

**Registered number: 08589263**  
**Charity number: 1152848**

**ASTON VILLA FOUNDATION**  
**(A company limited by guarantee)**

**TRUSTEES' REPORT AND FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2025**

**ASTON VILLA FOUNDATION**  
**(A company limited by guarantee)**

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**REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITABLE COMPANY, ITS TRUSTEES AND ADVISERS**  
**FOR THE YEAR ENDED 30 JUNE 2025**

|                 |  |
|-----------------|--|
| <b>Trustees</b> | A Colville, Chair<br>B Hatton<br>P V Pattni<br>R Pavlou<br>R Stevens<br>V H Wilkes<br>K S Kenth (resigned 13 March 2025) |
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| <b>Company registered number</b> | 08589263 |
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| <b>Charity registered number</b> | 1152848 |
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|                          |   |
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| <b>Registered office</b> | Villa Park Trinity Road<br>Aston, Birmingham<br>Birmingham<br>West Midlands<br>B6 6HE |
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|                           |            |
|---------------------------|------------|
| <b>Head of Foundation</b> | Guy Rippon |
|---------------------------|------------|

|                           |                |
|---------------------------|----------------|
| <b>Foundation manager</b> | Ross Alexander |
|---------------------------|----------------|

|                            |   |
|----------------------------|---|
| <b>Independent auditor</b> | Cooper Parry Group Limited<br>Statutory Auditor<br>Cubo Birmingham<br>4th Floor<br>Two Chamberlain Square<br>Birmingham<br>B3 3AX |
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|                |  |
|----------------|--|
| <b>Bankers</b> | Barclays Bank<br>Leicester<br>Leicestershire<br>LE87 2BB |
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|                   |   |
|-------------------|---|
| <b>Solicitors</b> | Squire Patton Boggs<br>6 Wellington Place<br>Leeds<br>LS1 4AP |
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**ASTON VILLA FOUNDATION**  
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**TRUSTEES' REPORT**  
**FOR THE YEAR ENDED 30 JUNE 2025**

The Trustees who are also Directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 30 June 2025. The annual report services the purposes of both a Trustees' report and a Directors' report, under company law. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

**Objectives and Activities**

**Principal Activities and Objects of the Charity**

The principal activities and objects of the Foundation are:

- To promote community participation in healthy recreation by providing facilities for the playing of football and other sports capable of improving health (facilities in this article means land, buildings, equipment and organising sporting activities);
- To provide and assist in providing facilities for sport, recreation or other leisure time occupation of such persons who have need for such facilities by reason of their youth, age, infirmity or disablement, gender, poverty or social and economic circumstances or for the public at large in the interests of social welfare and with the object of improving their conditions of life;
- To advance the education (including academic, social and physical) of children, young people and adults to provide opportunities for them to develop their full capacities and enable them to become responsible members of society so that their conditions of life may be improved; and
- To pay or apply the funds of the Charity to such bodies and/or to such charitable purposes which are exclusively charitable in law and in such proportions in such manner and subject to such terms.

**Charitable purpose and public benefit**

A wide range of projects and activities are delivered by the organisation that align with the charities objects and the trustees have referred to the Charity Commission's guidance on reporting on public benefit (section 17 of Charities Act 2011) when reviewing the charity's aims and objectives, and when planning the charity's activities. The Trustees are therefore confident that the charity meets the public benefit requirements.

**Organisational Strategy**

During the financial year, the senior management of the charity realigned the delivery and structure of the organisation in line with the 2024-29 strategy.

Most significantly, the decision was taken for the organisation to narrow the focus of the organisation's work to children, young people and young adults, whilst still catering for vulnerable adults including those with a disability or with poor mental health.

There were a number of programmes focussed on working age and older adults the Foundation ceased delivering. In most cases the funding had either come to an end for that project, or we worked with another organisation to hand the project and associated activity over to them, so an exit or handover plan was created for each programme that not longer sat within the Foundation's strategic framework.

The Foundation's strategic framework identifies three pillars for the Aston Villa Foundation:

- i. Delivering
- ii. Connecting
- iii. Supporting

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**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 30 JUNE 2025**

### **Delivering**

This year saw the first year of focus of our project delivery within three delivery divisions, each overseen by a Senior Programmes Manager, who are now all established in their roles.

- **Engagement, Sport and Wellbeing** – providing youth engagement, interventions and sporting opportunities alongside physical and mental health programmes, contributing to the improved health and wellbeing of young people.
- **Education and Employment** – Promoting educational and personal development from an early age, offering a range of skills, training and qualifications to enhance people's long-term prospects and potential.
- **Community Relations** – Building and strengthening local relationships ensuring Aston Villa is contributing positively to society, being a good neighbour and viewed as an asset to the local community.

Over the course of the year, the new divisions and structure became embedded in the organisation and consequently improved operational effectiveness and communication across departments. Some of the highlights from the year's delivery is shared later in the trustee's report.

### **Connecting**

The work of the charity benefits a wide range of stakeholders, and the strategic framework helps to identify and communicate the football club and the Foundation, and how the charity's work contributes to the value proposition for key stakeholders, as identified in the strategic plan are:

- Our local neighbours and local communities
- The Premier League, and Premier League Charitable Fund
- West Midlands Policy, WM Combined Authority and Birmingham City Council
- Aston Villa club partners and sponsors
- Aston Villa fans

The Foundation can provide value for each of the identified key stakeholders in different but meaningful ways, achieving public benefit through its charitable and community work.

### **Supporting**

With a very active charity and community sector in Birmingham, increasingly the Foundation has seen itself supporting smaller charities, Community Interest Companies and organisations through advocacy, collaboration and capacity building.

In addition, the Foundation is increasingly being seen as an 'anchor' institution in the North of the city and as such provide a funding and grant management function for larger national funding organisations at a local level. As the resources, capabilities and reputation of the Foundation continue to develop, this is viewed as a significant area for development in the future.

### **Review of Activities**

The Aston Villa 'Inner City Academy' (opened in July 2023) has proven to be a pivotal development for the organisation with a wider range of projects and programmes utilising the space for continuing work in the community. The facility has seen a footfall of over five and a half thousand participants utilising the indoor and outdoor spaces, whilst also housing some of the football club's city centre talent identification programmes.

The positive impact of the site has been felt by the community, hosting youth work-based activities, football training, festivals, events and tournaments at a state-of-the-art facility in an area that face some of the highest inequalities in the country. The site has also become a hub for local schools' representative football and disability football across the West Midlands.

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**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 30 JUNE 2025**

**Engagement, Sport and Wellbeing**

**Everybody's Game** is funded through the Premier League Charitable Fund, supported by the Premier League, Professional Footballer's Association (PFA) and Islamic Relief. The initiative provides inclusive opportunities for British South Asian communities and Women and Girls to get involved across mainstream football, either as players, volunteers, coaches or referees.

2024/25 saw the project become fully established in the city and has seen us work with over 1,100 players and volunteers from nearly 20 clubs across Birmingham to promote and support women and girls' football, and football amongst the British South Asian population in the city. This includes not only organising festivals and events, but mentoring, workshops and continuous professional development opportunities for volunteer coaches.

Our **Kicks and Premier League Inspires** projects continue to offer opportunities for young people from inner city areas to engage in positive activities both inside and outside of school. Across the two programmes we engaged with nearly 2,000 young people over the course of the year, with youth workers, mentors and role models providing alternative education settings, sporting activities in the evenings, delivering personal and community safety workshops, youth voice opportunities, competitions and events, and promoting social action and responsible citizenship in their local communities.

