

PARKRUN GLOBAL LIMITED

England & Wales · Charity number 1175062

Details

Status	Registered
Legal form	Charitable company
Company number	09411750
Registered	2017-10-10
Register	View on the Charity Commission register

Contact

Address	Frameworks 2 Sheen Road Richmond Surrey TW9 1AE
Phone	0330 053 3436
Email	support@parkrun.com
Website	www.parkrun.com

Activities

Objects: THE CHARITY'S OBJECTS (OBJECTS) ARE FOR THE BENEFIT OF THE PUBLIC IN THE WORLD:1) TO PROMOTE COMMUNITY PARTICIPATION IN HEALTHY RECREATION BY:1.1 ORGANISING AND PROVIDING RUNNING EVENTS; AND1.2 CREATING OPPORTUNITIES FOR MEMBERS OF THE COMMUNITY TO PARTICIPATE IN AND/OR VOLUNTEER AT SUCH RUNNING EVENTS;2) TO FURTHER SUCH OTHER WHOLLY CHARITABLE PURPOSES AS THE TRUSTEES MAY FROM TIME TO TIME DECIDE.

Activities: parkrun organise free, weekly, 5km timed runs around the world. They are open to everyone, free, and are safe and easy to take part in. These events take place in pleasant parkland surroundings and we encourage people of every ability to take part; from those taking their first steps in running to Olympians; from juniors to those with more experience; we welcome you all.

Classification

- **How:** Provides Services, Other Charitable Activities
- **What:** General Charitable Purposes, Recreation
- **Who:** The General Public/mankind

Geography

- Australia
- Canada
- Denmark
- Eswatini
- Finland
- France
- Germany
- Ireland
- Italy
- Japan
- Malaysia
- Namibia
- Netherlands
- New Zealand
- Norway
- Poland
- Russia
- Scotland
- Singapore
- South Africa
- Sweden
- United States
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-01-31	£11,013,130	£10,364,919	£3,708,081	62
2024-01-31	£9,365,583	£9,627,280	£3,059,870	56
2023-01-31	£7,248,475	£7,302,125	£3,321,567	49
2022-01-31	£5,590,956	£4,339,988	£3,375,217	34
2021-01-31	£4,260,970	£3,898,862	£816,241	24

Trustees

Name	Role	Appointed
Andrew Paul Falconer		2026-04-01
CHRISTINE SUSAN GIBBONS		2016-07-21
Daniel Aster de Crecy Crawshaw		2025-03-26
Gordon Seabright		2023-01-25
Helen Alison Weir		2024-07-31
John Vickers		2023-01-25
Jonathan Michael Dutton OBE		2026-04-01
Louise Edwina Smith		2026-04-01
Nathaniel James Poulter		2023-01-25
Sonya Naiken Byers		2023-01-25
Tamara Rajah MBE		2025-03-26

PARKRUN GLOBAL LIMITED

England & Wales - Charity number 1175062

Accounts



parkrun

Annual Report: 2024-2025

parkrun Global Limited

Company number: 09411750

Charity number: 1175062



Welcome

A welcome from the Chair	4
Chief Executive Officer's reflections	6
Strategic report: Introduction	10
Values & culture	18
parkrun in numbers	22
Celebrating parkrun's 20th birthday	34
Strategic partnerships	40
Understanding & supporting communities	46
Building a global organisation	60
Commercial and fundraising	68
Committees and governance	80
Financial Review	96
Independent Auditor's Report	108
Financial statements	118
Reference & Administrative Information	150

A welcome from the Chair

As the new Chair of parkrun Global's Board of Trustees, it's my great pleasure to welcome you to the 2024-2025 Annual Report.

Even as I write, more people around the world are taking part in parkrun — lives are being enhanced, communities are growing stronger and our impact continues to expand. That's the power of this phenomenal movement. We are now well into the delivery of our ambitious five-year strategy and the progress captured in these pages is a testament to the scale, reach and heart of parkrun. From new events launched across the globe to meaningful collaborations and strategic partnerships, our work is reaching more people than ever — including those who need us most.

There is always more to do. We've also continued to strengthen the organisation itself, ensuring we have the governance, structures, policies and systems in place to support a sustainable, inclusive and global future. It is also important to acknowledge

where we could do more. Looking to the new financial year, we recognise that we need to listen more and engage even more effectively with our community, so that parkrun is increasingly guided by its participants.

On behalf of the Board of Trustees, I want to extend our heartfelt thanks to the people who make parkrun possible — our dedicated staff, ambassadors, event teams and volunteers; everyone who walks, jogs or runs; those who donate so generously; and our valued partners and funders around the world. I'd also particularly like to thank Jeremy Townsend who stepped down from the Board this year after 1 year as Interim Chair and 8 years as a Trustee and also Russ Jeffreys our former CEO who moved on after the end of the year having served 3 years as CEO and 10 years with parkrun overall. Both made a significant contribution to parkrun to enable it to become the movement it is today.

This Annual Report is a celebration of parkrun's impact. As a UK-based global



charity, parkrun brings together hundreds of thousands of people every weekend in local parks and open spaces across 23 countries and five continents — enabling healthier, happier communities to thrive through free, inclusive, outdoor activity.

Thank you for being part of this journey.

Helen Weir CBE
Chair, parkrun Global Board



Chief Executive Officer's reflections

Chief Executive Officer's reflections

As the CEO of parkrun Global, I want to begin by expressing my sincere thanks to the entire parkrun community — our dedicated team, board members, and incredible network of volunteers — for their unwavering commitment, passion, and hard work.

This year, we reached a major milestone, with weekly participation growing to 400,000 parkrunners across 2,600 events worldwide. This growth is not just about numbers — it reflects our continued efforts to make parkrun more inclusive and accessible, through powerful initiatives like our junior parkrun outreach, custodial events and the parkrun practice programme.

Our expansion has been supported by a strong financial performance. Revenue rose from £9.4 million last year to £11 million, thanks to continued investment in our commercial and fundraising strategies. We were proud to welcome new partners across Australia, New Zealand, and the UK — a clear sign of parkrun's growing global presence. Retail performance also hit new highs,

with improved margins and a 10% increase in visitors to the parkrun online shop. On the fundraising front, our new donations platform delivered improved profitability, supported by income from grants, race place fundraising, and legacy giving — making 2024–2025 one of our strongest years to date.

Looking ahead, our mission remains clear: to build a truly global movement that improves health and wellbeing for all — regardless of who they are or where they live. Together, we will continue to break down barriers to participation and create a healthier, more connected planet through parkrun.

Lil Duggan
Chief Executive Officer





Strategic Report

Introduction

19.3m
instances of participation recorded

2.3m
people taking part

309k
volunteers

897k
first timers

What an extraordinary year 2024–2025 has been, as parkrun celebrated its 20th anniversary!

This global milestone was not only a time to celebrate our incredible journey so far, but also a moment to reflect on a year of exceptional progress and continued impact. In our 20th year, we welcomed 190 new events, saw nearly 900,000 people take part for the very first time and recorded over 1.2 million new registrations — clear evidence of parkrun’s ever-growing reach and relevance around the world.

This report highlights the key achievements of parkrun, each section showcasing the progress, development and passion that have shaped this landmark year.

There has never been a better time to celebrate what makes parkrun thrive — the energy, dedication and generosity of our community. Without that collective effort, parkrun would not have become the powerful global movement for health, connection and wellbeing that it is today.

The 2024-2025 financial year has supported the growth of parkrun worldwide. Each section of this report will focus on a different element of parkrun Global, showing the progress and development we have made throughout this timeframe. We are delighted to celebrate the things that make parkrun successful and at no point in time is this more relevant than our 20th year, as without the incredible support and commitment from our community, parkrun would not have become the vital force for good it is now.



Strategy

We are nearly two years into our ambitious five-year strategy. The strategy commits parkrun to ‘growing well’, increasing our international footprint as a ‘global movement’ whilst also ‘creating a healthier and happier’ planet. This 2024-2025 annual report showcases the progress we have against these dual aims – not just growing our reach and scale but also our impact.

Who we are

parkrun Global Ltd is a UK-based global charity which directly impacts the lives of millions of people around the world. We will not stop until every person has the opportunity to access free and inclusive physical activity in their local community, without barriers.

parkrun is free, for everyone, forever.

From 13 runners and five volunteers in London’s Bushy Park in 2004, parkrun has grown to a global community of more than 10 million people in 23 countries and in more than 2,600 event locations 2024-2025.

What we do

parkrun supports local volunteers to deliver free-to-access 5k and 2k distance events for walkers and runners, across more than 2,600 locations every single weekend. parkrun provides everything from event delivery and safeguarding support to developing and maintaining the digital infrastructure which means that hundreds of thousands of results can be processed every weekend.

We also work on targeted outreach,

influencing health policy and nurturing a number of strategic partnerships with other community organisations.

We are leaders in our field. Globally we are one of the biggest providers of volunteering opportunities. We have a simple, scalable event delivery model that builds communities across the globe. Thanks to the low barriers to participation, parkrun is increasingly engaging under-represented groups.

parkrun's approach to volunteering

- 1. No prior experience needed – roles are simple and training is given on the day. Anyone can turn up and help.**
- 2. Flexible commitment – you don't need to sign up long-term; you can volunteer once or regularly, whenever it suits you.**
- 3. Wide range of roles – from marshalling to barcode scanning to tail walking, roles suit different confidence and ability levels**
- 4. Accessible for all – people who may not be able to run (e.g. due to**

injury, disability or preference) can still take part by volunteering

- 5. Social and rewarding – volunteering is celebrated as equal in value to running, with milestones (t-shirts for 25+ occasions) to encourage participation.**

- 6. Quick and simple sign-up – you can email or just ask on the day.**

Together, these keep volunteering welcoming, easy and low-pressure.

Low barriers to taking part at parkrun

- **Free to join** – there's no entry fee, which removes the financial barrier common in other organised events.
- **Inclusive format** – it's explicitly *not a race*; you can walk, jog, run, or volunteer. That means people of all fitness levels, ages and backgrounds can participate without pressure.
- **Weekly routine** – held every Saturday morning at the same time, so it's predictable and easy to fit into people's lives.
- **Local and accessible** – events are in public parks and open spaces, so they're easy to get to and don't require special facilities or memberships.
- **Simple sign-up** – one free registration gives you a barcode you can use at any event worldwide, so there's no paperwork each week.
- **Supportive community** – the emphasis is on encouragement, volunteering and social connection, rather than competition or performance.
- **No equipment required** – beyond a pair of trainers, there's no need for special kit or technology.

These features make participation easy, welcoming and sustainable, encouraging people to keep coming back.

The need for everyone to have access to inclusive physical activity in the hearts of their local communities remains unchanged.

Whilst parkrun will always be free to participate in, it is not free to put on. It could not happen without the parkrun staff team supported by an army of dedicated volunteers, commercial partners, funders and sponsors and the generosity of landowners around the world.



2,600+ locations every single weekend

STARTED WITH



13 RUNNERS



SUPPORTED BY



5 VOLUNTEERS



2024-2025 GLOBAL COMMUNITY



10 MILLION +



GLOBAL FOOTPRINT



23 COUNTRIES



AVAILABLE IN



2,600+ LOCATIONS





Values & culture

Values & culture

Our values form the bedrock of our movement and can be traced back to the very early days of parkrun in 2004. Staying true to our values will help ensure we grow well.



Family We act with humility and always put the family first.

We're humble. We know a lot but not everything. We take responsibility, acknowledge personal errors and are open to learning, developing and improving. There's no room for ego and no one is bigger than the family. We lead by example and we share in our successes.



Bravery We are brave, bold and creative.

We're ambitious and dynamic. We dream big, make bold decisions, challenge the status quo and get things done. We're not afraid to question, innovate and be different.



Authenticity We are honest, authentic and accountable.

Trustworthiness, honesty and integrity are foundational to our family. We're honest about what we know and what we don't know. We hold each other to account. We communicate with transparency and empathy, acknowledging that communication influences behaviours, emotions and feelings and underpins effective collaboration.



Fairness We act with kindness, compassion and fairness.

We're kind, caring, compassionate and empathetic. We assume others mean well. We're aware of our actions and how what we do impacts others. We apply our founding principles of equality and inclusivity to every situation and opportunity.



