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

Cash at bank and in hand

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

Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third-party and the amount due to settle the obligation can be measured or estimated reliably.

Pensions

The Charity operates a defined contribution pension scheme for its employees. Pension costs are recognised when contributions become payable.

3. Prior year comparatives for the statement of financial activities

	2022		
	Unrestricted	**Restricted**	**Total**
	£	**£**	**£**
Income from:			
Donations, Grants and Legacies	154,177	111,703	**265,880**
Investments	165	-	**165**
Total income	154,342	111,703	**266,045**
Expenditure on:			
Raising funds	15,817	-	**15,817**
Charitable activities			
Sports and fun activities for children with physical and learning difficulties	94,240	117,041	**211,281**
Total expenditure	110,057	117,041	**227,098**
Net income for the year	44,285	(5,338)	**38,947**
Reconciliation of funds:			
Total funds brought forward	154,531	60,753	**215,283**
Total funds carried forward	**198,815**	**55,417**	**254,230**

4. Donations, Grants and Legacies

	2023	
	Total	Of which restricted
Donations, Grants and Legacies in the financial year comprise:	£	£
City Bridge	43,000	43,000
John Lyons	32,000	32,000
Heagreaves Foundation	27,759	27,759
The Edward Gostling Foundation	25,000	
Garfield Weston	15,000	
MCCT MC Charitable Trust	10,000	
Gosling Foundation	5,544	5,544
Masonic	5,000	
Trade Benevolent Fund	4,146	
The Childhood Trust	4,000	

CHARLES S FRENCH CHARITABLE TRUST	3,000		
London Catalyst	3,000		3,000
Sterry Family Foundation	3,000		
Hedley Foundation	3,000		3,000
BURBERRY LIMITED	2,525		
Lilly White	2,500		2,500
Community and Individual Fundraising	55,145		
	243,619		**116,803**

5. Expenditure

	2023	**2022**
	£	**£**
Cost of raising funds	23,401	15,817
Staff costs	168,706	147,531
Rent and office costs	19,368	25,702
Events, premises hire and entry fees	29,703	20,242
DBS checks	1,305	682
Customer Relationship Management project	2,970	3,744
Diversity and Inclusion project	4,656	13,478
Governance: insurance	593	532
	250,342	**227,098**

All expenditure is incurred for the purpose of a single category of activity, being sports and fun activities for children with physical and learning difficulties.

6. Staff Costs

	2023	**2022**
	£	£
Salaries	168,327	146,897
Social security costs	9,366	7,517
Employer's contribution to defined contribution pension scheme	4,441	3,870
Other Staff Cost	6,971	2,887
	189,104	161,170
Less cost of staff raising funds	-20,398	-13,639
	168,706	**147,531**

No employee earned more than £60,000 during the year (2022: nil).
Remuneration including Pension Contributions of Key Management is £49,739
The charity employed an average of 7 (2022: 6.7 employees) including part-time staff.

7. Debtors

	2023	2022
	£	£
Debtors	5,363	81
Prepayments	1,231	1,671
	6,594	**1,752**

Prepayments include office deposit and prepaid insurance.

8. Creditors

	2023	2022
	£	£
Tax and social security	3,143	3,263
Accruals	0	0
Income Received in Advance	0	5,000
Accounts Payable	1,529	125
	4,673	**17,272**

9. Movement in funds

	At start of year	Adjustment	Incoming resources	Outgoing resources	At end of year
	£	£	£	£	£
Restricted funds:					
City Bridge Trust	-5,864		43,000	-37,136	-
John Lyons	-		32,000	- 2,130	29,870
Heagreaves Foundation	-		27,759	-16,860	10,899
Gosling Foundation	-		5,544	- 5,544	-
London Catalyst	-		3,000	- 3,000	-
Hedley Foundation	-		3,000	- 3,000	-
Lilly White Foundation	2,200		2,500	- 4,700	-
Children in Need	4,551		-	- 4,551	-
Mercers	13,546		-	- 13,546	-

Sobell Foundation	9,504		-	- 9,504	-
Global Make Some Noise	9,353			- 9,353	-
Zurich	20,139			- 20,139	-
EMR Money (CAP Project)	1,986		3,000	- 1,986	-
Total restricted funds	**55,415**	**-**	**116,803**	**-131,448**	**40,770**
Unrestricted funds:					
Development fund	6,718		11,252	-2,970	15,000
Diversity and Inclusion fund	6,522		3,134	- 4,656	5,000
General fund	185,575		112,430	-109,337	188,669
Total unrestricted funds	**198,815**	**-**	**126,816**	**-116,963**	**208,669**
	254,230	**-**	**243,619**	**-248,411**	**249,438**

9. Movement in funds (continued)

Received further £43,000 this financial year from City Bridge Trust to support the costs of Participation & Development Coordinator. This was utilized accordingly, and the fund has been. confirmed as fully spent.
Received £27,759 from Heagreaves Foundation towards the cost of Hall hire
Received £3,000 from Hedley Foundation towards residential costs.
BBC Children in Need Main Grant, Zurich, Global make some Noise ended in this financial Year
The Development Fund which was established for further enhancement of the organisational capacity of KEEN and continues to be used for the Customer Relationship Management project and scope was expanded during the year to include volunteering project

A reserve of £20,000 previously established to support our programme to develop Diversity and Inclusion in KEEN, was well utilized this financial year and was judged that more funding will be required, and further funds was allocated for this purpose.

10 Trustees

No Trustee received remuneration during the year (2022: nil). No Trustee was reimbursed for expenses incurred on the Trust's behalf in the year (2022: none).



YOU

KEEN LONDON

KEEN LONDON

England & Wales - Charity number 1124915

Accounts



KEEN London

Annual Report and Financial Statements
Year ended 30 June 2022

Company Limited by Guarantee
Registered in England & Wales number 06579658
Registered charity 1124915

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ADMINISTRATIVE DETAILS

- **Name of charity**	KEEN London
	Governing document Memorandum and Articles of Association incorporated 29 April 2008 as amended by special resolution dated 8 October 2009
- **Registered charity number**	1124915
- **Registered company number**	06579658 (England and Wales)
- **Trustees and Directors**	Lindsay Baker Eleanor Coker Clare Ellis Marushka Lobo, Treasurer Hazel Peck Jill Robinson, Chair Patrick Smears
- **Registered office**	Unit W1 8 Woodberry Down London N4 2TG
- **Bankers**	CAF Bank Limited 25 Kings Hill Avenue Kings Hill West Malling Kent ME19 4JQ
- **Independent Examiner**	Andrew M Wells FMAAT 99 Western Road Lewes East Sussex BN7 1RS

TRUSTEES' REPORT

Welcome to KEEN London's Annual Report, together with the financial statement for the year ended 30th June 2022. This report will highlight the charity's objectives and activities, our achievements and performance over the last 12 months, provide a financial review, and cover the statutory reporting requirements.

Following an 18-month period of adapted services, because of Covid-19 in 2021/22, KEEN London could not wait to reinstate its much-loved weekend sessions.

We were proud, during sustained periods of lockdown, to continue to deliver a service which would support and benefit those who needed it most. However, we also took the opportunity to learn from the time we spent during the pandemic to introduce new initiatives and adapt our services to better serve our beneficiaries. In 2021/22, we could put this fully into practice. More detail on this can be found below.

OBJECTIVE AND ACTIVITIES

KEEN London's mission is to improve physical activity, social interaction, and quality of life for children with disabilities in the London area. KEEN provides free and highly sought after one-to-one support at sports and activities sessions. Our sessions provide access to physical activities; sport and games; encourage teamwork and social skills; provide respite for families and carers; as well as being great fun for all involved.

The main activities of KEEN, undertaken to further the charity's purposes for the public benefit, are free sports and activities sessions for children with physical and learning difficulties. In deciding upon the activities to undertake, the Trustees follow the Charity Commission's guidance on public benefit. During school terms, weekly sessions are held in school sports halls on Saturdays in Hackney and Lambeth, plus occasional outings. In June 2022, we were able to bring back the much-loved KEEN London residential weekend for the first time since 2019. During this financial year, we also piloted two new programmes; Rising Stars (for pre-school children) and the Coach Apprentice Programme (CAP) for 16- to 25-year-olds with very successful results - more details below.

At KEEN London sessions, each athlete is paired with a trained, volunteer 'coach' for individual support. This allows each athlete to access activities to the best of their abilities and whilst parents and carers enjoy valuable respite time, knowing their child is cared for in a safe and supportive environment. They enjoy a variety of sports including cricket, basketball, football, cycling and playground games and have the chance to learn new skills, make new friends and have great fun. Our coaches come from many different backgrounds. They are given comprehensive training before joining the KEEN team and continue to learn new skills during their time with us.