**TeamWork+** harnesses the power of sport and the Aston Villa brand as an effective tool to break down stigmas around mental health. By delivering support in accessible, non-clinical environments, the programme creates safe spaces where young people feel comfortable exploring wellbeing topics.

This approach has been particularly successful when delivering workshops for schools, external organisations, and Foundation departments. Over the course of the year, our TeamWork+ Councillor supported over 40 young people engaged in Foundation programmes with additional mental health and counselling support, encapsulating a holistic approach to our engagement and support of participants.

The Foundation held a one-year celebration event for the **Seed to Feed** project in October 2024, with Director of The National Lottery Community Fund in attendance.

Seed to Feed aims to address issues of household food poverty, focusing on nutritional education, family engagement, personal development and life prospects.

Since its launch in 2023, the project has made a significant impact on families in Birmingham by enhancing their knowledge of nutrition, healthy eating, and active lifestyles.

The Foundation has collaborated with nine local partner schools to provide 66 sessions to 181 children, focusing on portion sizes and the importance of fruit and vegetable intake.

Partnering with Bangers N' Mash Up CIC (formerly Digbeth Dining Club CIC), the project hosts family 'Community Hubs', bringing families from different backgrounds together for free and interactive food-related activities and cooking sessions, increasing the knowledge and skills around cooking and eating on a budget.

**Education and Employment**

**Villa Vision** project manager Nikhil Sonpal was invited to speak to over 100 eye health and visionary professionals at the Visionary Annual Conference.

Delivered with Leon Davies, professor of optometry & physiological optics at Aston University and president of The College of Optometrists, the talk offered insight into the work of the award-winning initiative, which has recently celebrated 15,000 individual interventions across primary school children in Birmingham.

Villa Vision is an eye health initiative, delivered by the Foundation, to educate children about the importance of eye health, and combat disparities in eye health in Birmingham.

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**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 30 JUNE 2025**

The initiative is designed and delivered by the Foundation's dedicated eyecare team, is funded by the Premier League and Professional Footballer's Association, and strategically supported and funded by Aston University, The OneSight Essilor Luxottica Foundation and the Wesleyan Foundation.

Our **Foundation Degree**, delivered in partnership with Birmingham City University continues to grow, offering an in-house educational pathway from our secondary school work and post-16 education offer into higher education. This year for the first time paid placements were offered to several of our degree students to gain valuable paid work experience in sports coaching.

The **Villa Catering Club** course is delivered in collaboration with South and City College Birmingham through the Adult Education Budget, in partnership with the West Midlands Combined Authority, with course accreditation supplied by the Nationwide Caterers Association (NCASS).

The course aims to bridge the current skills gap in catering and hospitality, providing participants with industry recognised qualifications and opportunities to develop their skill sets across a range of food-related dishes.

The relationship with Levy UK at the club and partner organisation Bangers n' Mash Up also provides invaluable work placements to students on matchdays. It takes place within one of the Villa Park concourse kiosks and on the Foundation's own Kerbside Cobs Food Truck, giving them a platform to develop and kickstart their journey within the hospitality sector.

Tutors also support the students with skills to enhance their employability, such as CV writing and interview techniques, to give them the best possible chance of securing sustainable employment beyond the completion of the course.

### **Community Relations**

Our flagship **Youth Endowment Fund's** (YEF) Neighbourhood Fund continues to provide funding to organisations that help prevent children from becoming involved in violent crime and anti-social behaviour in the neighbourhoods of Newtown and Lozzells.

Similarly, **Active Through Football** (ATF), funded through the Football Foundation, adopts a place-based approach to address inequalities in physical activity, working with (and funding) a range of community-led organisations across targeted areas of the city to remove barriers for local residents to become more active.

Aston Villa's **Premier League Fans Fund** began work in January 2024 and continues to connect local residents to Aston Villa Football Club. The localised approach to make the stadium feel more accessible has proven to be very successful with a range of activities and events facilitated by the Foundation throughout the year.

Named as one of Britain's top 50 post-war writers in 2008, Benjamin Zephaniah was a lifelong Aston Villa fan, enjoying close ties to the club through his work and as an ambassador for the Foundation. The Aston Villa Foundation celebrated the work of 10 individuals through the **Benjamin Zephaniah Localism Awards**.

The awards connect to the 'supporting' pillar of the Foundation's strategic function, exploring how we can play a role in empowering and becoming an advocate for micro-community and charitable organisations within the city of Birmingham. Coinciding with Benjamin Zephaniah Day, the awards honour the life and legacy of the legendary writer, poet and former ambassador, casting a spotlight on those who have embodied 'localism' in their community. The awards were presented pitch side at Villa Park by Benjamin's sister, Joyce Zephaniah.

The Foundation has worked closely with Aston Villa fan **supporter groups** and fans to raise funds, awareness and make donations through various initiatives across the year including supporting an event that saw over 70 guests from Age UK's Dementia Café and local community groups were invited to attend a **Festive Meal** with the Foundation at Villa Park.

The meal, organised by the Foundation's Community Relations department, is an opportunity for smaller organisations in Birmingham to connect with us and the club, building and strengthening relationships and ensuring Aston Villa is a good neighbour in the community.

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**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 30 JUNE 2025**

Guests were treated to a delicious festive lunch, courtesy of catering partner Levy, as well as taking part in a Christmas-themed quiz, hosted by talkSPORT's Rupert Bell.

They were also joined by eight players from Aston Villa's Under-18s, who joined in the quiz and handed out gifts to our guests.

We were again proud to host an **Open Iftar** at Villa Park for the third consecutive year during March 2025.

Once again organised alongside the Ramadan Tent Project, the community event brought together hundreds of Muslims to break their fast at the stadium.

The adhan, the Muslim call to prayer, was recited pitch side to mark the end of the day's fast.

The event was first held at Villa Park in 2023 and aims to increase community harmony, belonging, while breaking fast – whilst also opening the doors to the Villa Park stadium for local residents, a large percentage of whom practice the Muslim faith.

### **Evaluating our Impact**

In January 2023 the Foundation worked with Aston University to access funding from Innovate UK for a Knowledge Transfer Partnership (KTP). This saw the appointment of a postgraduate researcher part funded by the Foundation and part-funded by a KTP grant. The researcher is supported by academics from the University in identifying academically verified impact and evaluation frameworks for our projects. This is a two-year research programme and 2024/25 saw great progress in the identification of impact and evaluation methods and frameworks to be embedded in across our delivery in 2025/26 to greater understand and demonstrate the benefit of our work.

### **Summary**

2024/25 has been one of our most successful years in many ways. The new strategic framework is fully embedded; the staff structure is strong and our engagement in terms of the numbers of beneficiaries from our projects has been greater than any previous year.

Financially, this is the first time the organisation has seen a reduction in income and a deficit. There was a significant period of delay and uncertainty during the year in terms of applying for grants and recruitment, which impacted the organisation's ability to access new and replacement funding streams for those that had come to an end.

However, this was seen by trustees as an opportunity to reduce levels of restricted reserves, whilst still maintaining a healthy amount of restricted and unrestricted reserves to mitigate financial risks at a time when many non-profit organisations are finding funding hard to obtain.

## **FINANCIAL REVIEW**

### **Financial position**

The statement of financial activities shows net expenditure for the charity of £63,372 (2024: net income of £243,410).