Recognition We recognise and respect each other.

We see and hear each other. We respect ourselves and others, support and help one another, listen attentively and celebrate the uniqueness, strengths and diversity of our family.



parkrun in numbers

parkrun in numbers

There were more than 19.3 million times that people joined in at parkrun and junior parkrun events during this financial year.



What is an instance of participation? We count 'instances' as every time someone joins in at a parkrun event – as someone who completes the course or as a volunteer.

Over this financial year we delivered **126,593 events**, in over 2,600 communities, bringing 2,329,890 people together. This was the first time in our history we had over two million participants in a single year. Compared to the last financial year, this is a 6% increase in

events delivered (6,703 more than the previous year), a 6% increase in unique events delivered (160 more than the previous year) and a huge 20% increase in people participating (386,626 more than the previous year).

Our volunteer network is absolutely vital to parkrun's success and has continued to grow. The number of individual volunteers grew by 7% this year (up to 309,220) alongside a 10% increase in the number of times people have volunteered (which has risen to 2,210,611). This reflects the incredible strength and dedication of our community.

This, alongside our finish time slowing to 32:46, not only reflects our ambition to reach those that may never engage with traditional 'sports' or physical activities. **897,689 people joined in for the first time: 885,087 people ran/walked a parkrun for the first time and 99,767 people volunteered for the first time.**

These participation and volunteering figures are underpinned by a strong financial position. Our continued growth in turnover allows us to keep parkrun as a free, accessible movement for everyone, while also giving us the opportunity to invest in the systems, people and innovation needed to support expansion into new communities. In the Commercial and Fundraising and Financial Review sections, there will be a more thorough review of parkrun's finances during this period.



2024-2025 financial highlights

£11m turnover

Consolidated turnover increased from
£9.4m to £11.0m

£3.7m reserves

Reserves increased from £3.1m to £3.7m

Cash inflow of £597k

Inflow of cash increased to £597k this financial year,
from an outflow of £840k last financial year

junior parkrun

junior parkrun is a 2k series for children aged 4–14 years and their families which takes place on a Sunday morning across the UK, Ireland and Australia. The funding grant from London Marathon Foundation has enabled us to reach new UK communities in this financial year.

This year junior parkrun saw strong participation growth. We celebrated over one million finishes for the first time in our junior parkrun history as well as a 21% increase year-on-year in new registrants with a total of 132,368 new junior parkrunners registering to take part.

There were 22,650 junior parkrun events delivered in this financial year, a 7% (1,492) increase compared to the last financial year. These events helped 248,676 participants get active, an 18% increase equating to an extra 37,396 junior parkrunners.

We saw a 9% (4,072) increase in our incredible volunteers year-on-year as well as an 11% (44,299) increase in instances of volunteering. junior parkrun also allowed us to reach more young people, with 121,168 new participants, a 16% (16,535) increase. There were 105,047 new children who finished a junior parkrun and 21,944 new people who volunteered at a junior parkrun for the first time.

junior parkrun was developed by Chrissie Wellington OBE who left parkrun in January 2025, having led parkrun's focus on health and wellbeing for 12 years.



Campaigns

In the UK, junior parkrun seized an opportunity to run a national campaign with Team GB throughout the 2024 Olympic and Paralympic period, which included athlete visits, volunteer engagement, a school programme and video production. This allowed junior parkrun to reach a new audience but also built excitement with event teams and young people. Our message of inclusivity was supported with paralympians visiting junior parkrun events across the UK to volunteer.

We also established a parkrun UK Youth Panel, which meets regularly and where young people provide thoughts and feedback to help guide decisions within junior parkrun.



junior parkrun in numbers



22,650 events



515 locations



**51,769
volunteers**



**1.5 million
instances of
participation
recorded**



45 new events



**248,676 people
taking part**



**121,168
first timers**





Celebrating parkrun's 20th anniversary

Celebrating parkrun's 20th anniversary



parkrun started in the UK and has grown over the years to reach 23 countries. The primary focus of the anniversary celebrations was in the UK, the home of parkrun, where we sought to increase awareness of parkrun and to highlight its impact, changing millions of lives.

As parkrun marked its 20th anniversary, we celebrated two decades of creating opportunities for people to connect, be active and enjoy the outdoors in the heart of their local communities. We secured a national media partnership in the UK, published groundbreaking research and delivered

anniversary media moments across all four home nations. Vitality, our UK presenting partner, joined the celebrations by inviting Ellie Simmonds to Bushy Park, the home of parkrun, and we worked with our global footwear partner Brooks to create and launch a special commemorative shoe..

Brooks

We partnered with Brooks to launch a limited-edition parkrun shoe. The anniversary shoe, in the iconic and distinctive parkrun apricot and purple colours, has plenty of parkrun features interwoven into the design and was sold world-wide. The parkrun logo and the special 20th anniversary parkrun logo adorn both shoes with “Est. 2004” and “Bushy Park” on the inside of the left shoe. There was a special launch event where members of the parkrun community, sponsors and the media got to see a first look of the new shoe. Thousands of shoes were sold around the globe, in what was a landmark moment with the first ever Brooks x parkrun collaboration shoe.

Metro

Our partnership with Metro, a major UK national media brand, centred around the 20th birthday celebrations. The partnership included a bespoke 20th birthday cover wrap of the newspaper. Throughout the year, Metro published 100 pieces of editorial content covering the amazing stories of the incredible parkrun community to highlight what we have achieved over 20 years and the unique power of parkrun. The most important part of this partnership was being able to tell the nation the incredible stories of just some of the wonderful people who find themselves on a start line or volunteering on Saturday and Sunday mornings.



Celebrating with the community

Whilst the actual day of the anniversary of the first parkrun fell on a Wednesday, proper celebrations would only feel right on a Saturday morning on the start line. Whilst there were celebrations across the globe, we created four bespoke media moments at parkruns across the UK to celebrate with the community. Founder Paul Sinton-Hewitt CBE was where it all started at Bushy Park; Russ Jefferys, our CEO, went to the beautiful Tredegar House parkrun in Newport; John Murphy, a parkrun Regional Ambassador, led the celebrations in Northern Ireland at the Waterworks parkrun in Belfast; and in Glasgow, Richard Leyton, the man who brought parkrun to Scotland, joined the Pollok parkrun with Liz Corbett, parkrun's Scottish Coordinator. There was a huge media presence to cover the celebrations across the morning with over 13 million online views.

parkrun in Downing Street

On Monday 22 April over 100 members of the UK parkrun community took part in a special event at 10 Downing Street to celebrate our 20th birthday. parkrun staff, volunteers, trustees, partners, funders and representatives from local parkrun events across the four home nations came together with a host of MPs to recognise the incredible contribution made by parkrun in the UK and internationally over the last two decades.

The reception at No. 10 was hosted by Prime Minister Rishi Sunak, together with the Secretary of State for Culture, Media and Sport, Lucy Frazer MP as well as the All Party Parliamentary Group for parkrun, which is chaired by Nick Smith, MP for Blaenau Gwent. This was a truly momentous occasion for parkrun and an important sign from government of the importance they attach to our role helping the nation and beyond, to get active.





Strategic partnerships

Strategic partnerships

We're proud to collaborate with a wide range of organisations who make a meaningful difference to the lives of the most vulnerable or under represented in our communities, enabling more people to access the transformative impact of parkrun.

Below is a snapshot of our strategic partners:

parkruns in prisons

Since November 2017, parkrun events have been launched in dozens of prisons across Australia, Ireland and the UK to help rehabilitate and support individuals to rebuild their lives. Through our work delivering parkruns in custodial estates, we have seen the importance of these secure events for

the health, wellbeing and rehabilitation of those taking part. This financial year, there were over 22,000 finishes and nearly 8,000 instances of volunteering across our custodial estate parkruns globally, with 1,008 events delivered across 31 parkrun locations.



This has helped over 4,000 people get active, of those a quarter were volunteers (1,033) and 3,872 were individual finishers.

The territorial breakdown can be found below:

HM Prison and Probation Service in the UK

There were 879 events delivered across 27 custodial estates allowing 3,321 individual participants to get active with 900 of those being volunteers. Across the year there were 19,281 finishes and 6,886 instances of volunteering. With six new events taking place, it is fantastic to see the positive impact and growth in this area.

Irish Prison Service

421 people took part in 36 events from the single parkrun on a custodial estate in Ireland, it was run in collaboration with the Irish Prison Service. This saw 1,119 finishes as well as 381 instances of volunteering.

Asia Pacific

There were 93 events delivered across three custodial locations in Australia. This helped 573 people to take part and get active, their participation amassed 2,117 finishes and 480 instances of volunteering.

The parkrun practice initiative – prescribing parkrun

More than 2,000 GP surgeries are twinned with a local parkrun across Ireland, the UK and Australia. These are absolutely vital connections which allow for mutual signposting, for patients and staff, for both mental and physical health. parkrun has a dedicated member of staff who promotes and advocates for the impact of parkrun practice as well as the benefits of socially prescribing parkrun.

Parliament and the All Party Parliamentary Group on parkrun

We continue to have parkrun representatives who are active members of a number of All Party Parliamentary Groups, across sport, parkrun and sport and activity in the criminal justice system. We are extremely proud as a Charity to be able to have these connections into government which help to make real change on a bigger level.

5k Your Way – Move Against Cancer

5K Your Way is a support group with a difference. This is the sixth year of working together, hosting the groups on the last Saturday of every month. 5k Your Way Groups come to over 100+ parkruns around Ireland and the UK. Participants include those living

with or beyond cancer, family, friends, those that have lost a loved one to cancer and health care professionals. Every group is led by at least one volunteer 5K Your Way Ambassador, who acts as the focal point for the group.



The Man Walk

On World Mental Health Day in 2024, parkrun Australia announced a strategic partnership with The Man Walk; a social inclusion charity that provides an opportunity for men to get together for a weekly walk and chat followed by a coffee in 100 locations around the country. Male suicide needs attention, as men account for 75% of all suicides in Australia. The partnership aims to leverage the large number of men who take part in both parkrun and The Man Walk to increase participation in both organisations and help reduce stigma around men's mental health.



Speed Freaks

In March 2024, The Speed Freaks Charitable Trust officially became the first national strategic partner of parkrun in New Zealand. Speed Freaks was established in 2021 to support recovery from addiction and mental distress through the vehicle of running and walking, with their program being delivered by community volunteers and peers. Through this partnership Speed Freaks groups have become regular attendees at parkruns in Auckland, Christchurch and Whangārei over several years and this partnership aims to extend their involvement around the country.



Understanding & supporting communities

Understanding & supporting communities

Volunteering

Volunteering at parkrun enables people to connect with their community, develop new skills, physically move and gain a sense of purpose. From February 2024 to the end of January 2025, more than 300,000 (309,220) people across the world volunteered at parkrun over 2.2 million times.

There was a 7% increase in the total number of volunteers, which equates to 18,992 more people volunteering at parkrun compared to the same period last year. This contributed to a 10% rise in instances of volunteering, totalling a further 198,920 occasions. With parkrun continuing to grow in numbers, a healthy number of new parkrun participants were volunteers. Almost 100,000 people volunteered for the first time (99,767 volunteers, an increase of 2% from the previous year), reflecting the

continued efforts of staff and event teams to encourage volunteering in the community.

In March 2024, parkrun hit an incredible volunteering milestone: we had our first volunteer, Nicki from Croydon, UK, who reached the 1,000 volunteer milestone. To mark this special occasion, Nicki was presented with a new milestone t-shirt.



In 2024-2025 more than 300,000 people across the world volunteered at parkrun over 2.2 million times



A global network of more than 800 volunteer ambassadors support parkrun with everything from event delivery, to social media and manning critical incident lines.

This has increased by nearly 100 since last year. parkrun also has 28 volunteers sitting on our boards and committees internationally.

Key projects for 2024-2025

Our new volunteering strategy, which was finalised and communicated in May 2024 has had a positive impact on parkrun globally. It reinforces internally and externally our commitment to volunteering.