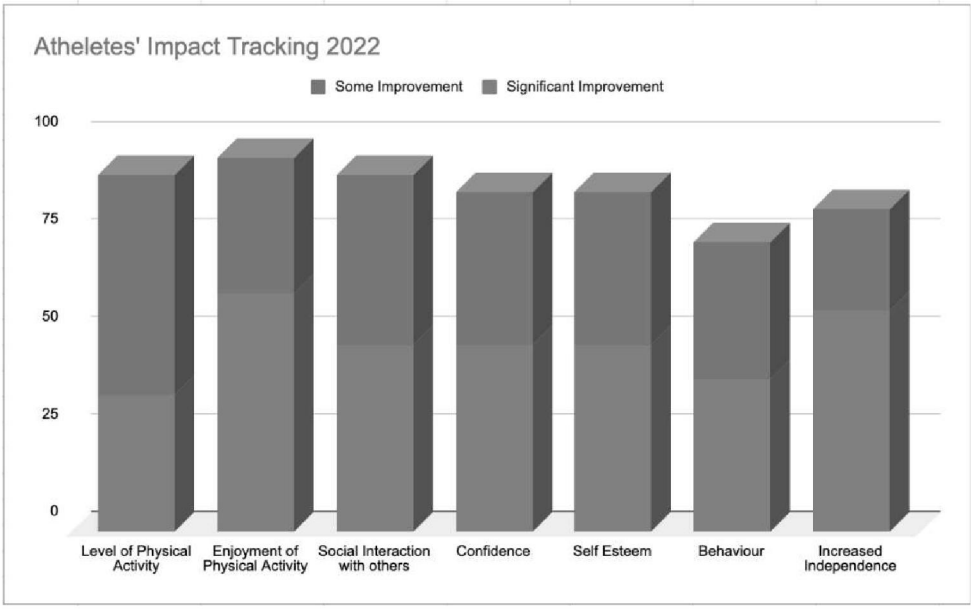
ACHIEVEMENTS AND PERFORMANCE

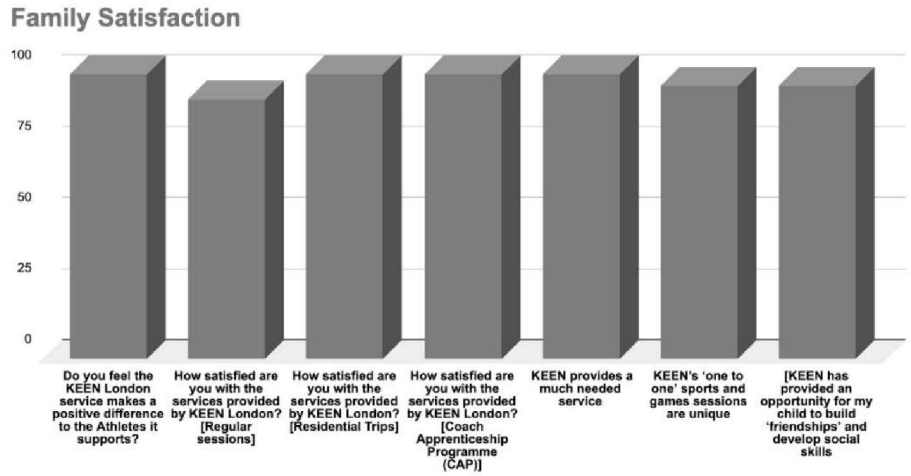
Our work enables our beneficiaries (our athletes) to participate in sports and fun activities in a supported, caring environment. Wider benefits to society as a whole include respite for the families of our athletes, participation in our athletes' development and opportunities for our coaches to volunteer regularly and, in doing so, learn new skills and give back to their communities.

Our athlete feedback systems enable our young people to feel more empowered about their involvement in the service. We incorporate a feedback section into all sessions to give athletes an opportunity to tell us what they have enjoyed and what else they would like to do, which helps us to plan future sessions. Our coach feedback - also provided after every session - is recorded online, making it easier for us to review more regularly and reduce our impact on the environment.

In 2021/22 KEEN London delivered 56 one to one supported sessions and one three-day residential weekend. In total this amounts to over 3,333 hours of one-to-one support.

We are proud of the overwhelmingly positive difference KEEN London makes to our athletes and the lives of their families as our most recent survey demonstrates.





A year in the life of KEEN London

A RETURN FROM COVID

KEEN London kick-started its grand return from lockdown with five KEEN London athletes forming the first group of young people with additional needs to join the Hackney Moves Schools Challenge. At the end of September, 16 months later than planned, our small but mighty team took on the final mile of the course (supported 1:1 with volunteer coaches and staff). It was a great opportunity to work with Limelight Sports to create a more accessible event, welcoming young people of all abilities and an achievement to build upon.

Seven months later, and back to its original May date, the 2022 event saw 30 KEEN London athletes from across all sites run and wheel the route with support from volunteers and family members. We were delighted that so many children could be supported to take part in such a huge community event, and join families from across London to celebrate and participate in sport.

RETURNING FROM COVID - THE RETURN OF WEEKLY SERVICES

In September 2021, regular KEEN weekly sessions returned for the first time in 18 months. This was a hugely exciting milestone for athletes, coaches and staff but it was by no means business as usual. We came back with new ideas, and an even greater understanding of our athletes, having learned so much through our COVID adapted services.

Pre-pandemic, staff and Trustees agreed a new strategy for KEEN services – informed by the needs and views of our communities – whereby our weekly sessions would reach more of the children who need our services the most. We now offer a two-year programme to children of primary-school age, allowing us to devise a more personalized programme with quantifiable individual outcomes. This new approach has been rolled-out in our East and South sessions and will begin in 2022 in our new North sessions.

Being forced to run sessions outdoors during lockdown taught us how adaptable we could all be. In fact, some children who may have found our sports halls quite overwhelming were actually more active outside, participating in group nature hunts or games of hide and seek. Since returning to indoor sessions, we ask families to prepare for outdoor activities every week (from bringing sun cream one week to hats and gloves the next!). Our sports halls are large enough for running and active play but by using the outdoor space our athletes have access to outdoor gym equipment, table tennis tables, football pitches and more. We look for different coloured autumn leaves, mini beasts or conkers and take the time to enjoy some fresh air. This is something we occasionally did before but it is now a regular part of our sessions and has helped to motivate more athletes to get active, as well as providing weekly access to outdoor space for children who don't necessarily have access to a garden or nearby green space.

Another 'lockdown learning' from our Bubble Buddies sessions was the use of smaller groups, which we found helped athletes and coaches to get to know each other better. It is not always possible for volunteers to support the same child each week, but we have introduced teams to each session so that volunteers and athletes are in smaller groups to foster relationships and confidence building. In our sessions, our volunteer coaches are now paired with athletes in their team rather than any athlete in the session. This greater continuity with support is helping us to better track skills development and better support children.

Our new teams have been really helpful for both new and returning athletes. Jay joined KEEN London in the autumn term and was initially hesitant, understandably due to being in a new environment and after being in lockdown for so long. He made improvements every week by learning people's names and building his confidence. This confidence helped him join in

with most group games with enthusiasm for the activities that he enjoys. However, through introducing smaller groups within the session he has started interacting much more with other athletes and coaches have recorded his increased communication.

NEW SERVICES: CAP

For many of the young people we support, KEEN London is a huge part of their life and not something they want to leave behind as they get older.

Following requests from older athletes aspiring to be volunteer coaches, we created our *Coach Apprenticeship Programme* (CAP). CAP is a beneficiary-led idea addressing the need to remove barriers for young people with additional needs in accessing employment, further education or long term volunteering. We spoke with families who agreed that their child would benefit from a structured apprenticeship programme and in January we began a trial with five of our older (16+) athletes.

Each apprentice is assigned a volunteer mentor who will support them to get the most out of the CAP curriculum, share skills, answer questions and work on the relevant weekly curriculum topics. In our first term, apprentices worked on modules such as session planning, communication, working with additional needs and safeguarding. Our second term saw apprentices take more responsibility in sessions putting their learning into practice and working on confidence and teamwork. We also introduced work experience placements and began to talk about skills for volunteering and working outside of KEEN London. Each of our apprentices took part in at least two work experience placements as we worked with new and existing partners (including Tideway, TFL, Murphy and Thames Water) to provide insights into different working environments. In all of our placements, apprentices were set tasks and encouraged to take part in workplace activities which ranged from health and safety inspections in the office at Tideway, accessibility surveys on the streets of London with TFL and an equipment audit in our own office. In term three (Autumn 2022), we will concentrate on creating CVs, mock interviews, employability skills and life skills.

The trial has seen four former beneficiaries transform into KEEN London coaches. They are delivering the very service that helped them gain the skills and confidence to take this next step. In sessions we have seen greater engagement and admiration from our younger athletes as their peers' lead, encourage and inspire them to join in, we couldn't ask for better role models.

"CAP has helped me with my anxiety and it has shown me that even as a coach you will struggle but you are who you want to be in life, anxiety or not. The thing I did best was getting the job of being a KEEN London coach because it will help me go on to be a teaching assistant". Miles, Apprentice Coach

NEW SERVICES: RISING STARS

In recent years we have seen a huge increase in enquiries from local families looking for preschool support. We are aware that many young children may have spent their first (and developmentally most crucial) early years in lockdown and isolation. We discussed this with local Children's Centres and found they echoed our concerns and that support was desperately needed.

We spoke with new and existing KEEN London families, as well as non-KEEN families, about their experiences of early years support. 79% of families in our service reported that professionals (e.g. nursery staff, children's centres and family support workers) had helped spot early signs of SEND, but in contrast all non-KEEN London families reported that they didn't know where to go or what support was available to them. With all families agreeing that early intervention was vital, and that any support and signposting early on would be helpful, we made the decision to run a small pilot project.

In January we began Rising Stars, a monthly stay and play session when KEEN London staff are on hand to talk with families about concerns and challenges families are facing. Our staff and volunteers help engage preschool children in activities during the session, giving parents and caregivers the opportunity to meet and talk with other SEND families and with KEEN staff who can share their experience and signpost to further support. Our Rising Stars sessions are run in partnership with a local children's centre providing a familiar and accessible venue. Our next steps after this trial are to evaluate how useful the sessions have been and work with our partners to reach more families with preschool children in the local area.