At 30 June 2025 the charity had total funds of £2,151,875 (2024: £2,215,247) of which £1,463,001 (2024: £1,411,280) were held as unrestricted charitable funds.

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**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 30 JUNE 2025**

**Reserves policy**

The reserves policy of the charity is six months of fixed costs in unrestricted reserves.

The trustees, through the development of the charity's business planning, have considered the level of reserves appropriate to the risks, opportunities and future contingencies faced by the charity.

At 30 June 2025 the charity's unrestricted reserves were £1,463,001 (2024: £1,411,280). The fixed costs for 2024/25 were £2,479,771, with six months fixed costs calculated at £1,239,886.

**Going concern**

The trustees consider that the charity's assets are available and adequate to fulfil its obligations and that the accounts comply with the current statutory requirements and with the requirements of the Trust's governing document.

**FUTURE PLANS**

The Foundation continues to increase awareness of its work and enhance the organisation's reputation as a leading social impact charity in Birmingham. The senior leadership has worked to ensure that the Foundation further strengthens its relationships with statutory bodies such as Birmingham City Council, West Midlands Combined Authority and Public Health. This has been identified in the strategic plan (2024-29) as a key focus for the organisation in terms of connecting and working with key stakeholders such as those mentioned.

Central to a successful and impactful charity, the Trustees and Foundation senior management recognise the need to continue to attract, develop and retain the best possible staff. The management structure of the organisation remains fluid to ensure that the Foundation can continue to grow and develop its people and as an organisation as opportunities arise.

The senior management is exploring feasibility into an asset transfer of a building which would be utilised as staff offices, as well as classrooms, meeting rooms and practical spaces from which to deliver our activities. This facility would require some investment from the organisation's work, and a full feasibility study is currently underway to explore this exciting development further.

**STRUCTURE, GOVERNANCE AND MANAGEMENT**

**Governing document**

The charity is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006. The objects of the charity were reviewed at a trustee meeting during the course of the year and it was agreed that the charitable objects remain fit for purpose and no amendments were required.

**Organisational structure**

The charity is governed by the Trustees who meet a minimum of four times a year. Trustees are listed on the reference and administrative details page. The day-to-day management is delegated to the Head of Foundation, Guy Rippon, who receives support from all trustees when requested.

The senior management team was restructured in late 2024, resulting in an increase in senior level managers in order to reflect and manage the sustained growth of the organisation.

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**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 30 JUNE 2025**

**Induction and training of new trustees**

New trustees are nominated by members of the board of trustees and appointed when they have the necessary skills to contribute to the charity's management and development. When new trustees are appointed they are given an introduction to the work of the trust and provided with the information they need to fulfil their roles, which includes information about the role of trustees and charity law.

**Remuneration policy**

In line with the organisation's 'Scheme of Delegation' and 'Matters Reserved for the Board', the Board has responsibility for ensuring fair and equitable decisions in relation to remuneration, reward and benefits for all staff - including the pay structure, annual changes (e.g. cost of living increase) and all relevant legal and statutory requirements. Pay, rewards and benefits are reviewed bi-annually. During reviews, formal benchmarking may be undertaken externally to support and inform the process.

Staff pay and remuneration is decided by the Board in consultation with the Head of Foundation (except for the HoF's own salary) and approved by Trustees. Economic climate and benchmarking are considered when determining any pay awards and the remuneration of each role.

We endeavour to pay all our staff a fair and appropriate salary which ensures we attract and retain the right skills to have the greatest impact on advancing our vision whilst having to be balanced against the funds available to us.

Apart from the Executive Leadership Team's salaries, employees' and workers' pay is determined according to a pay scale for their role. All roles have a job description and they are evaluated against a set criterion to determine their grade which in turn governs their pay.

In February of each year, the senior management and Trustees will consider a number of sources including the Consumer Price Inflation index and external benchmarking from the Living Wage Foundation, charity recruitment agencies, Civil Society and Third Sector. The Head of Foundation will then recommend to the Board the percentage pay review award to be made across all eligible roles and the timing of the pay award as agreed in the budget sign off process.

**Fundraising**

Funds are raised principally from trusts, grant funders, corporate partnerships, private donations and through fundraising events. We aim to build strong and transparent relationships with our supporters. It is only through their generosity that our work is possible. We do not employ professional fundraising agencies and our activities are planned and delivered by our small fundraising team, led by our Fundraising and Events Lead. It is her responsibility to ensure that our fundraising work complies with the Fundraising Code of Practice which includes relevant legal requirements as well as the standards set by the Fundraising Regulator. Any direct marketing is undertaken by the fundraising department to ensure that it is not unreasonably intrusive or persistent and all material contains clear instructions on how a person can remove themselves from mailing lists. We have not received any complaints about our fundraising practice, and we regularly review the Code to ensure that our fundraising continues to be legal, open, honest, and respectful.

Due to the nature of fundraising the charity does not consider it necessary to adopt one of the voluntary codes for fundraising, however it is registered with the Fundraising Regulator. There have been no complaints received by the charity in the year in respect of fundraising.

Our supporters and ambassadors help our work in many ways, including making donations, raising sponsorship, participating in a challenge or special event, or supporting via their social networks.

We raise money by soliciting gifts from trusts and foundations, building partnerships with businesses, community groups and schools, supporting the public to raise money from their own fundraising initiatives and from sponsored activities, challenge events, special events, through direct and digital marketing and from supporter round up donations.

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**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 30 JUNE 2025**

We strive to fundraise respectfully, and we appreciate that supporting our work is a choice and we respect our supporters who make that choice. We operate our fundraising activity in accordance with all relevant regulation.

We are compliant with the General Data Protection Regulation (GDPR). The team's training in and knowledge of the Code of Fundraising and GDPR ensures processes and practices safeguard vulnerable individuals so they would not be adversely affected by our fundraising. We communicate directly with a small pool of donors and follow an opt in approach for email communications. The processes we follow and the frequency of communications, along with opt out mechanisms, ensure no unreasonable intrusion on a person's privacy; no unreasonable persistent approaches for the purpose of soliciting or otherwise procuring money or other property on behalf of the charity; and that no undue pressure is placed on a person to give money or other property.

The team is also encouraged in their professional fundraising development, staying up to date with best practice.

The majority of our fundraising activities are directly managed in-house meaning we have direct control over standards, and we ensure that our suppliers are acting to the standards we expect of them. We carry out due diligence on partners and monitor their activity closely. Where we hold commercial participation agreements, these contracts are monitored by the partnerships team who have regular meetings with the companies.

Details about our approach and our full privacy policy are on our website, and we actively encourage supporters to contact us with any feedback. Any fundraising complaints are logged, managed, and escalated according to our complaints policy.

**Risk management**

The key business risks affecting the charity relate to its funding sources, operational risks and project risks. The Board of Trustees and senior management team review the major risks which the charity faces regularly, with a live risk register updated regularly and available for trustees at any time.

Trustees acknowledge the importance of maintaining a healthy level of reserves in terms of risk mitigation and the charity currently sits at its target of reserves. During the course of the coming year, trustees will determine whether some of these reserves will contribute to a potential capital development that would help elevate the organisation to the next level in terms of its community presence and delivery.

**THIRD PARTY INDEMNITY PROVISION FOR TRUSTEES**

Qualifying third party indemnity provision is in place for the benefit of all trustees of the charity.