In May 2024, parkrun Global rolled out volunteer credits to ambassadors, event directors, board and committee members and for volunteers at events that are cancelled at short notice. This new change recognises the behind the scenes commitment to volunteering. parkrun Global also started a project to review the representation of volunteering on our websites and we worked with the retail team on piloting a volunteer range of merchandise.

A major focus for 2024-2025 was to improve infrastructure, communication channels, information sharing and dialogue with ambassadors and event teams.



parkrun Global introduced new event director and ambassador calls; launched an internal calendar of planned meetings and communications; continued the global ambassador newsgroups; and started a project to support and guide staff to better engage with and listen to the volunteer voice. This was part of a wider goal to work more strategically across all layers of our vital volunteer network. parkrun Global also created guidance for all staff on why and what volunteering at parkrun is; shared resources

to support staff with disputes and complaints; co-created a new volunteer National Coordinator role in the UK; and created a volunteering dashboard for all staff to use.

Volunteering is something parkrun is incredibly proud of and our Volunteers Survey (which we run every six months) gives us important insight into the experience of our volunteers:



- **Over 4 in 5 volunteers feel happier because of their parkrun volunteering**
- **At least 4 in 10 volunteers say it has improved their mental health**
- **Around 70% of volunteers feel it has improved their physical health**
- **Around 99% of volunteers recommend being a volunteer**

This financial year we increased our efforts to engage with our vital volunteer base by starting calls with event teams and piloting a 'volunteer feedback pool' to give ambassadors and event directors the opportunity to be consulted further on changes. This was a proactive reaction to a decline in some of the key measures around volunteering,

which was showing a feeling of disconnect between volunteers and parkrun head office. As a result of these initiatives, volunteers have reported renewed trust and connection in the 2024-2025 volunteer survey.

Breaking down barriers to support communities

parkrun can only achieve its mission and vision by understanding the barriers people face to physical activity preventing people from taking their first steps into healthier and happier lives.

Over the 2024-2025 period we continued our vital research into both what stops people from participation at parkrun, as walkers, joggers, runners and volunteers and what are the many benefits that keep people coming back.


Published on our 20th anniversary, we worked with Sheffield Hallam University's Advanced Wellbeing Research Centre, led by Professor Steve Haake, on a groundbreaking piece of research on *The Value of parkrun*. This new research highlighted the societal impact and value of parkrun, as a public health intervention and how it improves the life satisfaction of those who took part in parkrun in the UK.

This research, based on over 75,000 responses from parkrunners, showed that parkrun significantly increases life satisfaction, with benefits seen after as few as two events, especially for those who were least active. These improvements were driven by better physical and mental health and a greater sense of connection and belonging. The study estimated that parkrun generates £667 million of value to the UK economy per year. For every £1 spent on parkrun, at least £16.70 of benefits were returned. This far exceeds other public health interventions designed to boost physical activity.

For us, this is a powerful recognition of what the parkrun community has created over the past two decades. By remaining free, weekly and open to everyone, parkrun has broken down barriers to activity while building friendships, confidence and healthier, happier communities.



For every £1 spent, parkrun UK returned £10 in healthcare benefits alone



parkrun is around three times more valuable than other initiatives designed to increase physical activity

Community storytelling

From parkrun weddings to recovery from ill health, every parkrun brings life changing impact. Throughout the year, we worked with our community to highlight these personal stories, achievements, fundraising efforts and event celebrations. We have celebrated these milestones and special occasions across both national and regional media, including TV, radio, print and online media, as well as in weekly blogs sent to over 2.3 million people from the parkrun subscriber audience.

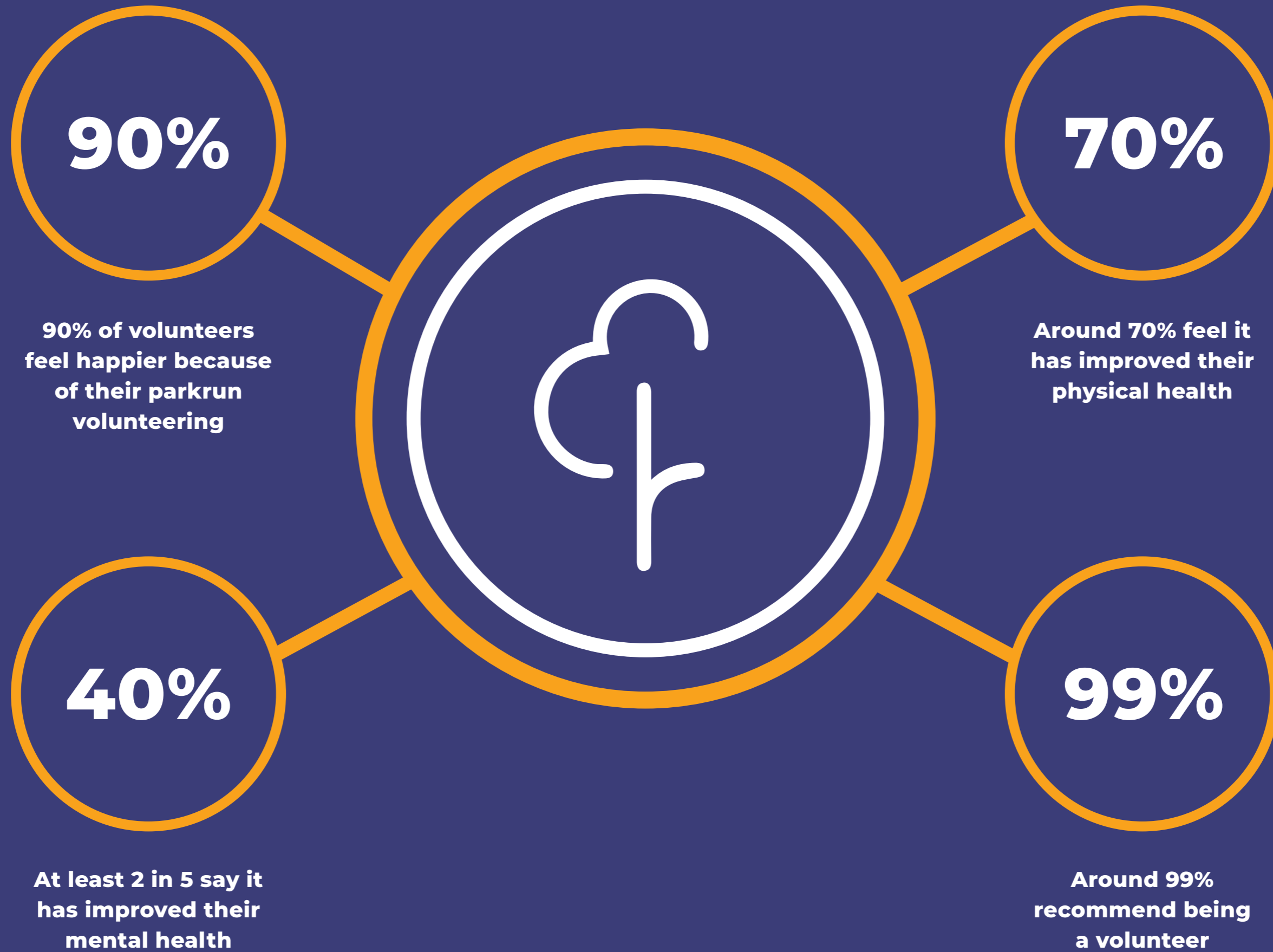


“Why was I focusing on what I couldn’t do? It was so negative and just making me unhappy. Instead, focus on what you can do. And I thought of the parkrun. I might not be able to run it yet, but surely I could stand in a field with a high-vis on and point.”
– Angela, after surviving a stroke



“In July 2019 I was diagnosed with breast cancer... Going to parkrun during this time turned out to be the best thing I could do for both my physical and mental health. There I could just run and not think about cancer and everything that lay ahead. I knew that exercise during cancer treatment would help me to cope with it all so decided that I would aim to go to parkrun throughout my treatment.”
– Sarah, who reached 200 parkruns after her cancer diagnosis







Building a global organisation

Building a global organisation

The four regions

In 2024-2025, parkrun continued its focus on developing the new Europe, the Middle East and Africa (EMEA) region. This, as well as growth across our Asia Pacific (APAC), UK and North American regions, has led to another year of growth for the Charity globally.

The **UK** is parkrun Global’s first and largest territory. This year the UK, supported by presenting partner Vitality, enjoyed strong growth, fuelled by momentum behind junior parkrun supported by the London Marathon Foundation, as well as the profile generated by our 20th anniversary celebrations.

The team has focused not just on new events and participant growth but also growing impact with interventions such as parkrun practices being mainstreamed. Partnership working is key to our success, as a system partner of Sport England, parkrun has focused on widening participation to under represented groups as well as developing our own Diversity and Inclusion Action Plan. parkrun UK is proud to work

alongside a select group of commercial partners and is grateful for their ongoing support. Vitality is supporting parkrun in their objective to get more people walking at parkrun with a joint parkwalk campaign planned for the new financial year.

parkrun’s **EMEA** region consists of Ireland, South Africa and Mainland Europe, with all three of those areas seeing growth. The region was ably led by Tom Williams, MD of EMEA who resigned in September 2024 after over a decade of service to parkrun growing the movement, initially in the UK and then right around the world.

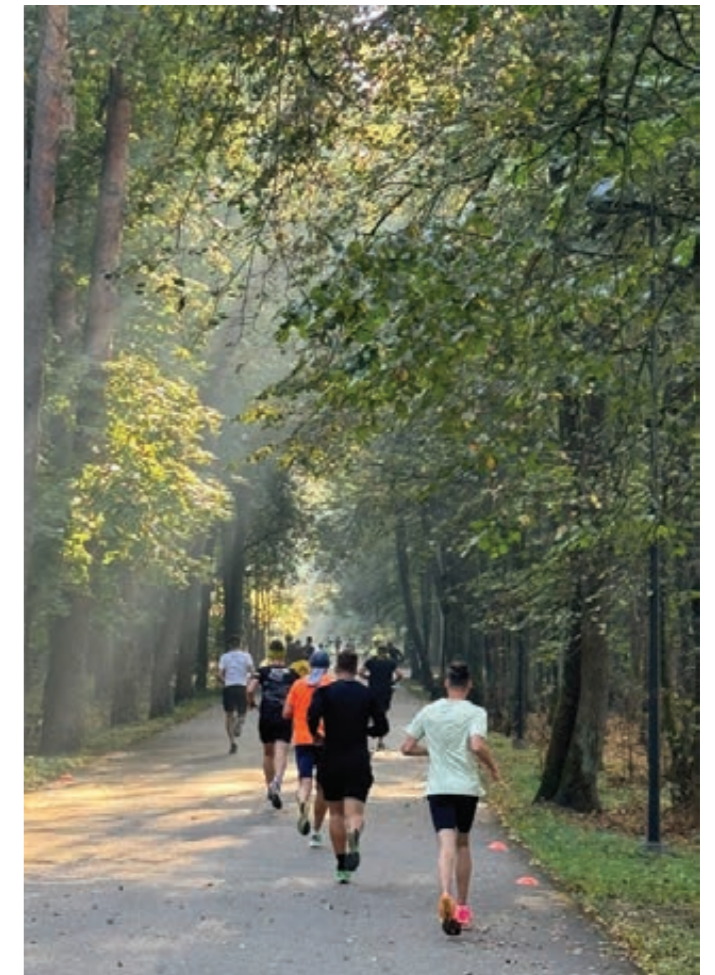
In Ireland, it has been a year of transition with a new staff team coming on board and parkrun Global acquiring parkrun Ireland CLG. The new team started on a strong footing, due to the legacy of Matt and Ruth Shields, who first brought parkrun to Ireland in 2012. The territory has continued on projects and activations; including launching an award-winning Sun-Safety campaign with presenting partner Vhi, as well as growing

Year on Year Growth		
	Event	Participation
APAC	9.40%	20.35%
Mainland Europe	12.2%	32.4%
South Africa	5.2%	20.5%
Ireland	4.8%	12.8%
North America	24.40%	28.80%
United Kingdom	6.6%	13.3%

partnerships with the HSE and Department of Health, where they work to achieve joint goals concerning physical activity and mental health. On 1 February 2024 parkrun Ireland CLG became a formal subsidiary of parkrun Global Limited. We are optimistic for continued growth in the country with a strong team and the right structure and governance.