In our initial pilot we ran five sessions (one a month for five months) reaching 19 new families with six returning more than once.

KEEN ON TOUR

In June, for the first time in over three years, the KEEN London residential returned. For three days, and two nights, 16 young people were supported one-to-one to participate in outdoor pursuits such as climbing, zip lining and den building in the beautiful Kent countryside.

For most children this was their first time away from home and was an amazing opportunity to improve their independence and confidence, as well as some very rare respite for families. Over the course of the weekend athletes from our East and South sites got to make new friendships, try new activities and learn some great new campfire songs.

Rayna, a 19-year-old young lady with Down's syndrome and a speech and language delay can lack confidence with verbal communication and is often very quiet. In sessions, she sometimes struggles to engage and her family worry that she has been quite depressed recently (following the loss of a close family member). The residential weekend was an exciting opportunity for Rayna to gain some independence and challenge her own confidence. From start to finish she embraced the experience, grinning from ear to ear in every activity she was taking part in. Rayna found her voice through her singing, and sang and danced from activity to activity, relishing the chance to express herself and be with other young people her own age. The greatest moment was seeing her on the 3G swing. As she swung through the air, the athletes and coaches cheered and you could hear her joyous laughter and screams of joy. Her struggle to engage and enjoy herself had been evident through the last couple of months and this weekend was a breakthrough for her. This was Rayna's first time away from home, in a new environment, staying with other young people from our South London site who she built a relationship with over the weekend.

Volunteer coach: I have never seen Rebecca so happy, friendly and willing to take part. She has been very positive, smiling and ready to play new games, she never said no to anything and she was very sporty.

Rayna's mum response: It means such a lot to me as a parent to hear [how well she did] it is so encouraging.

INCREASING OUR REACH

Following a COVID-related break in our regular service delivery we took the time to better understand gaps in service provision across the capital, and see where we could be most effective.

We looked at poverty indicators, percentage of SEN children, percentage of children with EHCP as well as accessibility for families, and an overall need for our service. Our research highlighted two areas of high deprivation (according to the Consumer Data Research Centre (CDRC)): the borough of Brent and the area stretching from Haringey to Enfield.

Brent Borough's SEND Strategy details a rise in the number of children with EHCP as did bordering boroughs (Ealing and Kensington & Chelsea). Haringey and Enfield have similar statistics but after looking at transport links it was decided that Haringey was close enough to our existing Dalston site to accommodate families wishing to access our service.

Expanding North West would enable us to reach new families and sectors of the community previously out of reach. Whilst there are some existing activities and support services for children with disabilities/SEN in the Brent area, these run during the week, have a specific sporting focus (wheelchair basketball or disability football) and incur costs. We believe our free, multi-activity, one to one supported service would be a very welcome and much needed addition and are now starting to build relationships with children's centres and SEN-focused schools to discuss this project. Services in this new centre will begin in the autumn.

Giving our families a voice

Through our relatively new involvement with the Disabled Children's Partnership (DCP), we have been able to take part in a national campaign to ensure families are aware of proposed changes to SEND Provision (through the recent review and green paper) and that their voices and concerns are shared. At our sessions we handed out flyers highlighting the impact the proposed changes could have and provided links to more information and an easy way for them to contribute their opinions. We engaged with families at coffee mornings and continue to work alongside 200 other children's charities to push for better support for families with disabled children.

Equality, Diversity and Inclusion

Last year KEEN London began working with Impact Culture, a consultancy that we invited to carry out an equality, diversity and inclusion (EDI) review within the charity. Our work to date has involved understanding and monitoring staff, volunteer and families' experiences; a focus on leadership, governance and user voice; and volunteer recruitment, induction and training. Impact Culture supported us to carry out focus groups and surveys with staff, volunteers, trustees and families. A steering group will now look at how we make our charity as inclusive and as representative of the communities we represent. We look forward to the next chapter in this piece of work and setting a vision for what we would like KEEN London to look like over the coming months and years.

SUMMARY

During the pandemic, we were proud to continue a meaningful and impactful service. We also learned valuable lessons from that time of disruption and, following the resumption of our regular services, have put these into practice. They have informed both our operations and our future strategy.

In a difficult economic climate, and with many in our community facing the challenges of a cost-of-living crisis, KEEN London's offering is needed now more than ever. Our new strategy, venue and services — alongside our well-established weekly sessions and residentials – will allow us to reach many more children and young people with disabilities who are most in need of our support.

We are confident that the KEEN London team of staff, volunteers and Trustees will face future challenges with the same commitment to our goals and energy, enthusiasm and professionalism.

We are extremely thankful to the volunteers who have continued to give us their time and to the funders who have continued to support us.

As always, however, our greatest source of pride is seeing our beneficiaries flourish and grow, thanks to the work of the KEEN London community.

FINANCIAL REVIEW

Donations received during the year amounted to £265,880 of which £154,342 was unrestricted compared to £160,256 and £29,764 respectively in 2021. Donations are listed in note 4 to the financial statements.

KEEN London is grateful to its project funders for continuing to support the return of our services and new projects. Staff, sessions and other projects were funded by grants from Global Make Some Noise, the Mercers Company, City Bridge Trust, Zurich Community Trust, European Metal Recycling (EMR) and BBC Children in Need. We have also benefited from individual donations from supporters and volunteers in our second match funding appeal with the Big Give which was also supported by the Childhood Trust and Dentons Solicitors. Our thanks also to the following funders for their continued support of our work over this period: Charlie Chaplin Adventure Playground, The Sterry Family Foundation, The Edward Gostling Foundation, Robert Gavron, the Tartan Army Sunshine Appeal, Albert Hunt Charitable Trust, First Give, Founders Pledge, Henry Smith, Ardonagh Community Trust, Asta Management and The Hobson Charity. Our special thanks also go to one of our longstanding volunteers Kitty, who collected donations for us instead of wedding gifts.

Total expenditure amounted to £227,098 (2021: £150,741),

The increase in expenditure reflected a resumption of our activities in sports halls and physical buildings and the increased venue hire and staff/volunteer costs of our new pilot projects.

Staff costs increased this year as our long-standing Head of Services left to pursue other opportunities and a more experienced member of staff was brought on board. In 2021/22, we

employed a Head of Services, a Volunteer Co-ordinator and one of our three Session Co-ordinators on full-time contracts, the other two being part-time. We also employ a part-time fundraiser, whose objective is to deliver long-term financial sustainability for the charity, and part-time finance manager to ensure optimal financial record-keeping and management.

Our Equity, Diversity and Inclusion project began this year and will be completed in 2022/23.

We recorded a surplus of £38,947, worth noting that funding for some of our 2022/23 services were paid in slightly earlier than anticipated, within this financial period.

RESERVES POLICY

The Trustees are committed to generating sufficient reserves to support the current activities of the charity taking into account any uncertainty in the levels of income received. They seek to maintain free reserves at a level of between six and nine months of expenditure. Based on the budget for the year ahead, this amounts to approximately £190,000 to £220,000.

In previous years the Trustees have established a Development Fund of £25,000 to enable the strengthening of KEEN's organisational capability and to build its resilience for the future. This includes investment in people management and volunteers and in quality management and systems. The yearly costs of the Customer Relationship Management software continue to be utilized against this reserve

The Diversity and Inclusion Fund of £20,000 was established to enable us to develop the ability to embed diversity, inclusion and equality work across all aspects of our activity. The Fund has allowed us to draw in particular on external specialist consultancy support, and support for staff and volunteer learning and development. In 2021/22, £13,478 was spent from the Fund and the remainder will be used in 22/23.

Total reserves amounted to £254,230 at the end of the financial year, of which £185,573 represented the General Fund. As determined in the last financial year, the reserves policy will continue to be maintained for a period of six to nine months of expenditure. Due to the generosity of donors, we had another strong year of fundraising and the Trustees are confident that recent staff recruitment and new service initiatives will reinforce the financial sustainability of KEEN London.

The Trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern.

STRUCTURE, GOVERNANCE AND MANAGEMENT

KEEN is overseen by the Trustees listed on page 2, between them providing many years of experience and skill in the special needs sector, charity management, finance, marketing, IT, law and human resources. They meet to discuss policy and operational issues at least five times per year.

Trustees are appointed in line with the constitution of the charity, which follows the 2006 Charity Commission template constitution for a limited company. Appointments have been made from volunteers and parents of our athletes as well as from advertising of vacancies. No external body is entitled to appoint the charity's trustees.

Before the pandemic, Trustees conducted a strategic review of the charity's offering and created a long-term plan to ensure that more young people with disabilities can benefit from

our services. This plan was rolled out from September 2022. New services, piloted in 2022, will continue to gain traction in 2023.

Our ongoing work in the area of equality, diversity and inclusion will continue with the long-term goal of ensuring KEEN London is representative of the communities we support and society at large.

FINANCIAL STATEMENT OF TRUSTEES' AND DIRECTORS' RESPONSIBILITIES

The Trustees (who are also directors of KEEN London for the purposes of company law) are responsible for preparing the trustees' annual 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 which 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
- Make judgments and estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards and statements of recommended practice 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 operation

The Trustees are responsible for keeping proper accounting records that 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 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.