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**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 30 JUNE 2025**

**STATEMENT OF TRUSTEES' RESPONSIBILITIES**

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

Company law requires the Trustees to prepare financial statements for each financial period. Under company law, the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the Charitable company and of its incoming resources and application of resources, including its income and expenditure, for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles of the Charities SORP (FRS 102);
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charitable company will continue in business.

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

**Disclosure of information to auditors**

In so far as the trustees are aware:

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

**AUDITORS**

The auditors, Cooper Parry, will be proposed for re-appointment at the forthcoming Annual General Meeting.

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

Approved by order of the members of the board of Trustees on 30 October 2025 and signed on their behalf by:

Signed by:  
  
BFB6E0363311423...

**A Colville**  
Trustee

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**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF ASTON VILLA FOUNDATION**

**Opinion**

We have audited the financial statements of Aston Villa Foundation (the 'charitable company') for the year ended 30 June 2025 which comprise the Statement of financial activities, the Balance sheet, the Statement of cash flows and the related notes, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 30 June 2025 and of its incoming resources and application of resources, including its income and expenditure for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

**Basis for opinion**

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

**Conclusions relating to going concern**

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

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

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

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**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF ASTON VILLA FOUNDATION**  
**(CONTINUED)**

**Other information**

The other information comprises the information included in the Annual report other than the financial statements and our Auditor's report thereon. The Trustees are responsible for the other information contained within the Annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

**Opinion on other matters prescribed by the Companies Act 2006**

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

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

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

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

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

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

**Responsibilities of trustees**

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

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

**ASTON VILLA FOUNDATION**  
(A company limited by guarantee)

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF ASTON VILLA FOUNDATION**  
(CONTINUED)

**Auditor's responsibilities for the audit of the financial statements**

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

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Our assessment focused on key laws and regulations the company has to comply with and areas of the financial statements we assessed as being more susceptible to misstatement. These key laws and regulations included but were not limited to compliance with the Companies Act 2006, Charities Act 2011, Charities (Protection and Social Investment) Act 2016, data protection, anti-bribery and employment legislation, United Kingdom Generally Accepted Accounting Practice and relevant tax legislation.

We are not responsible for preventing irregularities, including fraud. Our approach to detecting irregularities, including fraud, included, but was not limited to, the following:

- obtaining an understanding of the legal and regulatory framework applicable to the charitable company and how the charitable company is complying with that framework, including agreement of financial statement disclosures to underlying documentation and other evidence;
- obtaining an understanding of the the charitable company's control environment and how the company has applied relevant control procedures, through discussions with management and by performing walkthrough testing over key areas;
- obtaining an understanding of the charitable company's risk assessment process, including the risk of fraud;
- reviewing meeting minutes of those charged with governance throughout the year; and;
- performing audit testing to address the risk of management override of controls, including testing journal entries and other adjustments for appropriateness, evaluating the business rationale of significant transactions outside the normal course of business and reviewing accounting estimates for bias.

Whilst considering how our audit work addressed the detection of irregularities, we also consider the likelihood of detection of fraud based on our approach. Irregularities arising from fraud are inherently more difficult to detect than those arising from error.

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

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our Auditor's report.

**ASTON VILLA FOUNDATION**  
**(A company limited by guarantee)**

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF ASTON VILLA FOUNDATION**  
**(CONTINUED)**

**Use of our report**

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

Signed by:  
  
EBB150CA03A04AB...

**Glen Bott (Senior statutory auditor)**

for and on behalf of

**Cooper Parry Group Limited**

Statutory Auditor

Cubo Birmingham

4th Floor

Two Chamberlain Square

Birmingham

B3 3AX

Date: 30 October 2025

**ASTON VILLA FOUNDATION**  
(A company limited by guarantee)

**STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT)  
FOR THE YEAR ENDED 30 JUNE 2025**

|                                    | Note | Unrestricted<br>funds<br>2025<br>£ | Restricted<br>funds<br>2025<br>£ | Total<br>funds<br>2025<br>£ | Total<br>funds<br>2024<br>£ |
|------------------------------------|------|------------------------------------|----------------------------------|-----------------------------|-----------------------------|
| <b>Income from:</b>                |      |                                    |                                  |                             |                             |
| Donations and legacies             | 4    | 94,070                             | -                                | 94,070                      | 149,461                     |
| Charitable activities              | 5    | 1,644,009                          | 1,157,100                        | 2,801,109                   | 3,122,171                   |
| <b>Total income</b>                |      | <u>1,738,079</u>                   | <u>1,157,100</u>                 | <u>2,895,179</u>            | <u>3,271,632</u>            |
| <b>Expenditure on:</b>             |      |                                    |                                  |                             |                             |
| Raising funds                      | 6    | 64,140                             | -                                | 64,140                      | 71,779                      |
| Charitable activities              | 7    | 1,619,712                          | 1,274,699                        | 2,894,411                   | 2,956,443                   |
| <b>Total expenditure</b>           |      | <u>1,683,852</u>                   | <u>1,274,699</u>                 | <u>2,958,551</u>            | <u>3,028,222</u>            |
| Transfers between funds            | 16   | (2,506)                            | 2,506                            | -                           | -                           |
| <b>Net income/(expenditure)</b>    |      | <u>51,721</u>                      | <u>(115,093)</u>                 | <u>(63,372)</u>             | <u>243,410</u>              |
| <b>Reconciliation of funds:</b>    |      |                                    |                                  |                             |                             |
| Total funds brought forward        |      | 1,411,280                          | 803,967                          | 2,215,247                   | 1,971,837                   |
| Net movement in funds              |      | 51,721                             | (115,093)                        | (63,372)                    | 243,410                     |
| <b>Total funds carried forward</b> |      | <u>1,463,001</u>                   | <u>688,874</u>                   | <u>2,151,875</u>            | <u>2,215,247</u>            |

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

The notes on pages 18 to 33 form part of these financial statements.

**ASTON VILLA FOUNDATION**  
**(A company limited by guarantee)**  
**REGISTERED NUMBER: 08589263**

**BALANCE SHEET**  
**AS AT 30 JUNE 2025**

|  | Note | 2025<br>£       | 2024<br>£       |
|--|------|-----------------|-----------------|
| <b>Fixed assets</b>                            |      |                 |                 |
| Tangible assets                                | 12   | 1               | 1               |
| Investments                                    | 13   | 1               | 1               |
|  |      | <hr/> 2         | <hr/> 2         |
| <b>Current assets</b>                          |      |                 |                 |
| Debtors  | 14   | 882,428         | 354,335         |
| Cash at bank and in hand                       |      | 1,414,310       | 1,929,886       |
|  |      | <hr/> 2,296,738 | <hr/> 2,284,221 |
| <b>Current liabilities</b>                     |      |                 |                 |
| Creditors: amounts falling due within one year | 15   | (144,865)       | (68,976)        |
|  |      | <hr/>           | <hr/>           |
| <b>Net current assets</b>                      |      | 2,151,873       | 2,215,245       |
|  |      | <hr/>           | <hr/>           |
| <b>Total assets less current liabilities</b>   |      | 2,151,875       | 2,215,247       |
|  |      | <hr/>           | <hr/>           |
| <b>Total net assets</b>                        |      | 2,151,875       | 2,215,247       |
|  |      | <hr/> <hr/>     | <hr/> <hr/>     |
| <b>Charity funds</b>                           |      |                 |                 |
| Restricted funds                               | 16   | 688,874         | 803,967         |
| Unrestricted funds                             | 16   | 1,463,001       | 1,411,280       |
|  |      | <hr/>           | <hr/>           |
| <b>Total funds</b>                             |      | 2,151,875       | 2,215,247       |
|  |      | <hr/> <hr/>     | <hr/> <hr/>     |

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

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

The financial statements were approved and authorised for issue by the Trustees on 30 October 2025 and signed on their behalf by:

Signed by:



BFB6E0363311423...