South Africa continued on its journey to return to pre-pandemic participation levels, returning to pre-Covid levels of participation. This year saw South Africa celebrate its one millionth unique individual finisher. parkrun South Africa has continued to partner with Discovery Vitality, which has contributed to parkrun South Africa’s growth.

Across Mainland Europe, there were annual participation records set during this period, showing The Charity’s continual growth, year-on-year. We launched our 100th individual event in Poland and in doing so Poland became the 5th country to reach that



landmark across parkrun globally. With the support of our Presenting partner Brooks, we recruited new staff to focus on growth in Germany and the Netherlands. In addition to thriving in existing countries, parkrun expanded into a new country – parkrun Vingis in Vilnius, Lithuania. This has been the first parkrun to start in a new country since we expanded into Austria in 2021. Vingis has been a great success, with an engaged volunteer team, local regulars and parkrunners from other countries, who have travelled to take part. The Charity looks forward to opening more events in Lithuania as interest continues to build.



APAC is split into Australia, New Zealand, Singapore, Malaysia and Japan. Across the region, parkrun's volunteer ambassador team grew from 171 to 195. Supported by presenting partner Medibank, there were 25,574 events delivered in Australia, which was a 5% increase compared to the last financial year, with participation up 16.7% to 3.6 million. New Zealand saw 13 new events started and a participation increase of 48%. Two new events opened in Singapore, Bay East Garden launched in June 2024 and Bedok Reservoir was reopened in January 2025, returning for the first since it shut due to

the pandemic. parkrun in Japan followed the growth trend with events growing 12% and overall participation growing 35.6%. There is a strong volunteering culture in Japan and over 20% of participation at parkrun in Japan is volunteering. Presenting partner, Sumitomo Life, launched activations across Japan for the first time since they became a partner. parkrun Japan had the most walkers on the Sumitomo Life activation day. An event ambassador program was also launched in February and six event ambassadors were recruited to join eight speciality ambassadors.



Our **North America** region of USA and Canada, has continued its strong growth thanks to support from presenting partner Brooks, with 19 new events launched, which helped us achieve 302,217 finishes. 34,000 of those were parkwalks, demonstrating parkrun's ability to reach a broader and less active audience who can benefit most. The region also welcomed volunteers who took part 58,000 times. Year-on-year the participation numbers in both the US and Canada were up: a 23% increase in the US and 37% up in Canada. This equates to 41,000 additional finishes and volunteer occasions in the USA and 38,000 more in Canada. We also held a successful ambassador conference, the first in North America since Covid, bringing together 23 ambassadors from both countries for the first time ever.



Safeguarding

parkrun provides first-class safeguarding support and escalation points for the more than 2,600 events happening every weekend. During the 2024-2025 financial year, 415 global safeguarding incidents were successfully resolved. The majority of these were at lower severity levels, meaning the issues could be resolved by supporting individuals and teams without a requirement to involve authorities.

We also developed an incident management dashboard to identify trends and focus areas, which highlighted that the most commonly reported incidents were inappropriate behaviour at events and pushy parenting.

parkrun has this year improved guidelines for teams working with teenagers. We have completed, developed and delivered training for all staff as well as completed an end-to-end review of the junior parkrun model from a safeguarding perspective.

People

The Charity's staff headcount increased from 65 to 67 during the fiscal year. We grew the parkrun senior leadership team with a new Head of Digital and Data Transformation role added to support parkrun Global's strategic focus in this area.

Our junior team also saw additions with outreach roles in Scotland and Wales allowing the junior parkrun team to broaden their impact and reach in these areas. We also added a safeguarding role, all supported by funding from the London Marathon Foundation.

Moreover, parkrun Global completed its first annual cycle of performance management where members of staff had objectives linked to strategic goals and formal reviews at the end of the year. This was supported by line management training and the implementation of a tool to support 1-2-1s, feedback, objectives setting and reviews.

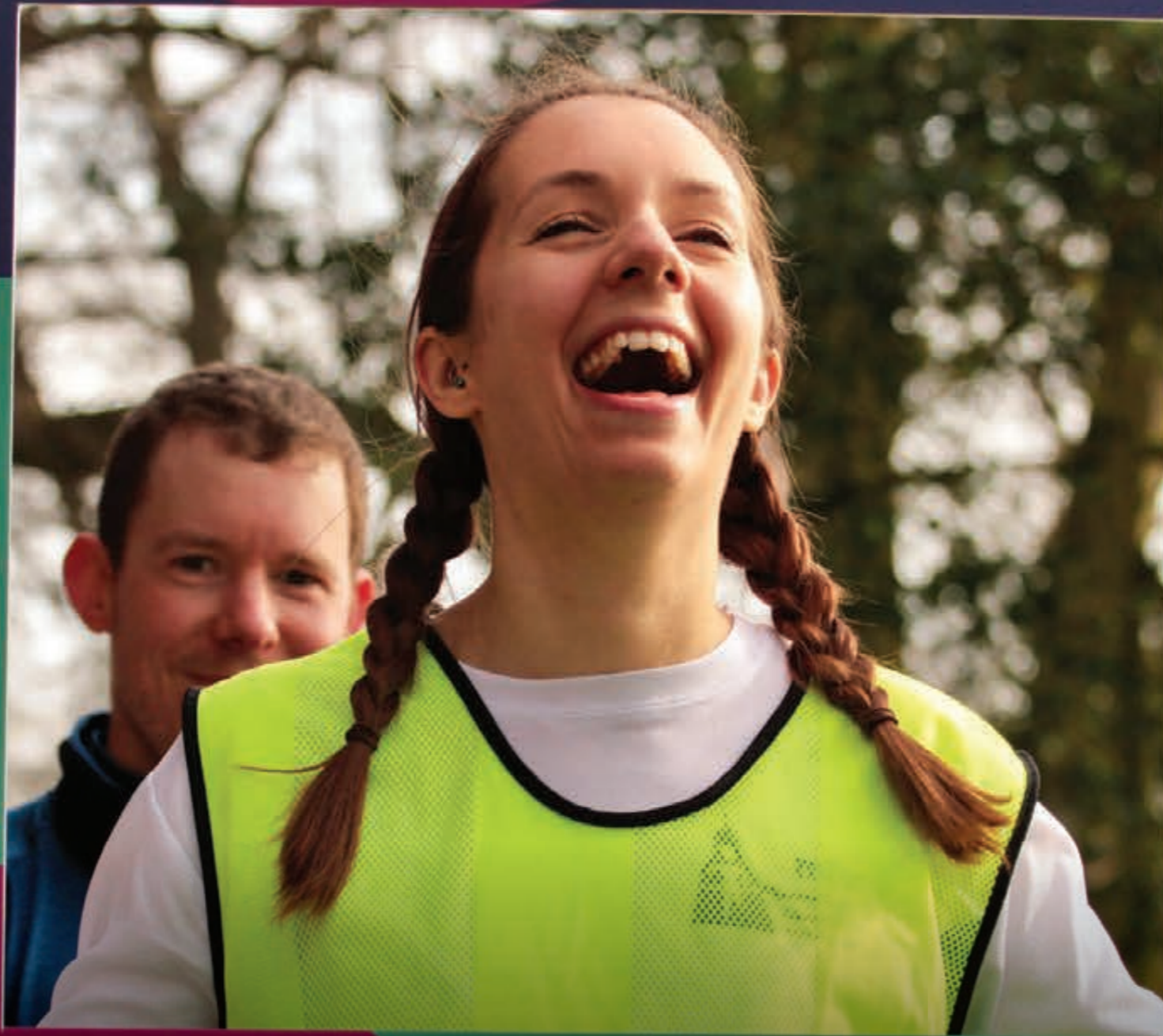
First-class safeguarding support and escalation points for more than 2,600 events happening every single weekend

Diversity, Equity and Inclusion (DEI)

parkrun launched a DEI Survey to inform action planning in our biggest territories. This was the first time parkrun had access to representation metrics. The survey was a success in terms of response rate (10%) and it achieved the goal of informing UK priority groups for 2025. Our focus is on increasing participation in the Black and South Asian Communities as our initial research shows that we have the opportunity to make the biggest impact in these communities. To complement this, the internal DEI Survey also developed a representation baseline, to benchmark parkrun's representation against national population levels.



THIS
GIRL
CAN



Commercial & fundraising

#IMDparkrun

un.org.uk

Vitality
parkrun

Commercial & fundraising

Fundraising income increased from **£550k** to **£818k**

Grants & event related income rose from **£1.9m** to **£2.0m**

Partnership income rose from **£3.1m** to **£3.9m**

Retail sales up from **£3.8m** to **£4.1m**



New & renewing partners

parkrun Global maintained several strong and valued partners this year and was delighted to welcome new partners in Australia, New Zealand, the UK and globally.

Global	<i>BROOKS</i>								
Australia									
Germany	<i>BROOKS</i>								
Ireland									
Japan									
Netherlands	<i>BROOKS</i>								
New Zealand									
South Africa									
UK									
USA	<i>BROOKS</i>								

SportsShoes.com became the official retail partner globally, with commercial rights in the UK; Lorna Jane became the official women's activewear partner in Australia and New Zealand; Runna joined as the digital fitness partner, alongside official pain relief supporter Ibuleve in the UK; and Snap Fitness became a 'friends of' partner in Australia.

Some global partner highlights included:

Vitality & breaking down barriers (UK):

Our long-standing presenting partner in the UK, Vitality began working with us on a project to breakdown the barriers to participating. The project focused on inactives and those who would not consider parkrun to be for them, and encouraged more people to walk at parkrun. The ambitious plans set to launch in 2025 aim to increase the share of walkers at parkrun events from 3% to 6% over the duration of the partnership.



Medibank (APAC)

Medibank funded a four week publicity campaign to raise awareness of parkrun through 'traditional' advertising, which took the form of bus stop posters and street posters. The images used were of real parkrunners at a parkrun event, with the posters appearing in 737 locations across Queensland, New South Wales, Victoria, South Australia and Western Australia. Each location was close to the start/finish area of a parkrun and had high levels pedestrian traffic. In each of the four weeks parkrun Australia saw record levels of registrations, and shortly after the campaign had an all-time attendance record of 95,000.

Vhi sunscreen campaign (EMEA)

Vhi launched their sun safety parkrun campaign with us, led by ambassador David Gillick and Vhi Consultant Dermatologist Dr Rebecca Hellen. As the presenting partner of parkrun Ireland, Vhi were raising awareness of the risks of sun exposure for parkrun participants and anyone who exercises outdoors. As part of the campaign, all summer, Vhi provided parkrun locations across Ireland with sunscreen for parkrun participants and ran an educational campaign on parkrun's social channels to help people be sun safe, with helpful tips and reminders being posted ahead of parkruns. The sunscreen campaign with parkrun won the Best Social-First Campaign award at the 2025 Public Relations Consultancy Awards.



Retail

During this financial year, parkrun retail achieved strong financial performance, with net sales increasing by 7% to £3.5 million. Our gross profit rose by 34% to £1.5 million, driven by efficiencies resulting from our new partnership with our Official Retail Partner, Sportsshoes.com, where we have been able to reduce existing and future cost prices as well as improve margins.

Net profit saw a significant increase to £769,000, this 67% rise reflects continued optimisation of the supply chain and enhanced retail efficiency.

Visitors to our online store grew by 10%, reaching 1.13 million. The year marked the successful introduction of our first co-branded products with Hilly Socks, selling over 8,000 pairs and generating more than £93,000 in net sales.

Additionally, parkrun launched a new donation feature on our site, with 8,361 individuals contributing over £41,000. This further demonstrates the strength of community support for parkrun, support we couldn't exist without.

Fundraising

Fundraising is an ever important part of parkrun's sustainability. Without it, we simply couldn't continue to grow and provide access to free activity for millions of people around the world.

We are registered with the UK Fundraising Regulator and fully abide by their code of best practice. We have not received any fundraising complaints.

The vast majority of our fundraising is digital and any donations through our digital channels. We recognise that we have a duty of care to any donors to assess if they require additional support, special care or protection. Where we engage with vulnerable persons, vulnerable persons then we take action to ensure that we offer them the additional support that may be required.