Members of the charity guarantee to contribute an amount not exceeding £10 to the assets of the charity in the event of winding up. The total number of such guarantees at 30 June 2022 was seven (2021: seven). The trustees are members of the charity but this entitles them only to voting rights. The Trustees have no beneficial interest in the charity.

Preparation of the Report

The report was approved and authorised for issue by the Trustees on 20/12/2022 and is signed on behalf of the Trustees by: -

Trustee Jill Robinson Jill Robinson Trustee 22/12/2022

KEEN London

Independent Examiner's Report to the Trustees

For the year ended 30 June, 2022

I report to the trustees on my examination of the accounts of the charitable company for the year ended 30th June 2022.

Responsibilities and basis of report

As the charity Trustees, who are also directors for the purposes of company law, are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

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

Independent examiners statement

Since the Charitable company's gross income exceeded £250,000, your examiner must be a member of a body listed in section145 of the 2011 Act. I confirm that I am qualified to undertake the examination by virtue of my membership of Association of Accounting Technicians, which is one of the listed bodies.
I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

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

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

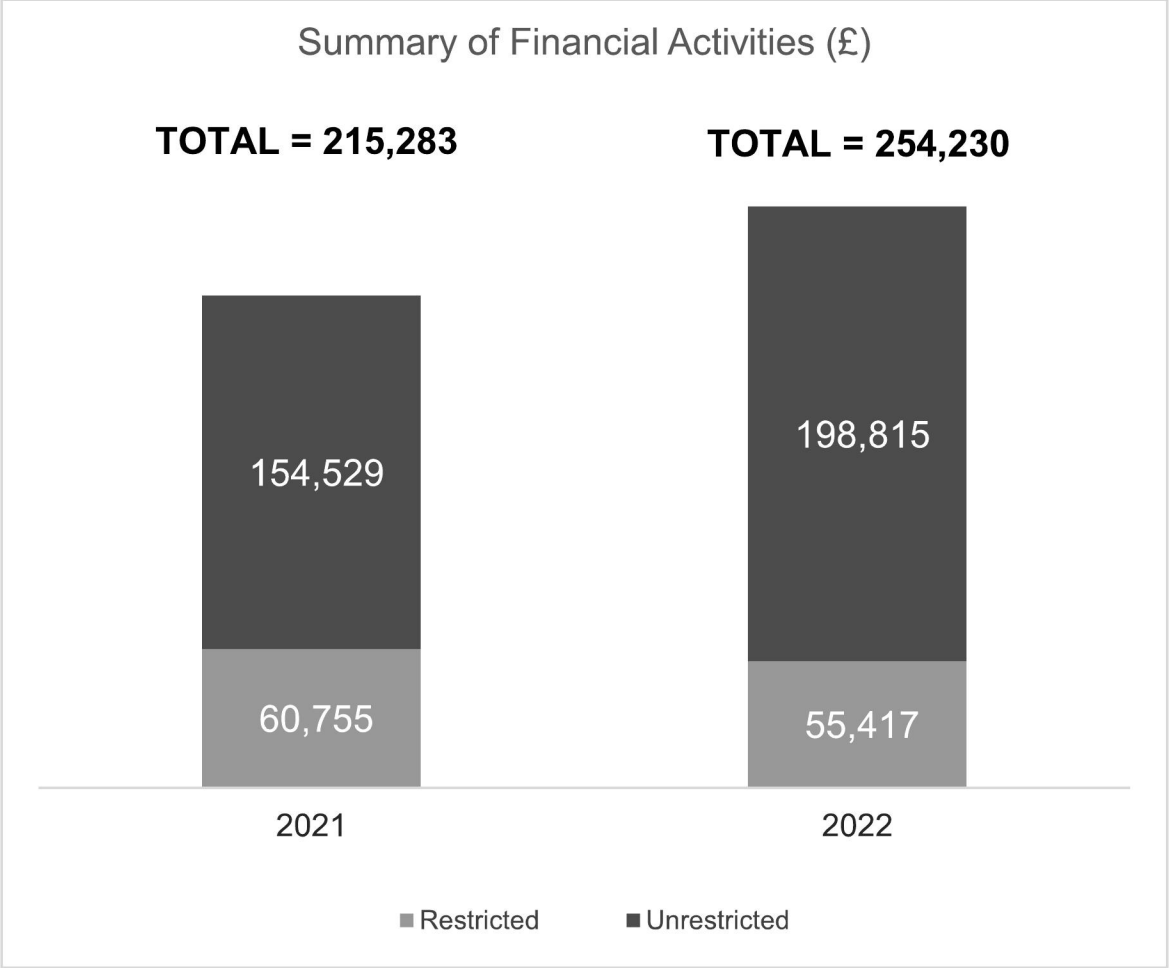
AM Wells FMAAT
99 Western Road
Lewes
East Sussex
BN7 1RS

Dated: 18 December 2022

Statement of financial activities (incorporating an income and expenditure account)
For the year ended 30 June, 2022
Registered charity number 1124915 Registered company number 06579658

		2022			2021
		Unrestricted	**Restricted**	**Total**	Total
	Notes	**£**	**£**	**£**	£
Income from:					
Donations	4	154,177	111,703	**265,880**	160,256
Investments		165	-	**165**	20
Total income		154,342	111,703	**266,045**	160,276
Expenditure on:					
Raising funds		15,817	-	**15,817**	8,505
Charitable activities					
Sports and fun activities for children with physical and learning difficulties		94,240	117,041	**211,281**	142,236
Total expenditure	5	110,057	117,041	**227,098**	150,741
Net income for the year		44,285	(5,338)	**38,947**	9,535
Reconciliation of funds:					
Total funds brought forward		154,528	60,755	**215,283**	205,748
Total funds carried forward	9	**198,813**	**55,417**	**254,230**	**215,283**

All the above results are derived from continuing activities. There were no other recognized gains or losses other than those stated above. Movements in funds are disclosed in Note 9 to the financial statements.


Summary of Financial Activities (£)
TOTAL = 215,283
TOTAL = 254,230
154,529
198,815
60,755
55,417
2021
2022
Restricted
Unrestricted

Balance sheet
As at 30 June, 2022
Registered charity number 1124915 Registered company number 06579658

		30 June 2022		30 June 2021
	Notes	**£**		£
Current assets				
Debtors	7	1,752		9,135
Cash at bank and in hand		269,750		212,072
		271,502		221,207
Liabilities:				
Creditors: amounts falling due within one year	8	(17,272)		(5,924)
Net current assets		254,230		215,283
Net assets		**254,230**		**215,283**
The funds of the charity	9			
Restricted income funds		55,417		60,755
Unrestricted income funds				
Designated funds		13,240		30,462
General funds		185,573		124,066
Total funds carried forward		**254,230**		**215,283**

For the year ended 30th June 2022, the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies. The members have not required the company to obtain an audit of its accounts in accordance with section 476 of the Companies Act 2006.

The Directors acknowledge their responsibilities for:

A. Ensuring that the company keeps proper accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
B. Preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Section 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.
These financial statements were approved and authorised for issue by the Board on and were signed by:

Approved by the Trustees on 2022 and signed on their behalf by;

Trustee Jill Robinson 20/12/2022 **Trustee** 22/12/2022

NOTES TO THE FINANCIAL STATEMENTS

1 Constitution

KEEN London is a registered charity and a company limited by guarantee. It was incorporated on 29th April 2008 and took over the assets and liabilities of KEEN London (Trust) which had been established in 2002. Each of the Trustees is a Director of the company and a guarantor, having agreed to contribute a sum no greater than £10 in the event of the company being wound up.

In the opinion of the Trustees, there is no ultimate controlling party.

2 Accounting policies

Basis of preparation

The financial statements have been prepared under the historical cost convention, except for investments which are included at market value and the revaluation of certain fixed assets and in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), and the Companies Act 2006

The charitable company meets the definition of a public benefit entity under FRS 102.

Assets and liabilities are initially recognized at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

Income

Income is recognized when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably. Volunteer time donated is not recognized as income.

Expenditure

Expenditure is recognized once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required, and the amount of the obligation can be measured reliably.

Funds

Restricted income funds are to be used for specific purposes as laid down by the donor; expenditure which meets those purposes is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes. Designated funds are unrestricted funds earmarked by the trustees for particular purposes.

Debtors

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

Cash at bank and in hand

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

Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third-party and the amount due to settle the obligation can be measured or estimated reliably.

Pensions

The Charity operates a defined contribution pension scheme for its employees. Pension costs are recognised when contributions become payable.