**A Colville**  
Trustee

The notes on pages 18 to 33 form part of these financial statements.

**ASTON VILLA FOUNDATION**  
**(A company limited by guarantee)**

**STATEMENT OF CASH FLOWS**  
**FOR THE YEAR ENDED 30 JUNE 2025**

|   | <b>Note</b> | <b>2025<br/>£</b> | <b>2024<br/>£</b> |
|---|-------------|-------------------|-------------------|
| <b>Cash flows from operating activities</b>             |             |                   |                   |
| Net cash used in operating activities                   | 18          | (515,576)         | (1,265)           |
|   |             |                   |                   |
| <b>Cash flows from financing activities</b>             |             |                   |                   |
|   |             |                   |                   |
| <b>Net cash provided by financing activities</b>        |             | -                 | -                 |
|   |             |                   |                   |
| <b>Change in cash and cash equivalents in the year</b>  |             | (515,576)         | (1,265)           |
| Cash and cash equivalents at the beginning of the year  |             | 1,929,886         | 1,931,151         |
|   |             |                   |                   |
| <b>Cash and cash equivalents at the end of the year</b> | 19          | 1,414,310         | 1,929,886         |

The notes on pages 18 to 33 form part of these financial statements

**ASTON VILLA FOUNDATION**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 JUNE 2025**

**1. General information**

The Aston Villa Foundation is a private charitable company, limited by guarantee, incorporated in England. The registered company number is 08589263. The address of the charity's registered office is Villa Park, Trinity Road, Birmingham, B6 6HE.

The financial statements are presented in Sterling which is the functional currency of the charitable company.

**2. Accounting policies**

**2.1 Basis of preparation of financial statements**

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

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

The current period is the full year to 30 June 2025, the comparative period is a thirteen month period from 1 June 2023 to 30 June 2024. The prior period had been extended to be in line with other companies in the group. The extension to the accounting period was approved by the trustees.

**2.2 Going concern**

Despite the inherent risks associated with future funding, as well as certain costs, and the generally difficult economic climate, the Trustees have prepared a cash flow forecast for the twelve month period following the date of approval of these financial statements which demonstrates that the charity has sufficient cash to continue to meet its liabilities as they fall due. The financial statements have therefore been prepared on a going concern basis.

**2.3 Income**

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

Grants are included in the Statement of financial activities in accordance with the above. The balance of income received for specific purposes but not expended during the period is shown in the relevant funds on the Balance sheet. Where income is received in advance of entitlement of receipt, its recognition is deferred and included in creditors as deferred income. Where entitlement occurs before income is received, the income is accrued.

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

**ASTON VILLA FOUNDATION**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 JUNE 2025**

**2. Accounting policies (continued)**

**2.4 Expenditure**

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

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

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

All expenditure is inclusive of irrecoverable VAT.

**2.5 Taxation**

The Charitable company is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the Charitable company is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

**2.6 Tangible fixed assets and depreciation**

Tangible fixed assets costing £1,000 or more are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably.

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

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

Depreciation is provided on the following basis:

|                |   |     |
|----------------|---|-----|
| Motor vehicles | - | 33% |
|----------------|---|-----|

**2.7 Investments**

Long term investments are classified as fixed assets. Fixed asset investments are stated at cost less provision for impairment in value.

**ASTON VILLA FOUNDATION**  
**(A company limited by guarantee)**

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2025**

**2. Accounting policies (continued)**

**2.8 Debtors**

Trade and other debtors which are receivable within one year are initially recognised at the transaction price and subsequently measured at amortised cost, being the transaction price less any amounts settled.

**2.9 Cash at bank and in hand**

Cash at bank and 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.

**2.10 Liabilities and provisions**

Creditors payable within one year are initially measured at the transaction price and subsequently measured at amortised cost, being the transaction price less any amounts settled.

**2.11 Financial instruments**

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

**2.12 Fund accounting**

Unrestricted funds can be used at the discretion of the Trustees in furtherance of the general objectives of the Charitable company and have not been designated for other purposes.

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

**3. Critical accounting estimates and areas of judgment**

Estimates and judgments are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. The trustees consider that there are no such critical accounting estimates or areas of judgement to report.

**ASTON VILLA FOUNDATION**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 JUNE 2025**

**4. Income from donations and legacies**

|                   | Unrestricted<br>funds<br>2025<br>£ | Total<br>funds<br>2025<br>£ | Total<br>funds<br>2024<br>£ |
|-------------------|------------------------------------|-----------------------------|-----------------------------|
| Donations         | 94,070                             | 94,070                      | 149,461                     |
|                   | <u>94,070</u>                      | <u>94,070</u>               | <u>149,461</u>              |
|                   | <u>149,461</u>                     | <u>149,461</u>              |                             |
| <b>Total 2024</b> | <u>149,461</u>                     | <u>149,461</u>              |                             |

**5. Income from charitable activities**

|                               | Unrestricted<br>funds<br>2025<br>£ | Restricted<br>funds<br>2025<br>£ | Total<br>funds<br>2025<br>£ | Total<br>funds<br>2024<br>£ |
|-------------------------------|------------------------------------|----------------------------------|-----------------------------|-----------------------------|
| Engagement, Sport & Wellbeing | 363,395                            | 584,963                          | 948,358                     | 1,266,549                   |
| Community Relations           | 24,117                             | 290,428                          | 314,545                     | 332,066                     |
| Central                       | 288,040                            | -                                | 288,040                     | 285,742                     |
| Education & Employment        | 917,165                            | 281,709                          | 1,198,874                   | 1,168,361                   |
| Supporting Our Own            | 51,292                             | -                                | 51,292                      | 69,453                      |
|                               | <u>1,644,009</u>                   | <u>1,157,100</u>                 | <u>2,801,109</u>            | <u>3,122,171</u>            |
| <b>Total 2025</b>             | <u>1,644,009</u>                   | <u>1,157,100</u>                 | <u>2,801,109</u>            | <u>3,122,171</u>            |
|                               | <u>1,850,712</u>                   | <u>1,271,459</u>                 | <u>3,122,171</u>            |                             |
| <b>Total 2024</b>             | <u>1,850,712</u>                   | <u>1,271,459</u>                 | <u>3,122,171</u>            |                             |

**ASTON VILLA FOUNDATION**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 JUNE 2025**

**6. Raising Funds**

**Costs of raising voluntary income**

|                       | <b>Unrestricted<br/>funds<br/>2025<br/>£</b> | <b>Total<br/>funds<br/>2025<br/>£</b> | <b>Total<br/>funds<br/>2024<br/>£</b> |
|-----------------------|--|---------------------------------------|---------------------------------------|
| Wages and salaries    | 57,838                                       | 57,838                                | 66,725                                |
| Social security costs | 3,132  | 3,132                                 | 906                                   |
| Pension costs         | 3,170  | 3,170                                 | 4,148                                 |
| <b>Total 2025</b>     | <u>64,140</u>                                | <u>64,140</u>                         | <u>71,779</u>                         |
| <b>Total 2024</b>     | <u>71,779</u>                                | <u>71,779</u>                         |                                       |