We did not work with any professional fundraisers or have any commercial participators in our fundraising activity. We work with a variety of third party platforms which facilitate fundraising on our behalf. We review these platforms at least every 6 months and check their compliance against code 7 of the UK Fundraising Regulator's code of practice.



During this financial year, we had lots to celebrate, below are some of the highlights:

- We had our first London Marathon place which was used by our ambassador Ai Lyn Tan who managed to raise £4,000.
- We were also awarded 12 places in the TCS London Marathon for 2026-2030.
- Adam Kelly took on a mammoth two week fundraising challenge, which saw him run from the most eastern parkrun in England, to the most western parkrun in England to raise money for parkrun. He ran over 50km everyday and raised over £2,500.
- We launched our own bespoke donation platform, donate.parkrun.com. By working directly with payment processors on this new platform, we have lowered transaction fees. In 2024-2025 we raised over £145,000 from generous donors on the platform.

We want to say a massive thank you to the over 4,000 people donated towards keeping parkrun free, for everyone, forever.

- We were awarded a £30,000 grant from the Peter Harrison Foundation. This award focussed on setting up new junior parkrun events in economically challenged areas in the North West of England. The grant is spread over three years.
- We had 25 fundraisers take part in the Vitality London 10,000 raising over £4,000.
- Several generous members of the community left parkrun a legacy in their will amounting to £21,000.
- We implemented a CRM system to help us manage the stewardship of our donors and to help us process donations and gift aid in the UK.





Committees & Governance

Committees & Governance



Organising running events that encourage community members to get involved either by walking, jogging, running or volunteering.

Organisational structure, governance and management

parkrun Global Limited is a charitable company limited by guarantee, incorporated on 28 January 2015 in England and Wales (with company number 09411750) and registered with The Charity Commission for England and Wales (registered number 1170562) as a charity on 10 October 2017.

The company was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed under its articles of association.

The charitable company's objects are to promote community participation in health recreation.

Trustee recruitment, appointment and training

Jeremy Townsend retired as Interim Chair of the Global Board on 1 January 2025. Helen Weir was elected as Chair on 1 January 2025.

Three new trustees were appointed to the Global Board in March 2025 – Aster Crawshaw, Tamara Rajah and Jonathan Pearson-Stuttard.

Trustees are appointed in accordance with Sport England’s Code for Sport Governance and The Charity Governance Code. The Nominations Committee handles new trustee recruitment and new trustees are appointed by an ordinary resolution of the members or by co-option by the trustees. The minimum number of trustees is three and the maximum number is 12.

On joining the organisation, new trustees receive a full induction programme. This includes meeting the Chair and other trustees and spending time with the Executive team. In addition, they are encouraged to join members of the staff team on location, visiting event teams and meeting volunteers. They are given full access to the Executive team to develop their understanding of the organisation. They are also given a copy of The Charity Commission’s

guidance to become a new trustee (CC3). The Global Board meets four times a year with occasional additional meetings as needed. The trustee role is unremunerated, but trustees are able to claim expenses where relevant.

The Global Board is accountable for the work of the Charity. The role of the Global Board includes the approval of strategy; approval of the annual budget; holding the senior leadership team to account for the delivery of the business plan; the Annual Report and Accounts. The Board also retains oversight of management controls and corporate governance, along with the appointment of trustees and the Chief Executive.

All parkrun Global trustees complete training on their legal responsibilities for safeguarding in their capacity of trustees.



Sub-committees

parkrun Global has appointed four committees to help with the execution of its responsibilities. Members are appointed by the Global Board. The committees meet regularly and members as at 31 January 2025 were:

Nominations

- Helen Weir (Chair),
- Christine Gibbons,
- Sonya Byers,
- John Vickers.

Remuneration

- Helen Weir (Chair),
- Christine Gibbons.

Safeguarding

- Sarah Powell (Chair),
- Sonya Byers.

Finance and Audit

- John Vickers (Chair),
- Nat Poulter.

Governance and Risk

- Gordon Seabright (Chair),
- Christine Gibbons,
- Helen Weir,
- Kate Chhatwal (independent member).

The parkrun Global Board delegates authority to the Chief Executive and the Senior Leadership team for the day to day running of parkrun Global and its subsidiaries.

The Senior Leadership Team during this financial year comprised of the Chief Executive, Head of Finance, Head of People and Culture, Head of Communications, Head of Commercial & Fundraising,

Head of Global Event Delivery, Head of Data & Digital Transformation, supported by the Executive Assistant.

During the financial year, the Board reviewed and agreed organisational pay through the annual budget and the Remuneration Committee considered and approved the appointment and remuneration of new roles in the Executive Team.

From May 2025, following the appointment of new trustees, the committees were re-structured as follows:

Finance & Audit Committee:

- John Vickers (Chair),
- Nat Poulter,
- Tamara Rajah

Governance & Risk Committee:

- Aster Crawshaw (Chair),
- Gordon Seabright,
- Christine Gibbons,
- Helen Weir,
- Kate Chhatwal (independent member)

Safeguarding Committee:

- Sarah Powell (Chair),
- Sonya Byers,
- Jonathan Pearson-Stuttard

Nominations & Remuneration Committee:

- Helen Weir (Chair),
- Christine Gibbons,
- Gordon Seabright,
- John Vickers,
- Aster Crawshaw



The Charity Governance Code

parkrun Global fully supports The Charity Governance Code, recognising its importance in promoting good governance. parkrun Global does and will continue to, improve its own governance where necessary in accordance with the Code and has an action plan in place to ensure full compliance with this and with Sport England's Tier 3 Code of Sports Governance.

Subsidiaries

parkrun Global Ltd has the following subsidiaries:

- parkrun Limited
- parkrun Australia Ltd
- parkrun South Africa NPC
- parkrun US
- parkrun Canada
- parkrun Japan
- parkrun Ireland CLG
(Effective from 1 February 2024)

Each subsidiary is registered in its country of incorporation and has its own board, which is responsible for delivering parkrun, in line with the global framework within that territory.



In addition to the territorial subsidiaries listed above, parkrun Global Ltd has a wholly-owned non-charitable subsidiary, parkrun Trading Limited, which undertakes parkrun’s commercial activities. parkrun Trading Limited is incorporated as a company to conduct trading activities to support parkrun’s charitable objectives. It donates its profits to parkrun Global via a distribution. The payment from parkrun Trading Limited to parkrun Global in 2024-2025 was £163,889 (2023-2024 £164,631). parkrun Trading Limited is incorporated in England and Wales (with company number 06053983).

The Group Consolidated Statements include The Charity and its subsidiaries. The financial results for 2024-2025 of all subsidiaries are summarised in Note 14a to the Financial Statements.

Risk management

The Governance and Risk Committee has responsibility for parkrun’s risk management policy and process and reviews the risk register on a quarterly basis with annual oversight by the Board.

The Risk Manager, in collaboration with the Senior Leadership Team, is responsible for maintaining and overseeing the risk register. This includes regularly reviewing significant operational and organisational risks and ensuring that appropriate internal controls and mitigation actions are in place.

The risk register assesses each risk based on its potential impact and likelihood. Ownership of individual risks is assigned to a member of the Senior Leadership Team, who is accountable for implementing and continuously improving the relevant controls, policies and procedures.

The trustees consider the principal risks to The Charity and its subsidiaries to be in the following areas:



Funding Volatility

Funding volatility continues to be a pressure across the charity sector. For parkrun, this includes the legal and financial complexities of operating within a global structure, coupled with a recognised reliance on income from a small number of key territories. Identifying and developing new fundraising streams must be carefully balanced with regulatory compliance — while operating within a strict budget framework.

To strengthen our financial resilience, we introduced and embedded a formal cash reserve policy, designed to provide a buffer

against unforeseen fluctuations in income. Our fundraising practices are fully aligned with the requirements of the Fundraising Regulator, helping to maintain public and donor confidence. To reduce dependency on a limited number of income sources, we have expanded our retail product offering and diversified our partnerships. All partner relationships are now subject to enhanced due diligence and ongoing review to ensure alignment with parkrun’s values and long-term sustainability. Collectively, these measures have reinforced our ability to manage financial uncertainty while continuing to deliver our mission.



Digital resilience and cyber security

During the 2024-2025 financial year, we significantly strengthened our approach to technology-related risks by embedding digital resilience at the heart of our operations. A new Head of Digital & Data Transformation was appointed to provide strategic leadership and ensure that technology decisions align closely with organisational priorities. Technology is now recognised as a cross-cutting priority, with dedicated Board oversight and resourcing — reflecting its critical role in supporting events and enabling

our growth. We have engaged trusted third-party experts to carry out regular penetration testing, security reviews and independent system assessments. These actions are enhancing our cybersecurity posture, strengthening data governance and ensuring our platforms are secure, reliable and scalable. This work remains a priority and will continue through the 2025-2026 financial year.



Safeguarding and Medical Risk Management

As parkrun continues to grow in size and reach, with thousands of children and vulnerable adults participating each week, the risk of a serious safeguarding or medical incident remains ever-present. To mitigate this, we ensure that every parkrun event has access to an Automated External Defibrillator (AED) and a basic first aid kit. In addition, we maintain and continually strengthen a centralised global system for reporting and overseeing all safeguarding and medical incidents and we ensure that suitable safeguarding controls and checks are in place for event volunteers. During this reporting period, we successfully resolved 415 safeguarding incidents globally. Notable initiatives

that supported this work included:

- **Refinements to our Sanctions Panel process** for handling safeguarding cases.
- **Enhancements to our incident management dashboard**, providing better visibility and oversight.
- **Ongoing development of the Safeguarding Hub**, offering improved resources for volunteers and event teams.
- **Updated guidelines for working with teenagers**, ensuring age-appropriate support and boundaries.

These efforts reflect our commitment to providing a safe, supportive environment for all participants and volunteers and our continued focus on proactive risk management as parkrun evolves.

Unexpected Risks

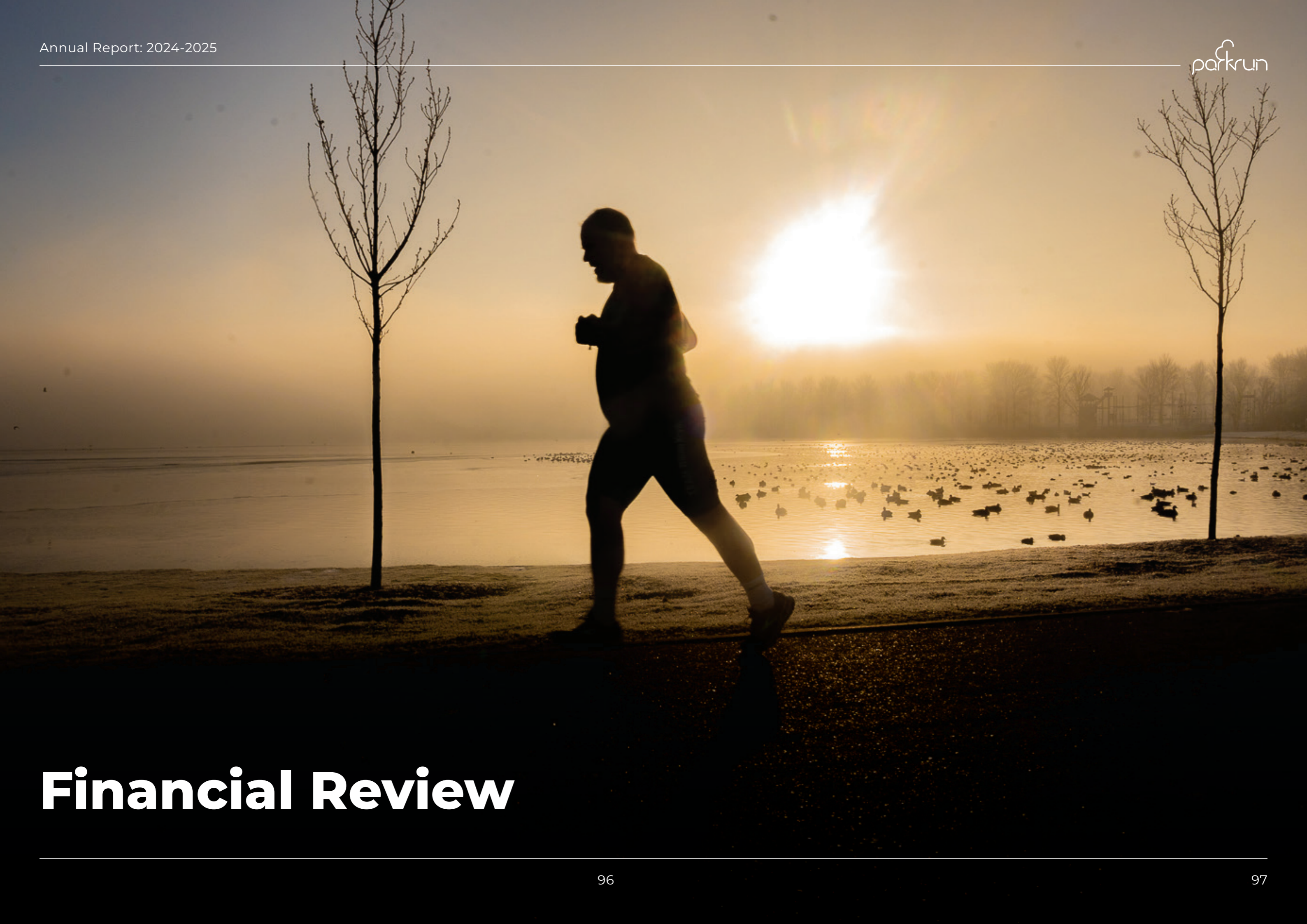
Despite strong risk planning, unexpected challenges did arise during the 2024-2025 financial year. A key example was the reputational impact following stakeholder responses to the removal of specific information from event websites. This highlighted a need to improve stakeholder engagement and communications.