3. Prior year comparatives for the statement of financial activities

	2021		
	Unrestricted	**Restricted**	**Total**
	£	**£**	**£**
Income from:			
Donations	29,764	130,492	**160,256**
Investments	20	-	**20**
Total income	29,784	130,492	**160,276**
Expenditure on:			
Raising funds	8,505	-	**8,505**
Charitable activities			
Sports and fun activities for children with physical and learning difficulties	36,693	105,543	**142,236**
Total expenditure	45,198	105,543	**150,741**
Net income for the year	(15,414)	24,949	**9,535**
Reconciliation of funds:			
Total funds brought forward	169,942	35,806	**205,748**
Total funds carried forward	**154,528**	**60,755**	**215,283**

4. Donations

	2022	
	Total	Of which restricted
Donations in the financial year comprise: -	£	£
BBC Children in Need	8,380	8,380
City Bridge Trust	40,000	40,000
Worshipful Company of Mercers	25,000	25,000
Global Make Some Noise	35,323	35,323
Zurich Community Trust	25,000	
Charlie Chaplain	30,667	
Asta Management	5,500	
Robert Gavron	5,000	
Gift Aid Receipts	4,605	
Tartan Army	3,000	
Sterry Foundation	3,000	
EMR (CAP Project) Fund New	3,000	3,000
Other trusts, foundations, and corporate donors		
Community and Individual fundraising	77,406	
	265,880	**111,703**

5. Expenditure

	2022	2021
	£	£
Cost of raising funds	15,817	8,505
Staff costs	147,531	124,687
Rent and office costs	25,072	12,152
Events, premises hire and entry fees	20,242	2,881
DBS checks	682	148
Customer Relationship Management project	3,774	1,836
Diversity and Inclusion project	13,478	0
Governance: insurance	532	532
	227,098	**150,741**

All expenditure is incurred for the purpose of a single category of activity, being sports and fun activities for children with physical and learning difficulties.

6. Staff Costs

	2022	2021
	£	£
Salaries	146,897	121,786
Social security costs	7,517	6,112
Employer's contribution to defined contribution pension scheme	3,870	3,611
Other Staff Cost	2,887	1,410
	161,170	132,920
Less cost of staff raising funds	-13,639	-8,233
	147,531	**124,687**

No employee earned more than £60,000 during the year (2021: nil).
The charity employed an average of 6.67 (2021: 5.9 employees) including part-time staff.

7. Debtors

	2022	2021
	£	£
Debtors	81	783
Prepayments	1,671	8,353
	1,752	**9,135**

Prepayments include office deposit and prepaid insurance.

8. Creditors

	2022	2021
	£	£
Tax and social security	3,263	3,246
Accruals	0	2,553
Income Received in Advance	5,000	
Accounts Payable	9,009	125
	17,272	**5,924**

9. Movement in funds

	At start of year (2021)	Adjustment	Incoming resources	Outgoing resources	At end of year (2022)
	£	£	£	£	£
Restricted funds:					
City Bridge Trust	(10,101)		40,000	35,760	(5,861)
Global Make Some Noise	3,701		35,323	29,672	9,352
BBC Children in Need, Main Grant	16,458		8,380	20,287	4,551
Worshipful Company of Mercers	16,245		25,000	27,698	13,547
Zurich Community Trust	20,139				20,139
Sobell Foundation	10,813		-	1,309	9,504
The Lillywhite Foundation	2,500			300	2,200
Together Fund the Neighbourly	1,000			1,000	
EMR Money (CAP Project)			3,000	1,015	1,985
Total restricted funds	**60,755**	**-**	**111,703**	**117,041**	**55,417**
Unrestricted funds:					
Development fund	10,462			3,744	6,718
Diversity and Inclusion fund	20,000			13,478	6,522
General fund	124,066		154,342	92,835	185,573
Total unrestricted funds	**154,528**	**-**	**154,342**	**110,057**	**198,813**
	215,283	**-**	**266,045**	**227,098**	**254,230**

9 Movement in funds (continued)

Received further £40,000 this financial year from City Bridge Trust to support the costs of a Participation & Development Coordinator. The deficit on this fund will be covered by additional funding in the next financial year.

£35,323 was received from Global Make some noise this financial Year to continue to support our South and East London activities.

An installment of £8,380 was received from BBC Children in Need Main Grant in this financial year.

A further £25,000 was received from the Worshipful Company of Mercers grant to fund our creating coaches programme.

The Development Fund was established for future enhancement of the organisational capacity of KEEN and continues to be used for the Customer Relationship Management project

A reserve of £20,000 was established to support our programme to develop Diversity and Inclusion in KEEN, initial work on the project started towards the end of the financial year and will kick off fully in the new financial year.

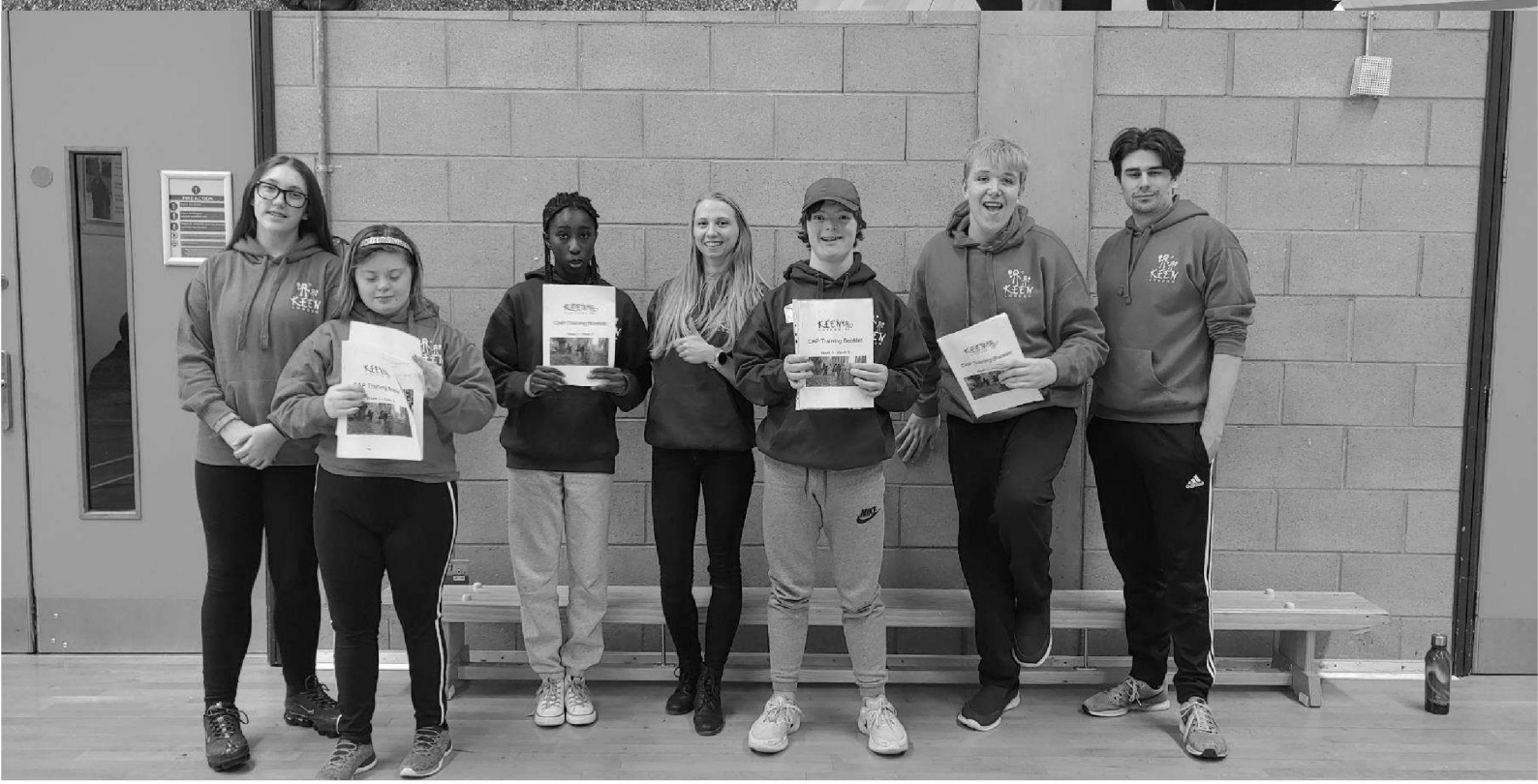
10 Trustees

No Trustee received remuneration during the year (2022: nil). No Trustee was reimbursed for expenses incurred on the Trust's behalf in the year (2021: none).






ENTRE PRISES
ENTRE PRISES



THANK YOU

KEEN LONDON

KEEN LONDON

England & Wales - Charity number 1124915

Accounts







KEEN London

Annual Report and Financial Statements

Year ended 30 June 2021

Company Limited by Guarantee
Registered in England & Wales number 06579658
Registered charity 1124915

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Administrative details

- **Name of charity**	KEEN London Governing document Memorandum and Articles of Association incorporated 29 April 2008 as amended by special resolution dated 8 October 2009
- **Registered charity number**	1124915
- **Registered company number**	06579658 (England and Wales)
- **Trustees and Directors**	Lindsay Baker Eleanor Coker Clare Ellis Marushka Lobo, Treasurer (appointed 13th October 2020) Hazel Peck Jill Robinson, Chair Patrick Smears Lucy Walker (resigned 5th May 2021)
- **Registered office**	Unit W1 8 Woodberry Down London N4 2TG
- **Bankers**	CAF Bank Limited 25 Kings Hill Avenue Kings Hill West Malling Kent ME19 4JQ
- **Independent Examiner**	Andrew M Wells FMAAT 99 Western Road Lewes East Sussex BN7 1RS

Welcome to KEEN London's Annual Report, together with the financial statement for the year ended 30th June 2021. This report will highlight the charity's objectives and activities, achievements, and performance over the last 12 months, provide a financial review, and cover the statutory reporting requirements.