**7. Analysis of expenditure on charitable activities**

**Summary by fund type**

|                               | <b>Unrestricted<br/>funds<br/>2025<br/>£</b> | <b>Restricted<br/>funds<br/>2025<br/>£</b> | <b>Total<br/>2025<br/>£</b> | <b>Total<br/>2024<br/>£</b> |
|-------------------------------|--|--|-----------------------------|-----------------------------|
| Engagement, Sport & Wellbeing | 390,841                                      | 670,309                                    | 1,061,150                   | 1,130,616                   |
| Community Relations           | 24,036                                       | 358,619                                    | 382,655                     | 294,105                     |
| Central                       | 446,546                                      | -  | 446,546                     | 305,882                     |
| Education & Employment        | 681,257                                      | 245,771                                    | 927,028                     | 1,096,119                   |
| Supporting Our Own            | 77,032                                       | -  | 77,032                      | 129,721                     |
|                               | <u>1,619,712</u>                             | <u>1,274,699</u>                           | <u>2,894,411</u>            | <u>2,956,443</u>            |
| <b>Total 2024</b>             | <u>1,729,243</u>                             | <u>1,227,200</u>                           | <u>2,956,443</u>            |                             |

**ASTON VILLA FOUNDATION**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 JUNE 2025**

**8. Analysis of expenditure by activities**

|                               | Activities<br>undertaken<br>directly<br>2025<br>£ | Support<br>costs<br>2025<br>£ | Total<br>funds<br>2025<br>£ | Total<br>funds<br>2024<br>£ |
|-------------------------------|---|-------------------------------|-----------------------------|-----------------------------|
| Engagement, Sport & Wellbeing | 964,443   | 96,707                        | 1,061,150                   | 1,130,616                   |
| Community Relations           | 370,074   | 12,581                        | 382,655                     | 294,105                     |
| Central                       | 4,385   | 442,161                       | 446,546                     | 305,882                     |
| Education & Employment        | 790,870   | 136,158                       | 927,028                     | 1,096,119                   |
| Supporting Our Own            | 60,580  | 16,452                        | 77,032                      | 129,721                     |
|                               | <u>2,190,352</u>                                  | <u>704,059</u>                | <u>2,894,411</u>            | <u>2,956,443</u>            |
| <b>Total 2024</b>             | <u>2,353,055</u>                                  | <u>603,388</u>                | <u>2,956,443</u>            |                             |

**Analysis of support costs**

|                     | Total<br>funds<br>2025<br>£ | Total<br>funds<br>2024<br>£ |
|---------------------|-----------------------------|-----------------------------|
| Staff costs         | 644,077                     | 537,097                     |
| Other support costs | 59,982                      | 66,291                      |
| <b>Total 2025</b>   | <u>704,059</u>              | <u>603,388</u>              |

**9. Auditor's remuneration**

|  | 2025<br>£    | 2024<br>£    |
|--|--------------|--------------|
| Fees payable to the Charitable company's auditor for the audit of the Charitable company's annual accounts   | 16,380       | 15,600       |
| Fees payable to the Charitable company's auditor in respect of:<br>All non-audit services not included above | <u>2,220</u> | <u>2,100</u> |

**ASTON VILLA FOUNDATION**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 JUNE 2025**

**10. Staff costs**

|                       | <b>2025</b><br><b>£</b> | <b>2024</b><br><b>£</b> |
|-----------------------|-------------------------|-------------------------|
| Wages and salaries    | 2,151,986               | 2,196,037               |
| Social security costs | 212,121                 | 180,779                 |
| Other pension costs   | 115,664                 | 116,494                 |
|                       | <u>2,479,771</u>        | <u>2,493,310</u>        |

Staff restructuring costs paid in the year are non-statutory/non-contractual severance payments totalling £nil (2024: 3 totalling £5,902). There were no payments of contractual severance payments (2024: 2 totalling £3,083) and no redundancy payments (2024: 1 totalling £600).

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

|                                  | <b>2025</b><br><b>No.</b> | <b>2024</b><br><b>No.</b> |
|----------------------------------|---------------------------|---------------------------|
| Administration and management    | 14                        | 13                        |
| Provision of charitable services | 74                        | 74                        |
|                                  | <u>88</u>                 | <u>87</u>                 |

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

|                                 | <b>2025</b><br><b>No.</b> | <b>2024</b><br><b>No.</b> |
|---------------------------------|---------------------------|---------------------------|
| In the band £70,001 - £80,000   | 1                         | 1                         |
| In the band £110,001 - £120,000 | 1                         | -                         |
| In the band £120,001 - £130,000 | -                         | 1                         |

The total amount of key management personnel benefits (including employer pension contributions and employer national insurance contributions) received by key management personnel for their services to the charity was £232,072 (2024: £237,000).

**11. Trustees' remuneration and expenses**

During the year, no Trustees received any remuneration or other benefits (2024 - £NIL).

During the year ended 30 June 2025, no Trustee expenses have been incurred (2024 - £NIL).

**ASTON VILLA FOUNDATION**  
**(A company limited by guarantee)**

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2025**

**12. Tangible fixed assets**

|                          | <b>Motor<br/>vehicles<br/>£</b> |
|--------------------------|---------------------------------|
| <b>Cost or valuation</b> |                                 |
| At 1 July 2024           | 31,920                          |
|                          | <hr/>                           |
| At 30 June 2025          | 31,920                          |
|                          | <hr/>                           |
| <b>Depreciation</b>      |                                 |
| At 1 July 2024           | 31,919                          |
|                          | <hr/>                           |
| At 30 June 2025          | 31,919                          |
|                          | <hr/>                           |
| <b>Net book value</b>    |                                 |
| At 30 June 2025          | 1                               |
|                          | <hr/> <hr/>                     |
| At 30 June 2024          | 1                               |
|                          | <hr/> <hr/>                     |

**13. Fixed asset investments**

|                          | <b>Investments<br/>in<br/>subsidiary<br/>companies<br/>£</b> |
|--------------------------|--|
| <b>Cost or valuation</b> |  |
| At 1 July 2024           | 1  |
|                          | <hr/>  |
| At 30 June 2025          | 1  |
|                          | <hr/> <hr/>  |
| <b>Net book value</b>    |  |
| At 30 June 2025          | 1  |
|                          | <hr/>  |
| At 30 June 2024          | 1  |
|                          | <hr/> <hr/>  |

**ASTON VILLA FOUNDATION**  
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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2025**

**13. Fixed asset investments (continued)**

**Principal subsidiaries**

The following was a subsidiary undertaking of the Charitable company:

| <b>Name</b>                       | <b>Company number</b> | <b>Registered office or principal place of business</b>                              | <b>Principal activity</b> |
|-----------------------------------|-----------------------|--|---------------------------|
| Aston Villa Social Enterprise CIC | 05912677              | Aston Villa Football Club Plc,<br>Trinity Road, Birmingham, West<br>Midlands, B6 6HE | Dormant                   |
| <b>Class of shares</b>            | <b>Holding</b>        |  |                           |
| Ordinary                          | 100%                  |  |                           |

The financial results of the subsidiary for the year were:

| <b>Name</b>                       | <b>Net assets<br/>£</b> |
|-----------------------------------|-------------------------|
| Aston Villa Social Enterprise CIC | 1,503                   |

**14. Debtors**

|                                    | <b>2025<br/>£</b> | <b>2024<br/>£</b> |
|------------------------------------|-------------------|-------------------|
| <b>Due within one year</b>         |                   |                   |
| Trade debtors                      | 245,212           | 297,458           |
| Amounts owed by group undertakings | 423,177           | 56,877            |
| Prepayments and accrued income     | 214,039           | -                 |
|                                    | <u>882,428</u>    | <u>354,335</u>    |

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

|                                    | <b>2025</b>    | <b>2024</b>   |
|------------------------------------|----------------|---------------|
|                                    | <b>£</b>       | <b>£</b>      |
| Other taxation and social security | 54,841         | 41,988        |
| Accruals and deferred income       | 90,024         | 26,988        |
|                                    | <u>144,865</u> | <u>68,976</u> |

Deferred income relates to income received in advance of services being provided.