In response, we are strengthening our approach to decision-making communications — incorporating earlier consultation, clearer messaging and structured post-announcement support.

Serious Incidents

There were no serious incidents that should have been reported to the Charity Commission and were not reported.





Financial Review

Financial Review



The financial year ending 31 January 2025 was the second year of our global five-year growth strategy.

There was an increase in turnover in both charitable and trading activities. We also saw an increase in retail, fundraising and sponsorship income throughout the year.

Total income increased by 17.6% to £11,013,130 (2024 £9,365,583).

In comparison, our total expenditure only increased by 7.7% to £10,364,919 (2024: £9,627,280).

The increase in expenditure is due to higher operational costs, as well as further investment in staffing.

We expect to see continued growth in income along with rising expenditure as parkrun continues to grow around the world.

The Group has net assets of £3,708,081 (2024: £3,059,870), represented by unrestricted funds of £3,020,577 (2024: £2,432,746) and restricted funds of £687,504 (2024: £627,124).

The current reserves are broken down into unrestricted reserves (81.5%) and restricted reserves (18.5%).

Restricted funds, provided through parkrun event donations, continue to help support costs at individual events. The trustees are grateful for the continued support from the participants themselves. At the year end, these restricted funds were £512,504 (including event funding in parkrun Ireland CLG; up from the 2024 position of £452,124). These enable support for individual event specific funding requirements going forward.



Reserves Policy

The trustees have considered the future viability of the Group and its ability to continue as a going concern, while regularly monitoring cash flow forecasts. Having reviewed the makeup of the Group's working capital and net current assets position at the year-end, the trustees are confident that the Group has sufficient resources to continue with its operations and seek to achieve its objectives. Consequently, the financial statements have been prepared on a going concern basis.

The current reserves position shows our Restricted funds totaling £687,504 (2024 £627,124) and the General funds total £3,020,577 (2024 £2,432,746).

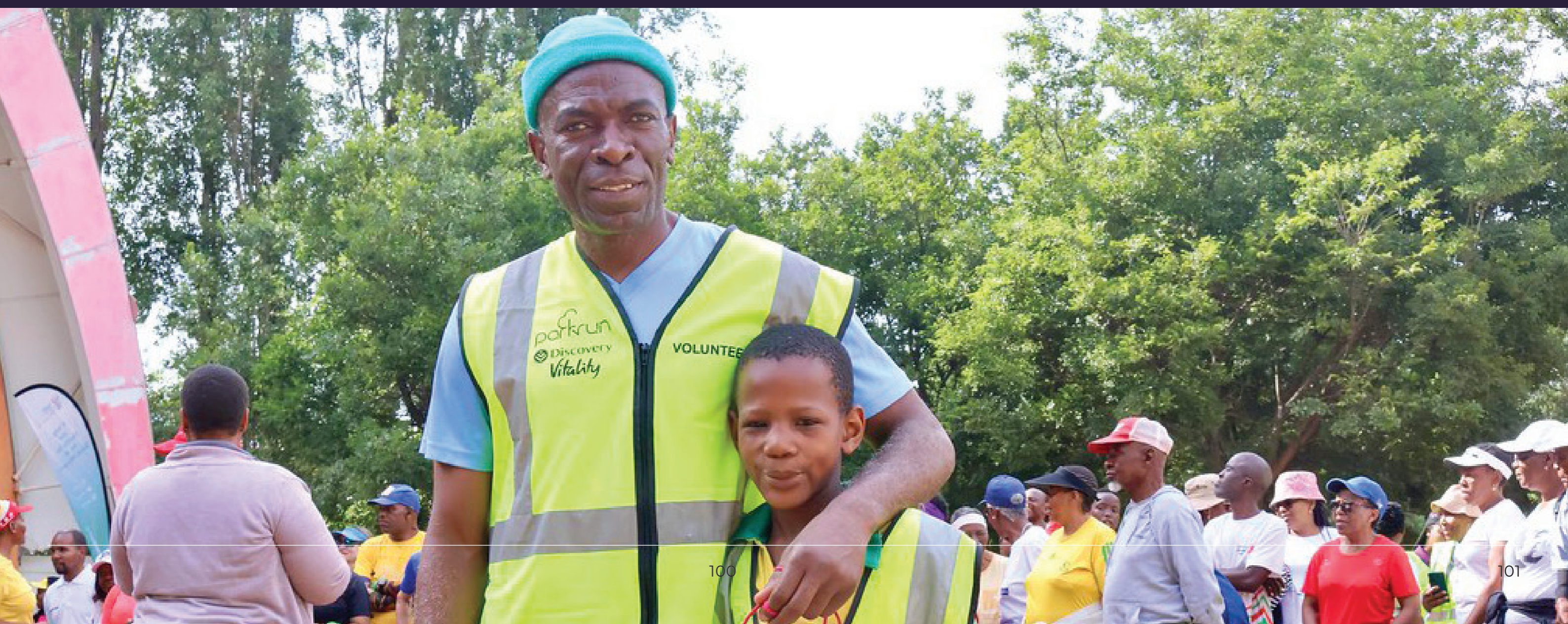
The detail of the funding provided is given in Note 22 of the accounts.

As a growing organisation, it is important to ensure we have a level of reserves that will enable us to meet our financial obligations, (including lease commitments, insurance and staff salaries, as well as supplier payments)

should there be an unexpected interruption in income, or unforeseen economic circumstances, which adversely affect the ability of the organisation to raise funds.

The reserves policy is calculated and assessed according to an overall risk policy. Due to fixed assets being required for the functional operation of The Charity, the general reserves after deducting the fixed assets figure is £1,739,083. The trustees have targeted a free reserves position of at least 3

months' total expenditure (excluding retail costs), by the end of the 2025-2026 financial year. Currently our free reserves position is 2.9 months (2.2 months 2023-2024).





Revenue generation

The trustees support a responsible approach to increasing the scale of parkrun and endorse a strategy of a diversification of revenue streams to support the growing overheads. Revenue can be broken down into three definitive areas: Fundraising & Grant Funding, Sponsorship and Retail.

Fundraising & Grant Funding

Public fundraising is now an established and growing income stream for parkrun with donations received from individuals, corporations and charitable foundations.

The organisation has invested in its infrastructure to support its growing donor base and in the financial year we have implemented a CRM database system to enable the on-going stewardship and

management of donors and their gifts. Public donations to parkrun Global increased in 2024-2025 to £621,320 (2023-2024 £383,395). Most notably the launch of our direct donation feature on the parkrun website, alongside the existing parkrun Forever product, was the largest contributor. In addition, donations through the parkrun shop, gifts in wills and supporters taking part in fundraising events contributed to the growth.



parkrun continues to be the recipient of a £1 million per annum grant from Sport England to further our health and participation objectives. The grant runs for five years, from 2022-2027. The three year funding agreement with the London Marathon Charitable Foundation for junior parkrun continues with £321,400 awarded for the 2024-2025 financial year (2023-2024 £105,833).

Sponsorship

parkrun continues to partner with commercial organisations to promote their brand to the parkrun community and for the value of aligning their brand with parkrun's mission and ethos.

parkrun continues to be highly selective of partners, ensuring there is a shared ethos and values.

parkrun's commercial partners get access to a 'rights package', which includes access to parkrun's digital inventory (social channels, website and newsletters); the right to attend events; access to the email database; along with the right to use the parkrun logo. The 'rights package' fee varies depending on territory and level of package.

Retail: parkrun shop

The parkrun shop offers a range of high-quality parkrun merchandise alongside a selection of third party products to the community. The parkrun shop and its products continue to provide a route for parkrunners to support the on-going running costs of parkrun.



Statement of trustees' responsibilities

The trustees (who are also directors of parkrun Global Limited for the purposes of company law) are responsible for preparing the trustees' annual report, including the strategic report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and group and of the incoming resources and application of resources, including the income and expenditure, of the charitable company or group for that period. In preparing these financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charities SORP
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that The Charity will continue in operation

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

Each of the trustees confirms that:

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

This confirmation is given and should be interpreted in accordance with the provisions of s418 of the Companies Act 2006. The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation

in the UK governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

The trustees' annual report which includes the strategic report has been approved by the trustees on 13 October 2025 and signed on their behalf by

Helen Weir CBE

Chair, parkrun Global Board





Independent Auditor's Report

Independent Auditor's Report

Independent auditor's report to the members of parkrun Global Limited



Opinion

We have audited the financial statements of parkrun Global Limited (the 'parent charitable company') and its subsidiaries (the 'group') for the year ended 31 January 2025 which comprise the consolidated statement of financial activities, the Group and parent charitable company balance sheets, the consolidated statement of cash flows and the notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 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 Group's and of the parent charitable company's affairs as at 31 January 2025 and of the Group's 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
- Have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act 2011

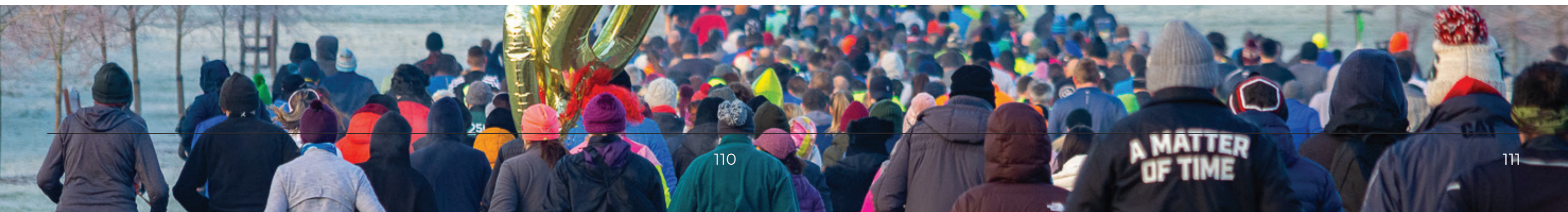
Basis for opinion

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 Group financial statements section of our report. We are independent of the Group and parent charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

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

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





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

Other Information

The other information comprises the information included in the trustees' annual report, including the strategic report, other than the Group 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 Group 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 Group 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 Group 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.



Opinions on other matters prescribed by the Companies Act 2006

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

- The information given in the trustees annual report, including the strategic report, for the financial year for which the financial statements are prepared is consistent with the financial statements.
- The trustees' annual report, including the strategic report, has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the Group and the parent charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report, including the strategic report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and Charities Act 2011 requires us to report to you if, in our opinion:

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

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

Responsibilities of trustees

As explained more fully in the statement of trustees' responsibilities set out in the trustees' annual report, the trustees (who are also the directors of the parent 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 Group's and the parent 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 Group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed auditor under the Companies Act 2006 and section 151 of the Charities Act 2011 and report in accordance with those Acts.