Throughout 2020/21, Covid-19 had a significant effect on the lives and work of everyone involved with KEEN London. As the year progressed, we adapted our services because of continually changing external circumstances and public health advice. Nevertheless, the commitment of Trustees, management, and staff to our beneficiaries did not alter. The entire team worked together to continue to deliver a service that would support and benefit those who needed it the most while making the wellbeing of our beneficiaries and staff the center of our operations and all decisions. More details on this can be found below:

Objective and Activities

KEEN London's (KEEN) mission is to improve physical mobility, coordination, and overall quality of life for children with physical and learning difficulties (our 'athletes') in the London area. KEEN provides free and highly sought-after one-to-one support at sports and activities sessions. Our activities provide access to physical activities, sports, and games; encourage teamwork and social skills; provide respite for families and careers, as well as being great fun for all involved.

The main activities of KEEN, undertaken to further the charity's purposes for the public benefit, are sports and activities sessions for children with physical and learning difficulties. In deciding upon the activities to undertake, the Trustees follow the Charity Commission's guidance on public benefit. During school terms, weekly sessions are usually held in school sports halls on Saturdays in Hackney and Lambeth, and Sundays in Camden. During 2020/21 we also ran sessions online and - when circumstances allowed - outdoors in parks and other areas, plus outings and day trips. Before Covid, during school holidays, KEEN also ran holiday and residential trips (usually in the Easter and Summer holidays). We hope to return to these activities when circumstances allow.

At KEEN London sessions, each athlete is paired with a trained, volunteer 'coach' for individual support. This lets each athlete access activities to the best of their abilities and means parents and carers can enjoy valuable respite time, knowing their child is being cared for in a safe and supportive environment. They enjoy a variety of sports including cricket, basketball, football, cycling, and playground games, and have the chance to learn new skills, make new friends, and have great fun. Our coaches come from many different backgrounds. They are given comprehensive training before joining the KEEN team and continue to learn new skills during their time with us.

Achievements and Performance

Our work enables our beneficiaries (our athletes) to participate in sports and fun activities in a supported, caring environment for our beneficiaries (our athletes). Wider benefits to society include respite for the families of our athletes, participation in our athletes' development, and opportunities for our coaches to volunteer regularly and, in doing so, learn new skills and give back to their communities.

Our athlete feedback systems enable our young people to feel more empowered about their involvement in the service. We incorporate a feedback section into all sessions to allow athletes to tell us what they have enjoyed and what else they would like to do, which helps us to plan future sessions. Our coach feedback - also provided after every session - is recorded online, making it easier for us to review more regularly and reduce our impact on the environment.

The Impact of Covid-19 on beneficiaries

During the 2020/21 financial year, the KEEN London service adapted to meet the needs of our beneficiaries in several ways. At each stage, we took every opportunity to consult with athletes and their families. Their voices and views were fundamental to our decision-making and continue to be central to the charity's planning.

As the new school year began in September, our Session Coordinators attempted to contact all our families by phone to conduct in-depth interviews about the challenges they faced in lockdown, their needs, and priorities, and how our work has and could continue to support them.

In total, 35 parent/carer interviews were conducted. 100% of regularly attending families reported that the loss of our regular service had had an impact on their children, with 51% reporting a significant effect. 57% of families found our lockdown services helpful but understandably many children did not want to or were unable to take part in the digital services.

The impact of Covid has been particularly stark on many of the families we support. 72% report (through interviewing and surveying) that they do not feel like they have had enough respite, 81% have struggled emotionally, 34% are experiencing financial difficulties, 28 families have no access to sports and leisure services and 11 families are receiving no support services at all since the pandemic hit.

This regular feedback from families and beneficiaries will continue to inform our future work, while we also strive to provide the optimum service in the short term.

Our services:

1. **DigiPals**

   During the first lockdown, in Spring 2020, we began a new service, DigiPals - an opportunity for athletes to maintain one-to-one contact with a coach via video link, telephone, or even by post. DigiPals paired 43 athletes with 41 coaches and delivered a total of 199 support hours.

   DigiPals continued until July 2020, and at its conclusion, we surveyed all participating families and volunteers to understand the impact the relationships had on athletes.

   Every family agreed that DigiPal volunteers had provided interesting activities and understood the children they were working with very well. 91% of families surveyed (23) wanted their athlete to continue with the project after the pilot. 65% of families surveyed reported they were not receiving any other one-to-one support during the lockdown and 75% rated the service as very good.

   Having a regular session to attend or having a DigiPal also made lockdown bearable for many volunteers.

2. KEEN TV

During the first lockdown, we also piloted KEEN TV - online sessions delivered every weekend by our Session Coordinators. KEEN TV took a break during the summer months but then continued until the end of April 2021.

In total, we ran 35 one-hour KEEN TV sessions reaching an average of 21 young people each week and involving an average of 8 volunteers.

Initially, running online sessions from home was challenging; finding space, enough light, and Wi-Fi to broadcast. When restrictions allowed, we converted our small office into a studio, upgraded our laptop to provide clearer sound and visuals, and branded the background to bring some familiarity to athletes. The extra space facilitated better use of body language, Makaton, and movement to support the involvement of athletes with greater communication needs.

Throughout the lifetime of KEEN TV, the response was very good. Children were very excited to see their Coordinators, volunteers, and peers. Weekly evaluation of sessions helped identify which games and activities promoted opportunities for interactions while remaining sensitive to those children not participating as actively.

The feedback and reception encouraged us to open up online sessions to all athletes on our waiting lists (over 100 children) as well as others outside our service that enquired after hearing about it through friends (a further 9 children). At the request of Islington Council, we also ran a one-off special session for SEND families in the KIDS Camden local group. This was a great opportunity to reach more beneficiaries despite restrictions being in place.

It has been a year, and we have continued to receive positive feedback as families reflect on lockdown and the lifeline our service provided. According to one parent, KEEN TV was, “The only thing we looked forward to all week”.

3. Bubble Buddies

In September, our original plan to return to regular, in-person services proved to be overly optimistic. Our usual venues - school sports halls - were not reopening for hire and continuously changing restrictions made any return unsustainable.

At this time, our survey of families highlighted one overriding request from families, summed up by one parent, “Please find a way to help the athletes meet up in person - possibly in a park?”
From this, we created a brand-new service: Bubble Buddies - small, social, supported group trips at Covid safe venues.

In the early autumn, trips included ice skating, bowling, and trampoline parks. We anticipated future restrictions and planned for Bubble Buddies to run outside in local open spaces that were easily accessible for families. During the second lockdown, our sessions were not impacted. Wet weather gear was provided along with outdoor activity kits (footballs, duck feed, nature guides, bubble mixture) and PPE for staff and volunteers.

Athletes and coaches flourished outdoors, and following a summer of lockdown, a visit to the park with peers was relished. The bright lights of the bowling alley proved no match against a game of hide and seek, splashing in a muddy puddle, or taking part in a wetland wildlife workshop. Bubble Buddies gave staff and coaches a chance to provide more child-led sessions as our beneficiaries chose to feed ducks, climb trees and blow bubbles. Sessions had to be flexible and adaptable to the changing environment but a walk in the park was a realistic baseline for what everyone could achieve (in a wheelchair or on foot). The small group structure was more intimate and beneficial to individuals and the team has taken many learnings from this special project.

The measured outcomes for Bubble Buddies focused on the NHS “5 Ways to Wellbeing”. Coaches provided written feedback and recorded a score from 1 - 5 based on how their athletes experienced

connection, were active, took notice, learned new things, and took time to appreciate the moment (mindfulness).
Although this period made volunteer recruitment and new athlete inductions harder, the Bubble Buddies project allowed us to train and induct 13 new volunteers and 2 new athletes from our waiting list.

From October 2020 until June 30th, 2021, we ran 54 Bubble Buddies sessions providing regular activity and engagement for 64 young people equating to over 89 trip hours and over 600 total support hours.

"Thank you so much for the Wheels for Wellbeing trip on Thursday. Edie and Florence loved it and Edie was excited to see her friend Natalia and the coaches. She did some amazing cycling and was able to ride independently and with her sister. The KEEN coaches were great and communicated everything well. The whole trip was COVID secure, and I was able to trust them to take care of my children as we know them, and they know our children so well. It was lovely to have an hour for myself while the children were taking part in the activity too. We will be keen to take part in future trips." Parent.

Case studies

Nina was one of our first athletes to attend a pilot Bubble Buddies session at a trampoline park. Although she appeared to have a great time and reported feeling very "happy" upon collection, she lacked interaction and verbal communication with other athletes and spent most of the session with her volunteer coach. Nina had been quite shy during group sessions, but it was evident the activity provided fewer opportunities for interaction and communication.

The next trip Nina attended was an outdoor nature walk where we saw a complete transformation in her communication and interaction. She appeared to grow in confidence throughout the trip and by the end was working with another athlete to lead the group back to the meeting point. Nina was constantly communicating with her peers and all coaches on the trip, asking questions, answering questions, and joining in with every activity available.

The Bubble Buddy trips also provided a fantastic opportunity for Nina to meet her DigiPal Coach in person after many months of Zoom. The relationship they had developed through DigiPals in lockdown was beautiful to see and provided Nina with the confidence to overcome her fear of ducks. At first, she kept her distance and did not want to feed them or go anywhere near them but, by the end of the trip, Nina was happily throwing duck seeds and enjoying the activity.

It was amazing to see how happy and confident Nina had become on this trip. She fed back to her coach about how happy she was to get out and take a break from all her siblings for a while. She said she had not spent any time away from them since her last time in school and appreciated the break.