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**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 JUNE 2025**

**16. Statement of funds**

**Statement of funds - current year**

|  | Balance at 1<br>July 2024<br>£ | Income<br>£ | Expenditure<br>£ | Transfers<br>in/out<br>£ | Balance at<br>30 June<br>2025<br>£ |
|--|--------------------------------|-------------|------------------|--------------------------|------------------------------------|
| <b>Unrestricted funds</b>  |                                |             |                  |                          |                                    |
| Unrestricted funds   | 1,411,280                      | 1,738,079   | (1,683,852)      | (2,506)                  | 1,463,001                          |
| <b>Restricted funds</b>  |                                |             |                  |                          |                                    |
| Kicks Project  | 135,609                        | 250,000     | (270,962)        | -                        | 114,647                            |
| Primary Stars  | 44,246                         | 150,113     | (148,466)        | -                        | 45,893                             |
| Other  | 38,727                         | 24,000      | (53,835)         | -                        | 8,892                              |
| Disability Sports  | -                              | 24,493      | (26,982)         | 2,489                    | -                                  |
| Kicks Plus   | 37,504                         | 41,417      | (51,224)         | -                        | 27,697                             |
| TeamWork   | 153,937                        | -           | (76,234)         | -                        | 77,703                             |
| Neighbourhood Engagement   | 17,143                         | 13,887      | (31,047)         | 17                       | -                                  |
| Villa Vision   | 63,202                         | 131,596     | (97,305)         | -                        | 97,493                             |
| Active Through Football  | 120,425                        | 64,428      | (127,940)        | -                        | 56,913                             |
| Youth Endowment Fund   | 71,703                         | 94,702      | (115,097)        | -                        | 51,308                             |
| Inspires   | 14,614                         | 50,000      | (45,833)         | -                        | 18,781                             |
| BBC Children In Need   | 5,522                          | 40,650      | (28,295)         | -                        | 17,877                             |
| Health & Wellbeing   | 9,200                          | -           | -                | -                        | 9,200                              |
| Everybodys Game - BSA<br>(funded by Islamic Relief +<br>PL PFA)          | 53,174                         | 94,075      | (105,698)        | -                        | 41,551                             |
| Seed to Feed (funded by the<br>National Lottery Reaching<br>Communities) | 38,961                         | 84,328      | (65,081)         | -                        | 58,208                             |
| BCC Shared Prosperity Fund   | -                              | 48,151      | (28,127)         | -                        | 20,024                             |
| PlayZone   | -                              | 45,260      | (2,573)          | -                        | 42,687                             |
|  | 803,967                        | 1,157,100   | (1,274,699)      | 2,506                    | 688,874                            |
| <b>Total of funds</b>  | 2,215,247                      | 2,895,179   | (2,958,551)      | -                        | 2,151,875                          |

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

**Kicks and Kicks Plus** - The Kicks and Kicks Plus project funding comes from the Premier League and Big Lottery Fund and enables the Foundation to deliver free activities across a range of sports and community safety, training and development opportunities for children and young people in inner-city Birmingham.

**Primary Stars** - This project is an initiative to increase the quality of sports coaching available to primary school children through the deployment of highly qualified Foundation coaches as well as upskilling teachers in primary schools across Birmingham.

**Disability Sport** - We provide a range of opportunities for those with learning and impairment specific disabilities to take part in social, competitive and recreational sporting opportunities. We work in partnership with a range of partner organisations to promote and facilitate these opportunities to impact as many people as possible.

**Teamwork** - Launched in 2020 in response to the biggest mental health crisis caused by Covid-19 restrictions, TeamWork is our core mental health initiative designed to promote mental health awareness and contribute to the local health agenda in Birmingham. Initially funded through the Premier League and PFA Community Fund, the project has also received financial support through the Living Well Consortium and the Inclusive Communities Fund.

**Neighbourhood Engagement** - Our Neighbourhood Engagement Officer has a role to establish and develop relationships with community organisations based in and around Aston in order to identify opportunities for the Foundation to support local community groups with capacity building, partnership working and resourcing to impact positively on and support local residents.

**Villa Vision** - is our project that teaches children and disadvantaged communities about eye health and eye care. The project has a van that is fully equipped with the latest technology to undertake free eye screening and eye tests for children and adults. We then distribute free glasses to those who need them to give them the tools to learn and positively impact on their education future prospects.

**Active Through Football** - Funded by the Football Foundation, ATF is a programme designed to boost participation in sports and physical activity. The primary goal of the project is to reduce inequalities in Lower Socio-Economic Groups (LSEG) communities by using sports to eliminate barriers and promote higher levels of physical activity.

**Youth Endowment Fund** - In 2023, the Aston Villa Foundation was successful in its bid to become the Lead Coordinator for the Youth Endowment Fund's (YEF) Neighbourhood Fund in Lozells and Newtown. The YEF's Neighbourhood Fund was set up to understand how empowering local people to make decisions about their own neighbourhoods can prevent children from becoming involved in violent crime and anti-social behaviour.

**Inspires** - This programme is created and funded by the Premier League. It creates life-changing opportunities for young people who have been identified by their schools as needing extra support to engage with activities, utilising the power of football through a series of face-to-face mentoring sessions, workshops and social action projects.

**BBC Children in Need** – funding from Children in Need enabled the Aston Villa Foundation to employ a Youth Mentor and offer mentoring sessions that supported young people most affected by Covid 19. Mentoring support was designed to improve the school attendance, improve the educational attainment and the soft skills of the young people.

**Health and Wellbeing** – this includes some of the Foundation's paid services or small, short-term contracts, comprising activities such as

- Walking football: primarily aimed at those wanting to keep fit through football despite their ageing years.
- Holiday Activities and Food: delivered in partnership with Street Games, the activities are designed

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**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 JUNE 2025**

**16. Statement of funds (continued)**

to address the 'holiday experience gap' where children from low-income households are likely to experience social isolation and 'unhealthy holidays' in relation to nutrition and physical health.

- **Mental Health First Aid:** training course which teaches people how to spot the signs and symptoms of mental ill health and provide help on a first aid basis, delivered in conjunction with trained Mental Health First Aid Instructors from the Aston Villa Foundation and Birmingham Mind.

**Seed to Feed (funded by the National Lottery Reaching Communities)** - an initiative which aims to address issues of food poverty affecting families in Birmingham. The project looks to improve employability prospects of adults living in low-income households, whilst giving primary school children the opportunity to develop their healthy nutrition knowledge, with the aim of reducing health disparities.

**Everybody's Game - BSA (funded by Islamic Relief + PL PFA)** - the project focuses on developing the strength and skills of coaches and supporting the network of grassroots-level British South Asian-led clubs and community groups. The project also looks to encourage more female players and coaches into the game, increasing participation in the sport at grassroots level and provide greater opportunities of engagement and development for women and girls from all backgrounds in football.