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 can 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 are set out below.

Capability of the audit in detecting irregularities

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We enquired of management, Finance and Audit Committee, which included obtaining and reviewing supporting documentation, concerning the Group's policies and procedures relating to:
 - Identifying, evaluating and complying with laws and regulations and whether they were aware of any instances of non-compliance;
 - Detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected, or alleged fraud;
 - The internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations.
- We inspected the minutes of meetings of those charged with governance.
- We obtained an understanding of the legal and regulatory framework that the

Group operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the Group from our professional and sector experience.

- We communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.
- We reviewed any reports made to regulators.
- We reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.
- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.
- In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed whether the judgements made in making accounting estimates are indicative of a potential bias and tested significant transactions that are unusual or those outside the normal course of business.

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 is available on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities This description forms part of our auditor's report.

Fleur Holden

(Senior statutory auditor)

Date 20 October 2025

for and on behalf of
Sayer Vincent LLP,
Statutory Auditor
110 Golden Lane,
LONDON, EC1Y 0TG

Sayer Vincent LLP is eligible to act as auditor in terms of section 1212 of the Companies Act 2006

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 and section 144 of the Charities Act 2011 and regulations made under section 154 of that Act. 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 the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.



Financial statements

Financial statements

Consolidated statement of financial activities (incorporating an income and expenditure account)

For the year ended 31 January 2025

	Note	2025			2024		
		Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
		£	£	£	£	£	£
Income from:							
Donations	2	621,320	196,324	817,644	383,395	166,584	549,979
Charitable activities							
Event & Grant related income	3	296,854	1,742,787	2,039,641	793,108	1,155,833	1,948,941
Other trading activities	4	7,984,958		7,984,958	6,844,094		6,844,094
Investments	5	24,481		24,481	22,569		22,569
Other	6	107,149	39,257	146,406			
Total income		9,034,762	1,978,368	11,013,130	8,043,166	1,322,417	9,365,583
Expenditure on:							
Raising funds	7a	5,108,148		5,108,148	4,310,251		4,310,251
Charitable activities							
Event related expenses	7a	3,333,899	1,917,988	5,251,887	4,044,976	1,272,053	5,317,029
Tax payable by subsidiaries	12	4,884		4,884			
Total expenditure		8,446,931	1,917,988	10,364,919	8,355,227	1,272,053	9,627,280
Net movement in funds		587,831	60,380	648,211	(312,061)	50,364	(261,697)
Reconciliation of funds:							
Total funds brought forward		2,432,746	627,124	3,059,870	2,744,807	576,760	3,321,567
Total funds carried forward		3,020,577	687,504	3,708,081	2,432,746	627,124	3,059,870

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 22a to the financial statements.

Balance sheets as at 31 January 2025

Company number: 09411750

	Note	The Group		The Charity	
		2025	2024	2025	2024
		£	£	£	£
Fixed assets:					
Tangible assets	13	1,281,494	1,190,040	123,529	142,941
Investments	14			1,000	1,000
		1,281,494	1,190,040	124,529	143,941
Current assets:					
Stock	16	883,670	1,123,957		
Debtors	17	1,617,583	1,679,220	748,630	1,170,261
Cash at bank and in hand		2,201,236	1,604,731	500,197	178,646
		4,702,489	4,407,908	1,248,827	1,348,907
Liabilities					
Creditors: amounts falling due within one year	18	(2,275,902)	(2,521,438)	(163,722)	(222,259)
Net current assets		2,426,587	1,886,470	1,085,105	1,126,648
Total assets less current liabilities		3,708,081	3,076,510	1,209,634	1,270,589
Creditors: amounts falling due after one year	19		(16,640)		
Total net assets		3,708,081	3,059,870	1,209,634	1,270,589
Funds:					
	22a				
Restricted income funds		687,504	627,124		
Unrestricted income funds		3,020,577	2,432,746	1,209,634	1,270,589
Total funds		3,708,081	3,059,870	1,209,634	1,270,589

Approved by the trustees on 13 October 2025 and signed on their behalf by

H A Weir (Director)

Consolidated statement of cash flows

For the year ended 31 January 2025	2025		2024	
	£	£	£	£
Cash flows from operating activities				
Net income/(expenditure) for the reporting period (as per the statement of financial activities)	648,211		(261,697)	
Depreciation charges	250,053		230,072	
Interest receivable	(24,481)		(22,569)	
Cash received on acquisition of subsidiary	(169,946)			
Loss on the disposal of fixed assets	2,929			
Decrease in stocks	240,287		102,058	
Decrease/(Increase) in debtors	61,637		(585,277)	
(Decrease)/Increase in creditors	(235,509)		117,629	
Net cash provided by / (used in) operating activities		773,181		(419,784)
Cash flows from investing activities:				
Cash received on acquisition of subsidiary	169,946			
Interest received	24,481		22,569	
Purchase of fixed assets	(344,436)		(434,349)	
Net cash (used in) investing activities		(150,009)		(411,780)
		623,172		(831,564)
Cash flows from financing activities:				
Repayments of borrowing	(26,667)		(8,538)	
Net cash (used in) financing activities		(26,667)		(8,538)
Change in cash and cash equivalents in the year		596,505		(840,102)
Cash and cash equivalents at the beginning of the year	1,604,731		2,444,833	
Cash and cash equivalents at the end of the year		2,201,236		1,604,731

Analysis of cash and cash equivalents and of net Debt

	At 1 February 2024	Cash flows	Other non-cash changes	At 31 January 2025
	£	£	£	£
Cash at bank and in hand	1,604,731	596,505		2,201,236
Loans	(26,667)	26,667		
Total	1,578,064	623,172		2,201,236



Notes to the financial statements

For the year ended 31 January 2025

1 Accounting policies

a) Statutory information

parkrun Global Limited is a charitable company limited by guarantee, incorporated and registered in England and Wales. The company's registered office address and principal place of business is Frameworks, 2 Sheen Road, Richmond, TW9 1AE.

b) Basis of preparation

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

Basis of consolidation

These financial statements consolidate the results of The Charity and its wholly-owned subsidiaries parkrun Limited, parkrun Trading Limited, Parkrun South Africa NPC, parkrun Australia Ltd and parkrun Ireland CLG on a line by line basis. Transactions and balances between The Charity and its subsidiaries have been eliminated from the consolidated financial statements. Balances between the six entities are disclosed in the notes of The Charity's balance sheet. A separate statement of financial activities, or income and expenditure account, for The Charity itself is not presented as a summary of the result for the year is disclosed in the notes to the accounts.

Under Section 408 of the Companies Act 2006 the Company is exempt from the requirement to present its own profit and loss account.

parkrun USA and parkrun Canada are not consolidated within the financial statements as the directors believe the relationships will not continue in their current form and their inclusion within the consolidation has no significant bearing on the results for the year.

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

In applying the financial reporting framework, the trustees have made a number of subjective judgements; for example in respect of significant accounting estimates. Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. The nature of the estimation means the actual outcomes could differ from those estimates. Any significant estimates and judgements affecting these financial statements are detailed within the relevant accounting policy below.

c) Public benefit entity

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

d) Going concern

The trustees consider that there are no material uncertainties about The Charity's ability to continue as a going concern.

parkrun has a number of income streams ranging from grants, partners and supporters, to retail sales and fundraising, via donations and event related income.

With contracts and agreements in place over a number of years, parkrun firmly believes there are currently no foreseeable circumstances which would question the continuation of parkrun for at least 12 months. Therefore the trustees believe that the current level of financial support is sufficient to enable parkrun to continue and operate as a going concern.

The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

e) Income

Income is recognised when The Charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue'

grants, is recognised when The Charity has entitlement to the funds and any performance conditions attached to the grants have been met; it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Income received in advance of the provision of a specified service is deferred until the criteria for income recognition are met.

Receipt of a legacy must be recognised when it is probable that it will be received. Therefore, we only recognise legacy income in full, once all of the below criteria has been met and once the executors have notified parkrun in writing that a payment will be made. Until then we do not recognise any of the income within the accounts. Receipt is normally probable when:

- there has been grant of probate;
- the executors have established that there are sufficient assets in the estate, after settling any liabilities, to pay the legacy;
- any conditions attached to the legacy are either within the control of The Charity or have been met.

f) Interest receivable

Interest on funds held on deposit is

included when receivable and the amount can be measured reliably by The Charity; this is normally upon notification of the interest paid or payable by the bank.

g) Fund accounting

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

h) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds relate to the costs incurred by The Charity in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose.

- Expenditure on charitable activities includes the costs of running events undertaken to further the purposes of The Charity and their associated support costs.
- Other expenditure represents those items not falling into any other heading.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

i) Allocation of support costs

Resources expended are allocated to the particular activity where the cost relates directly to that activity.

Support and governance costs are re-allocated to each of the activities on the following basis which is an estimate, based on staff time, of the amount attributable

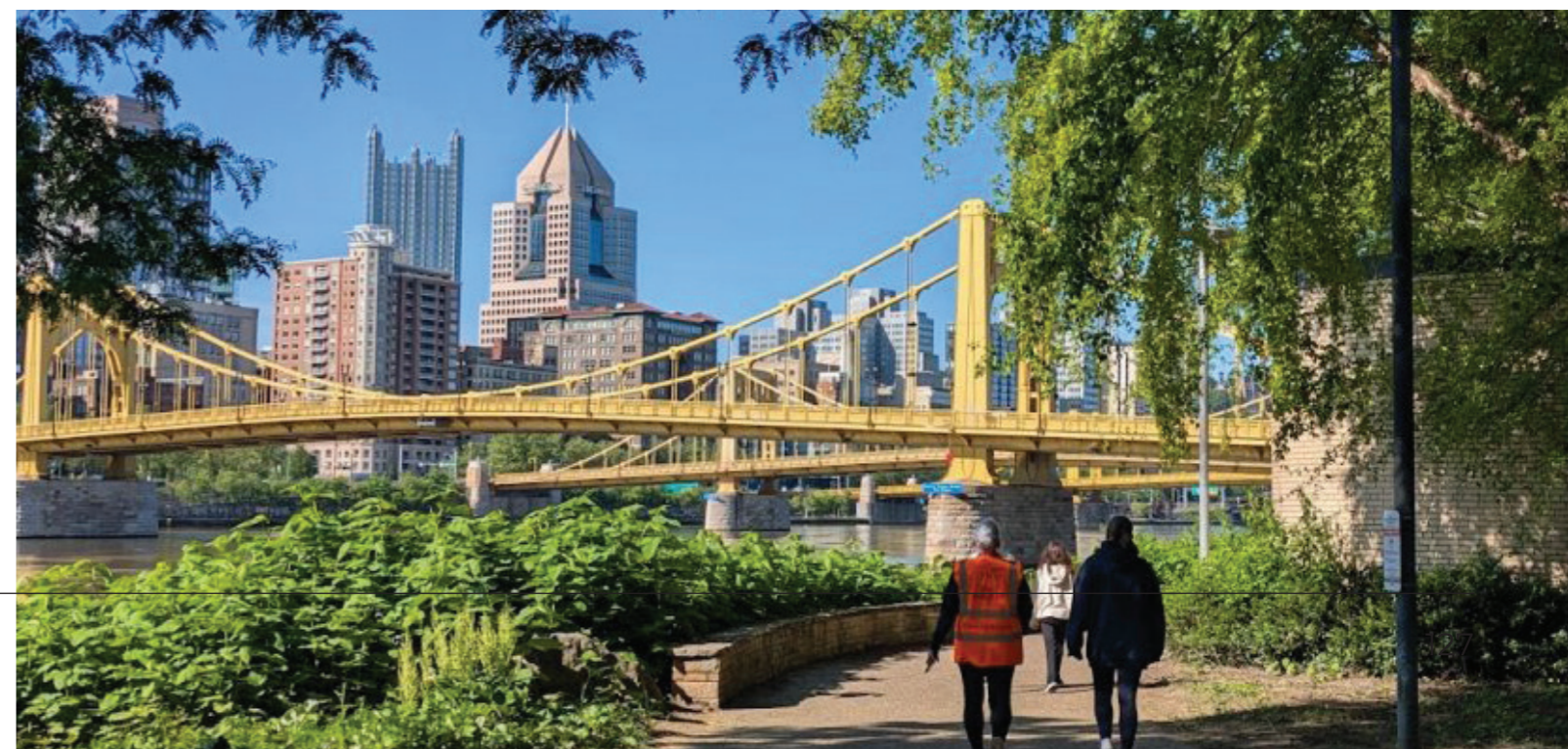
to each activity. A detailed review of staff time and some re classifications in 2025 has resulted in a change-in the re-allocation percentages from last year.