Our Bubble Buddies project has been a great opportunity to see friendships develop. Stand-out examples include a relationship between two children who would normally struggle to build friendships due to their additional needs.
Riley is a 13-year-old boy with additional needs including ADHD. He usually struggles to build and maintain friendships, however, through our regular Bubble Buddy trips, we have seen a massive improvement in his behavior and particularly his attitude towards his peers. He has shown interest, understanding, and empathy as well as offering support to his peers. On a trip to a local woodland, one athlete (Leon) was very scared of dogs, Riley offered his support and explained, "You will be fine: the dogs are on the leash, and we will not let them come near you". Throughout the trip, Riley would keep looking back at Leon ensuring that he was OK and at one point he also offered Leon his magnifying glass to distract him from worrying about the potential dogs he may encounter "I have given him the magnifying glass, that will distract him" (Riley).

Summary

As a charity whose successful history to date has been based on one-to-one contact, and the face-to-face delivery of our services, the pandemic presented our biggest ever challenge. We are proud that the entire KEEN London team, including staff, trustees, and volunteers, rose to that challenge, and have continued to deliver a meaningful and impactful service. We have also learned valuable lessons which will inform our future strategy.

We are extremely thankful to the volunteers who continued to give us their time and to the funders who continued to support us, and even in some cases increasing their financial donations to take account of new circumstances.

As always, however, our greatest source of pride is continuing to see our beneficiaries flourish and grow, thanks to the work of the KEEN London community.

Financial review

Donations received during the year amounted to £160,256 of which £29,764 was unrestricted compared to £248,412 and £103,936 respectively in 2020. Donations are listed in note 4 to the financial statements

KEEN London is grateful to its project funders for continuing to support adapted services during this period. Staff and projects remained funded by grants from Global Make Some Noise, the Mercers Company, City Bridge Trust, Zurich Community Trust, BBC Children in Need, and The Sobell Foundation. We have also benefited from individual donations from supporters and volunteers in our second match funding appeal with the Big Give which was also supported by the Childhood Trust and Dentons Solicitors. We also extend our thanks to the following funders for their continued support of our work over this period; The Sterry Family Foundation, The Worshipful Company of Gold and Silver Wyre Drawers, Matchroom Sport, The Arnold Clark Community Fund, The Henry Smith Charity, The Hobson Charity, Local Giving (Magic Little Grants) and the Worshipful Company of Horners.

Total expenditure amounted to £150,741 (2020: £200,429), the reduction reflected a reduction in the scope of our activities that take place in sports halls and physical buildings due to restrictions during the pandemic, however, we did strengthen our staffing since last year. We employed our Head of Services, a Volunteer Coordinator, and one of our three Session Coordinators on full-time contracts, the other two being part-time. We also employed a part-time fundraiser, whose objective is to deliver long-term financial sustainability for the charity, and a part-time finance manager to ensure optimal financial record-keeping and management.

We recorded a surplus of £9,535 for the year. We have been grateful to our supporters and funders for being sympathetic in the light of the Covid-19 pandemic, providing additional funding, and being flexible on the timing of existing programmes.

Reserves policy

The Trustees are committed to generating sufficient reserves to support the current activities of the charity considering any uncertainty in the levels of income received. They seek to maintain free reserves at a level of between six and nine months of total expenditure. Based on the budget for the year ahead, this amounts to approximately £180,000 to £230,000.

In previous years, the Trustees have established a Development Fund of £25,000 to enable the strengthening of KEEN's organisational capability and to build its resilience for the future. This includes investment in people management and volunteers management systems. The yearly costs of the Customer Relationship Management software continue to be utilized against this reserve.

The Diversity and Inclusion Fund of £20,000 was established to enable us to develop the ability to embed diversity, inclusion, and equity work across all aspects of our activity. The Fund will allow us to draw particularly on external specialist consultancy support, and support for staff and volunteer learning and

development. With this additional expertise, in the next year, we expect to take forward work including how we understand and monitor staff, volunteer, and families' experience; a focus on leadership, governance, and user voice; and volunteer recruitment, induction, and training.

Preliminary efforts on this project commenced towards the end of the financial year and most of the cost will be expended in the financial year 2021/2022.

Total reserves amounted to £215,283 at the end of the financial year, of which £124,069 represented the General Fund. As determined in the last financial year, the reserves policy will continue to be maintained for a period of nine to twelve months of expenditure; currently, our unrestricted reserves are slightly below our target. As we expect our expenditure to return to a more standard level in the next financial period, we are determined to protect the service and provide as much stability and continuity as we can. There are no guarantees that prior year fundraising levels will be repeated.

The Trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern.

Structure, governance, and management

KEEN is overseen by the Trustees listed on page 2, between them providing many years of experience and skill in the Special needs sector, Charity management, Finance, Marketing, IT, Law, and Human Resources. They meet to discuss policy and operational issues at least five times per year.

Trustees are appointed in line with the constitution of the charity, which follows the 2006 Charity Commission template constitution for a limited company. Appointments have been made from volunteers and parents of our athletes as well as from advertising of vacancies. No external body is entitled to appoint the charity's trustees.

Over the past two years, Trustees and management have conducted a strategic review of the charity's offering and created a long-term plan to ensure that more young people with disabilities can benefit from our services. This plan, delayed because of the pandemic, will be rolled out from September 2022.

The Trustees also began a strategic review of the charity's equality, diversity, and inclusion policies with the long-term goal of ensuring KEEN London is representative of the communities we support and society at large.

Statement of Trustees' and Directors' responsibilities

The Trustees (who are also directors of KEEN London for the purposes of company law) are responsible for preparing the trustees' annual 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 which 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
- Make judgments and estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards and statements of recommended practice 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 operation

The Trustees are responsible for keeping proper accounting records that 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 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.

Members of the charity guarantee to contribute an amount not exceeding £10 to the assets of the charity in the event of winding up. The total number of such guarantees on 30th June 2020 was seven (2019: seven). The trustees are members of the charity, but this entitles them only to voting rights. The Trustees have no beneficial interest in the charity.

Preparation of the report

The report was approved and authorised for issue by the Trustees in December 2021 and is signed on behalf of the Trustees by: -

Trustee Jill Robinson

21/12/2021

Trustee



23/12/2021

KEEN London
Independent Examiner's Report to the Trustees
For the year ended 30 June 2021

I report to the trustees on my examination of the accounts of the charitable company for the year ended June 2021.

Responsibilities and basis of report

As the charity Trustees, who are also directors for the purposes of company law, are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

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

Independent examiners statement

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

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

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

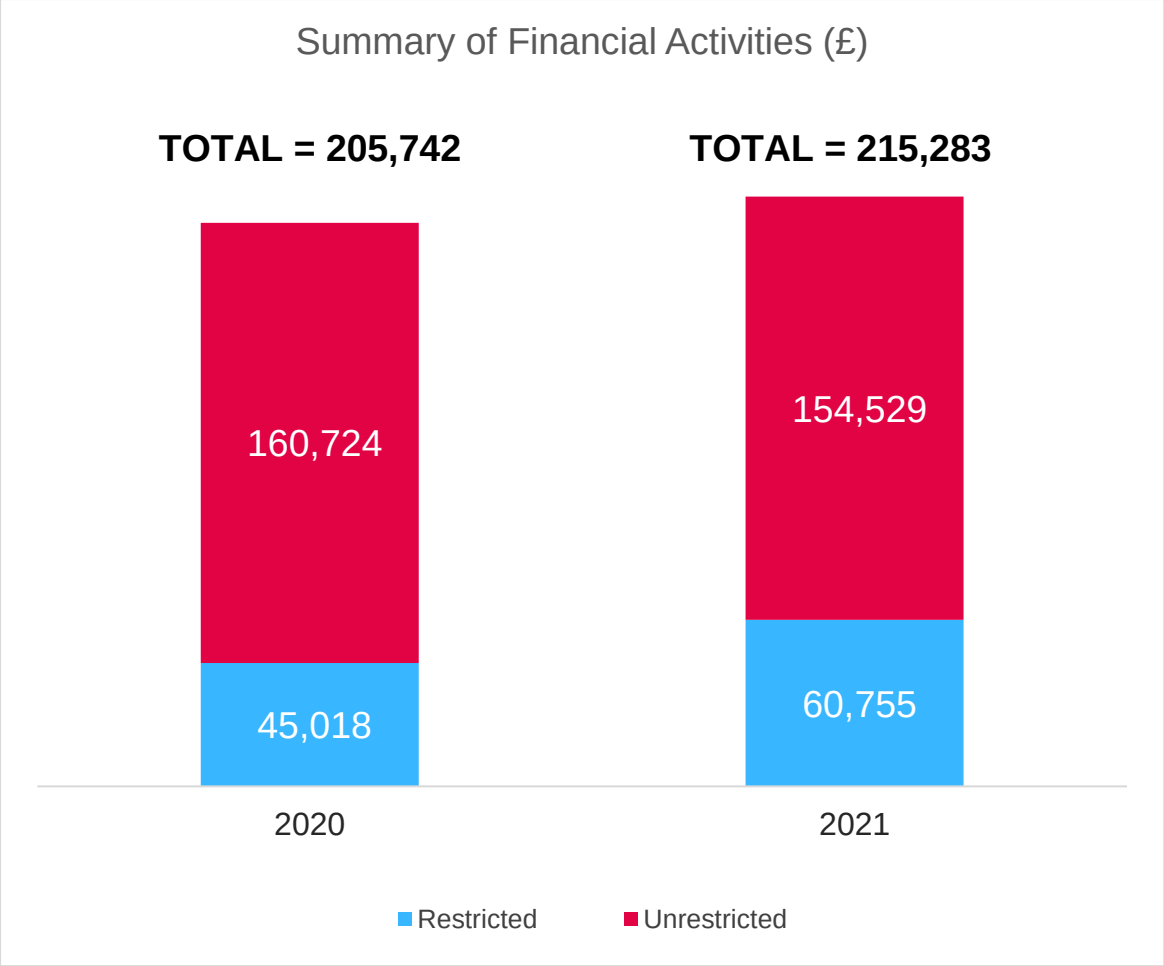


23/12/2021

Statement of financial activities (incorporating an income and expenditure account)
For the year ended 30 June 2021
Registered charity number 1124915 Registered company number 06579658