**BCC Shared Prosperity Fund** - Funded by the Birmingham City Councils. Shared Prosperity Fund the Foundation were able to execute the 'Aston Action Plan', co-ordinating a breadth of activities and campaigns that promote health, community safety and prosperity in the ward of Aston.

**Playzones** - Funded through the Premier League and Professional Footballers association, the project delivers free activities to young people in key priority areas on 'Playzone' sites. The funding also supports organisations within those areas through governance and sustainability workshops and funding.

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**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 JUNE 2025**

**16. Statement of funds (continued)**

**Statement of funds - prior period**

|  | Balance at<br>1 June 2023<br>£ | Income<br>£      | Expenditure<br>£   | Transfers<br>in/out<br>£ | Balance at<br>30 June<br>2024<br>£ |
|--|--------------------------------|------------------|--------------------|--------------------------|------------------------------------|
| <b>Unrestricted funds</b>  |                                |                  |                    |                          |                                    |
| Unrestricted funds   | 1,151,129                      | 2,000,173        | (1,801,022)        | 61,000                   | 1,411,280                          |
|  | <hr/>                          | <hr/>            | <hr/>              | <hr/>                    | <hr/>                              |
| <b>Restricted funds</b>  |                                |                  |                    |                          |                                    |
| Kicks Project  | 144,644                        | 250,000          | (259,035)          | -                        | 135,609                            |
| Primary Stars  | 66,564                         | 150,513          | (172,831)          | -                        | 44,246                             |
| Other  | 81,714                         | 27,201           | (9,188)            | (61,000)                 | 38,727                             |
| Disability Sports  | 26,451                         | 10,000           | (36,451)           | -                        | -                                  |
| Kicks Plus   | 87,965                         | 61,944           | (112,405)          | -                        | 37,504                             |
| TeamWork   | 141,456                        | 100,607          | (88,126)           | -                        | 153,937                            |
| Neighbourhood Engagement   | 34,941                         | 15,000           | (32,798)           | -                        | 17,143                             |
| Villa Vision   | 34,305                         | 126,596          | (97,699)           | -                        | 63,202                             |
| Active Through Football  | 92,968                         | 129,365          | (101,908)          | -                        | 120,425                            |
| Youth Endowment Fund   | 59,594                         | 85,230           | (73,121)           | -                        | 71,703                             |
| Inspires   | 26,868                         | 37,789           | (50,043)           | -                        | 14,614                             |
| BBC Children In Need   | 14,038                         | 24,390           | (32,906)           | -                        | 5,522                              |
| Health & Wellbeing   | 9,200                          | -                | -                  | -                        | 9,200                              |
| Everybodys Game - BSA<br>(funded by Islamic Relief +<br>PL PFA)          | -                              | 89,724           | (36,550)           | -                        | 53,174                             |
| Seed to Feed (funded by the<br>National Lottery Reaching<br>Communities) | -                              | 88,100           | (49,139)           | -                        | 38,961                             |
| Kerbside Cobs  | -                              | 75,000           | (75,000)           | -                        | -                                  |
|  | <hr/>                          | <hr/>            | <hr/>              | <hr/>                    | <hr/>                              |
|  | 820,708                        | 1,271,459        | (1,227,200)        | (61,000)                 | 803,967                            |
|  | <hr/>                          | <hr/>            | <hr/>              | <hr/>                    | <hr/>                              |
| <b>Total of funds</b>  | <u>1,971,837</u>               | <u>3,271,632</u> | <u>(3,028,222)</u> | <u>-</u>                 | <u>2,215,247</u>                   |

**ASTON VILLA FOUNDATION**  
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**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 JUNE 2025**

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

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

|                               | Unrestricted<br>funds<br>2025<br>£ | Restricted<br>funds<br>2025<br>£ | Total<br>funds<br>2025<br>£ |
|-------------------------------|------------------------------------|----------------------------------|-----------------------------|
| Tangible fixed assets         | -                                  | 1                                | 1                           |
| Fixed asset investments       | 1                                  | -                                | 1                           |
| Current assets                | 1,607,865                          | 688,873                          | 2,296,738                   |
| Creditors due within one year | (144,865)                          | -                                | (144,865)                   |
| <b>Total</b>                  | <u>1,463,001</u>                   | <u>688,874</u>                   | <u>2,151,875</u>            |

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

|                               | Unrestricted<br>funds<br>2024<br>£ | Restricted<br>funds<br>2024<br>£ | Total<br>funds<br>2024<br>£ |
|-------------------------------|------------------------------------|----------------------------------|-----------------------------|
| Tangible fixed assets         | -                                  | 1                                | 1                           |
| Fixed asset investments       | 1                                  | -                                | 1                           |
| Current assets                | 1,480,255                          | 803,966                          | 2,284,221                   |
| Creditors due within one year | (68,976)                           | -                                | (68,976)                    |
| <b>Total</b>                  | <u>1,411,280</u>                   | <u>803,967</u>                   | <u>2,215,247</u>            |

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

|  | 2025<br>£        | 2024<br>£      |
|--|------------------|----------------|
| Net income/expenditure for the year (as per Statement of Financial Activities) | (63,372)         | 243,410        |
| <b>Adjustments for:</b>  |                  |                |
| Increase in debtors  | (528,093)        | (150,902)      |
| Increase/(decrease) in creditors   | 75,889           | (93,773)       |
| <b>Net cash used in operating activities</b>                                   | <u>(515,576)</u> | <u>(1,265)</u> |

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**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 JUNE 2025**

**19. Analysis of cash and cash equivalents**

|  | 2025<br>£        | 2024<br>£        |
|--|------------------|------------------|
| Cash in hand                           | 1,414,310        | 1,929,886        |
| <b>Total cash and cash equivalents</b> | <b>1,414,310</b> | <b>1,929,886</b> |

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

|                          | At 1 July<br>2024<br>£ | Cash flows<br>£  | At 30 June<br>2025<br>£ |
|--------------------------|------------------------|------------------|-------------------------|
| Cash at bank and in hand | 1,929,886              | (515,576)        | 1,414,310               |
|                          | <b>1,929,886</b>       | <b>(515,576)</b> | <b>1,414,310</b>        |

**21. 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. The pension cost charge represents contributions payable by the charitable company to the fund and amounted to £115,664 (2024: £116,494). £Nil (2024: £nil) was payable to the fund at the balance sheet date.

**22. Related party transactions**

Aston Villa Football Club Limited, the parent company of the charitable company, accounts for the expenditure transactions on the Foundation's behalf during the year and these are recharged to the Foundation at their actual cost price.

During the period, £67,532 (2024: £63,612) of expenditure was recognised with Aston Villa Football Club Limited in relation to purchase of kit and £35,000 (2024: £35,000) of kit was donated to the charity from Aston Villa Football Club Limited.

During the year expenditure of £nil (2024: £625) was incurred for facility hire from The Bidgley Power Foundation, a charity in which Pritesh Pattni a trustee is also a trustee.

**23. Controlling party**

The directors consider V Sports SCS, registered in Luxembourg to be the company's controlling party. The immediate parent undertaking is Aston Villa Football Club Limited. The principal activity of Aston Villa Football Club Limited is that of running the commercial activities of a football club. The largest group to consolidate these financial statements is NSWE UK Limited and copies of these consolidated financial statements can be obtained from Companies House, Crown Way, Cardiff, CF14 8UZ.