		2021			2020
		Unrestricted	**Restricted**	**Total**	Total
	Notes	**£**	**£**	**£**	£
Income from:					
Donations	4	29,764	130,492	**160,256**	248,412
Investments		20	-	**20**	280
Total income		29,784	130,492	**160,276**	248,692
Expenditure on:					
Raising funds		8,505	-	**8,505**	9,944
Charitable activities					
Sports and fun activities for children with physical and learning difficulties		36,694	105,543	**142,236**	190,485
Total expenditure	5	45,198	105,543	**150,741**	200,429
Net income for the year		(15,415)	24,950	**9,535**	48,263
Reconciliation of funds:					
Total funds brought forward		160,724	45,018	**205,742**	157,479
Transfer between funds		9,220	(9,215)	5	
Total funds carried forward	9	**154,529**	**60,755**	**215,283**	**205,742**

All the above results are derived from continuing activities. There were no other recognized gains or losses other than those stated above. Movements in funds are disclosed in Note 9 to the financial statements.


Summary of Financial Activities (£)
TOTAL = 205,742
TOTAL = 215,283
160,724
45,018
154,529
60,755
2020
2021
Restricted
Unrestricted

Balance sheet
As at 30 June 2021
Registered charity number 1124915 Registered company number 06579658

	Notes	30 June 2021 £			30 June 2020 £
Current assets					
Debtors	7	9,135			8,709
Cash at bank and in hand		212,072			203,953
		221,207			212,662
Liabilities:					
Creditors: amounts falling due within one year	8	(5,924)			(6,920)
Net current assets		215,283			205,742
Net assets		**215,283**			**205,742**
The funds of the charity	9				
Restricted income funds		60,755			45,018
Unrestricted income funds					
Designated funds		30,462			32,298
General funds		124,066			128,426
Total funds carried forward		**215,283**			**205,742**

For the year ended 30th June 2021, the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies. The members have not required the company to obtain an audit of its accounts in accordance with section 476 of the Companies Act 2006.

Approved by the Trustees on [ ] 2021 and signed on their behalf by;

Trustee Jill Robinson 21/12/2021

Trustee 23/12/2021

1 Constitution

KEEN London is a registered charity and a company limited by guarantee. It was incorporated on 29th April 2008 and took over the assets and liabilities of KEEN London (Trust) which had been established in 2002. Each of the Trustees is a Director of the company and a guarantor, having agreed to contribute a sum no greater than £10 in the event of the company being wound up.

In the opinion of the Trustees, there is no ultimate controlling party.

2 Accounting policies

Basis of preparation

The financial statements have been prepared under the historical cost convention, except for investments which are included at market value and the revaluation of certain fixed assets and in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), and the Companies Act 2006

The charitable company meets the definition of a public benefit entity under FRS 102.

Assets and liabilities are initially recognized at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

Income

Income is recognized when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably. Volunteer time donated is not recognized as income.

Expenditure

Expenditure is recognized once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required, and the amount of the obligation can be measured reliably.

Funds

Restricted income funds are to be used for specific purposes as laid down by the donor; expenditure which meets those purposes is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes. Designated funds are unrestricted funds earmarked by the trustees for particular purposes.

Debtors

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

Cash at bank and in hand

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

Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third-party and the amount due to settle the obligation can be measured or estimated reliably.

Pensions

The Charity operates a defined contribution pension scheme for its employees. Pension costs are recognised when contributions become payable.

3. Prior year comparatives for the statement of financial activities

	2020		
	Unrestricted	**Restricted**	**Total**
	£	**£**	**£**
Income from:			
Donations	103,936	144,476	248,412
Investments	280	-	280
Total income	104,216	144,476	248,692
Expenditure on:			
Raising funds	9,944	-	9,944
Charitable activities			
Sports and fun activities for children with physical and learning difficulties	63,653	126,832	190,485
Total expenditure	73,597	126,832	200,429
Net income for the year	30,619	17,644	48,263
Reconciliation of funds:			
Total funds brought forward	130,105	27,374	157,479
Total funds carried forward	**160,724**	**45,018**	**205,742**

4. Donations

	2021	
	Total	Of which restricted
Donations in the financial year comprise: -	£	£
BBC Children in Need	41,572	41,572
City Bridge Trust	33,000	33,000
Worshipful Company of Mercers	25,000	25,000
Global Make Some Noise	24,920	24,920
Zurich Community Trust	10,000	5,000
Matchroom Sport Charitable Foundation	5,000	
Sterry Family Foundation	2,500	
Worshipful Company of Gold and Silver Wyre Drawers	2,000	
Gift Aid Receipts	1,394	
Dentons	1,250	
The Childhood Trust	1,250	
Arnold Clark	1,000	
Together Fund the Neighbourly Food	1,000	1,000
Elleven Dental Wellness	1,000	
Other trusts, foundations, and corporate donors	1,288	
Community and Individual fundraising	8,082	
	160,256	**130,492**

5. Expenditure

	2021	2020
	£	£
Cost of raising funds	8,505	9,944
Staff costs	124,687	133,950
Rent and office costs	12,152	21,960
Events, premises hire and entry fees	2,881	28,293
DBS checks	148	822
Customer Relationship Management project	1,836	4,932
Governance: insurance	532	528
	150,741	**200,429**

All expenditure is incurred for the purpose of a single category of activity, being sports and fun activities for children with physical and learning difficulties.

6. Staff Costs

	2021	2020
	£	£
Salaries	121,786	129,009
Social security costs	6,112	6,587
Employer's contribution to defined contribution pension scheme	3,611	3,923
Other Staff Cost	1,410	
	132,920	139,519
Less cost of staff raising funds	(8,233)	(5,569)
	124,687	**133,950**

No employee earned more than £60,000 during the year (2020: nil).
The charity employed an average of 5.9 (2020: 5.6 employees) including part-time staff.

7. Debtors

	2021	2020
	£	£
Debtors	783	356
Prepayments	8,353	8,353
	9,135	**8,709**

Prepayments include amounts paid in advance for residential trips but have not taken place due to COVID (to be utilised in the next financial year).

8. Creditors

	2021	2020
	£	£
Tax and social security	3,246	4,207
Accruals	2,553	2,713
Accounts Payable	125	-
	5,924	**6,920**

9. Movement in funds

	At start of year	Incoming resources	Outgoing resources	Adjustment	At end of year
	£	£	£	£	£
Restricted funds:					
City Bridge Trust	-	33,000	(43,103)		(10,103)
Global Make Some Noise	11,387	24,920	(23,391)	(9,215)	3,701
BBC Children in Need, Main Grant	-	41,572	(25,115)		16,458
BBC Children in Need, Small Grant	-		-		
Worshipful Company of Mercers	-	25,000	(8,755)		16,245
Zurich Community Trust	20,139	5,000	(5,000)		20,139
Sobell Foundation	10,992	-	(179)		10,813
Tobacco Pipe Makers and	-		-		
Tobacco Trade Benevolent Fund			0.0		
The Lillywhite Foundation	2,500		-		2,500
Together Fund the Neighbourly		1,000.0	0.0		1,000.0
Total restricted funds	**45,018**	**130,492**	**(105,543)**	**(9,215)**	**60,753**
Unrestricted funds:					
Development fund	12,298		(1,836)		10,462
Diversity and Inclusion fund	20,000		-		20,000
General fund	128,426	29,764	(43,341)	9,220	124,069
Total unrestricted funds	**160,724**	**29,764**	**(45,177)**	**9,220**	**154,531**
	205,742	**160,256**	**(150,720)**	**5**	**215,283**

9 Movement in funds (continued)

Received further £33,000 this financial year from City Bridge Trust to support the costs of a Participation & Development Coordinator. The deficit on this fund will be covered by additional funding in the next financial year.

£24,920 was received from Global Make some noise this financial Year to continue to support our South and East London activities, there was also an adjustment within the year to allocate further spending to the global fund. (£9,215)

An installment of £41,572 was received from BBC Children in Need Main Grant in this financial year.

A further £25,000 was received from the Worshipful Company of Mercers grant to fund our creating coaches programme.

Zurich Community Trust granted £5,000 to fund a finance position for the Charity.

The Development Fund was established for future enhancement of the organisational capacity of KEEN and continues to be used for the Customer Relationship Management project

A reserve of £20,000 was established to support our programme to develop Diversity and Inclusion in KEEN, initial work on the project started towards the end of the financial year and will kick off fully in the new financial year.

10 Trustees

No Trustee received remuneration during the year (2020: nil). No Trustee was reimbursed for expenses incurred on the Trust's behalf in the year (2020: none).

THANK YOU

KEEN LONDON