- Organising parkrun events: 75 % (2024: 88%)
- Commercial expenditure: 25% (2024: 12%)

Governance costs are the costs associated with the governance arrangements of The Charity. These costs are associated with constitutional and statutory requirements and include any costs associated with the strategic management of The Charity's activities.

j) Operating leases

Rental charges are charged on a straight line basis over the term of the lease.



k) Tangible fixed assets

Items of equipment are capitalised where the purchase price exceeds £500. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

- Plant and machinery: 33% on cost and 10% on cost
- Fixtures and fittings: 20% on cost
- Computer equipment: 50% reducing balance and 33% on cost

l) Investments in subsidiaries

Investments in subsidiaries are at cost.

m) Stocks

Stocks are stated at the lower of cost and estimated selling price. In general, cost is determined on a first in first out basis and includes transport and handling costs. Provision is made where necessary for obsolete, slow moving and defective stocks.

n) Debtors

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

o) Cash at bank and in hand

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

p) Creditors and provisions

Creditors and provisions are recognised where The Charity has a present obligation resulting from a past event that will probably

result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

q) Financial instruments

The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised

at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

r) Pensions

The Group operates a defined contribution pension scheme. Contributions payable to the Group's pension scheme are charged to expenditure in the period to which they relate.



2 Income from donations

	2025			2024		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	£	£	£	£	£	£
Gifts and donations	621,320	196,324	817,644	383,395	166,584	549,979
	621,320	196,324	817,644	383,395	166,584	549,979

3 Income from charitable activities

	2025			2024		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	£	£	£	£	£	£
Event related income	296,854		296,854	793,108		793,108
Grants		1,742,787	1,742,787		1,155,833	1,155,833
Total income from charitable activities	296,854	1,742,787	2,039,641	793,108	1,155,833	1,948,941

The detail of restricted grants is given in Note 22.

Event related income shown above has fallen in the current year, as we have reclassified some event related income into Grant income due to the way we receive some funding within parkrun Australia. The 2024 figures also include £181,110 in relation to parkrun

Ireland which at the time was not a subsidiary. The 2024 event related income included £199,667 for South Africa that should have been removed on consolidation. Within the consolidated figures for 2024 this contrasts with an expense for the same amount. The trustees do not consider an adjustment is required to the 2024 figures as there is no overall effect on the results.

4 Income from other trading activities

	2025			2024		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	£	£	£	£	£	£
Retail sales	4,068,057		4,068,057	3,760,889		3,760,889
Corporate sponsorship	3,916,901		3,916,901	3,083,205		3,083,205
	7,984,958		7,984,958	6,844,094		6,844,094

5 Income from investments

	2025			2024		
	Unrestricted	Restricted	2025 Total	Unrestricted	Restricted	2024 Total
	£	£	£	£	£	£
Bank Interest	24,481		24,481	22,569		22,569
	24,481		24,481	22,569		22,569

6 Other income

	2025			2024		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	£	£	£	£	£	£
Fair value of net assets received on the acquisition of parkrun Ireland. (see note 14)	107,149	39,257	146,406			
	107,149	39,257	146,406			

Included within the reserves of parkrun Ireland at the date of acquisition were event related donations of £39,257.

7a Analysis of expenditure (current year)

	Charitable activities				2025 Total	2024 Total
	Raising funds	Event related	Governance costs	Support costs		
	£	£	£	£		
Staff costs (Note 9)	768,568	2,271,014		707,115	3,746,697	3,507,376
Retail and advertising costs	3,248,380				3,248,380	3,138,351
Direct event costs		816,019			816,019	662,019
Event equipment depreciation		205,335			205,335	183,795
Office and admin	285,735	605,357		296,493	1,187,585	1,093,259
Consultancy and agency fees	368,261				368,261	317,408
Software and IT costs	53,876	71,834		53,876	179,586	152,706
Travel and staff expenses	58,100	259,109		101,674	418,883	345,824
Legal and professional	11,883	83,182	66,296	27,928	189,289	226,542
	4,794,803	4,311,850	66,296	1,187,086	10,360,035	9,627,280
Support costs	296,771	890,315		(1,187,086)		
Governance costs	16,574	49,722	(66,296)			
Expenditure before taxation 2025	5,108,148	5,251,887			10,360,035	
Expenditure before taxation 2024	4,310,251	5,317,029				9,627,280



7b Analysis of expenditure (prior year)

	Charitable activities				2024 Total
	Raising funds	Event related	Governance costs	Support costs	
	£	£	£	£	
Staff costs (Note 9)	704,746	2,129,874		672,756	3,507,376
Retail and advertising costs	3,138,351				3,138,351
Direct event costs		662,019			662,019
Event equipment depreciation		183,795			183,795
Office and admin	75,968	653,083		364,208	1,093,259
Consultancy and agency fees	247,031	70,377			317,408
Software and IT costs		122,165		30,541	152,706
Travel and staff expenses		306,242		39,582	345,824
Legal and professional		132,336	63,228	30,978	226,542
	4,166,096	4,259,891	63,228	1,138,065	9,627,280
Support costs	136,568	1,001,497		(1,138,065)	
Governance costs	7,587	55,641	(63,228)		
Expenditure before taxation 2024	4,310,251	5,317,029			9,627,280



8 Net income / (expenditure) for the year

This is stated after charging / (crediting):

	2025	2024
	£	£
Depreciation	250,053	230,072
Loss on disposal of fixed assets	2,929	
Interest payable	1,903	1,079
Operating lease rentals:		
Property	250,581	218,282
Auditor's remuneration (excluding VAT):		
Audit of Charity	6,600	5,350
Audit of subsidiary companies	19,400	18,400
Overseas audit fees	12,368	8,701
Foreign exchange (gains) or losses	46,177	96,199

9 Analysis of staff costs, trustee remuneration and expenses and the cost of key management personnel

Staff costs were as follows:

	2025	2024
	£	£
Salaries and wages	3,160,749	3,004,761
Social security costs	274,711	226,415
Employer's contribution to defined contribution pension schemes	304,739	269,298
Other forms of employee benefits	6,498	6,902
	3,746,697	3,507,376

The following number of employees received employee benefits (excluding employer pension costs and employer's national insurance) during the year between:

	2025	2024
	No.	No.
£60,000 - £69,999	5	
£70,000 - £79,999	2	5
£80,000 - £89,999	3	3
£90,000 - £99,999	2	3
£100,000 - £109,999	2	
£120,000 - £129,999		1
£140,000 - £149,999	1	1
£160,000 - £169,999	1	



The trustees have identified ten key management personnel during the year (2024: nine). The total employee benefits (including pension contributions and employer's national insurance) of the key management personnel were £1,191,812 (2024: £988,749).

The Charity trustees were neither paid nor received any other benefits from employment with The Charity in the year (2024: £nil). No charity trustees received payment for professional or other services supplied to The Charity (2024: £nil).

The trustees incurred travel expenses of £600 in the year ended 31 January 2025. (2024 : £nil).

10 Average staff numbers

The average number of employees (head count based on number of staff employed) during the year was 62 (2024: 56).

	2025	2024
	£	£
UK corporation tax at 19%		
Tax payable by Irish subsidiary at 12.5%	4,884	
	4,884	

11 Related party transactions

There were no related party transactions in the year ended 31 January 2025. Transactions arising in earlier years were disclosed in prior year accounts.

12 Taxation

The Charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes. If The Charity's UK trading subsidiaries parkrun Limited, parkrun Trading Limited are liable to tax in any particular year they distribute under Gift Aid available profits to the parent charity. No provision is made for deferred tax by any of the companies within the charitable group, as the likelihood of any tax arising is remote.



13 Tangible fixed assets

The Group	Fixtures & fittings	Computer equipment	Plant & machinery	Total
Cost	£	£	£	£
At the start of the year	207,341	116,847	1,800,496	2,124,684
Additions in year		11,043	333,393	344,436
Disposals in year			(4,719)	(4,719)
At the end of the year	207,341	127,890	2,129,170	2,464,401
Depreciation				
At the start of the year	59,977	87,485	787,182	934,644
Charge for the year	21,202	23,516	205,335	250,053
Eliminated on disposal			(1,790)	(1,790)
At the end of the year	81,179	111,001	990,727	1,182,907
Net book value				
At the end of the year	126,162	16,889	1,138,443	1,281,494
At the start of the year	147,364	29,362	1,013,314	1,190,040

Included within additions above are assets acquired from parkrun Ireland at a net book value of £2,049.

All of the above assets are used for charitable purposes.

The Charity	Fixtures & fittings	Total
Cost	£	£
At the start of the year	181,002	181,002
At the end of the year	181,002	181,002
Depreciation		
At the start of the year	38,061	38,061
Charge for the year	19,412	19,412
At the end of the year	57,473	57,473
Net book value		
At the end of the year	123,529	123,529
At the start of the year	142,941	142,941

14 Investment in subsidiary undertakings

The parent charity’s investments at the Balance Sheet date in the share capital of companies include the following:

	2025	2024
	£	£
Cost b/fwd and c/fwd	1,000	1,000

The investment above relates to The Charity’s 100% share holding in parkrun Trading Limited, other subsidiaries do not have share capital but are limited by guarantee and an overview of their results and reserves is shown below.

All activities have been consolidated on a line by line basis in the statement of financial activities. Available profits are distributed under Gift Aid to the parent charity from the UK subsidiaries.

parkrun Limited

The Charity is the sole member of parkrun Limited, a company registered in England. The company number is 07289574. The registered office address is Frameworks, 2 Sheen Road, Richmond, TW9 1AE.

Included within turnover below is a management charge of £2,650,000 (2024: £2,650,000) to parkrun Trading Ltd for the supply of staff and support services. Turnover also includes a management charge of £200,000 (2024 : Nil) to parkrun Global Ltd the parent charity.

parkrun Trading Limited

The Charity owns the whole of the issued ordinary share capital of parkrun Trading Limited, a company registered in England. The company number is 06053983. The registered office address is Frameworks, 2 Sheen Road, Richmond, TW9 1AE.

The subsidiary is used for non-primary purpose trading activities.

The trustee J A Vickers is also a director of the subsidiary. Included within Administrative expenses below is a management charge of £2,650,000 (2024: £2,650,000) from parkrun Ltd who supplies staff and support services to parkrun Trading Limited.

parkrun South Africa NPC

The Charity is the sole member of parkrun South Africa NPC , a company registered in South Africa. The company number is 2011/132302/08. The registered office address is 6 Barkly Road, Parktown, 2193.

parkrun Australia Ltd

The Charity became the sole member of parkrun Australia Ltd on the 16th July 2021, a company registered in Australia. The company number is ABN 23 199 156 745. The registered office address is Unit 10 82-86 Minnie Street Southport QLD 4215. The inclusion of parkrun Australia as a subsidiary was detailed in the 2022 financial statements.

parkrun Ireland CLG

The Charity became the sole member of parkrun Ireland CLG on the 1st February 2024, a company registered in Ireland. The company number is 520931. The registered office address is Herbert House, 18-22 Pembroke Road, Dublin 4, Dublin. No consideration was paid in respect of the acquisition.

Acquisition of parkrun Ireland

The Charity	Book values	Fair value adjustments	Fair values at acquisition
Cost	£	£	£
Fixed assets	2,050		2,050
Net current assets	144,356		144,356
Net assets acquired	146,406		146,406
Costs of acquisition			
Net assets acquired	146,406		146,406

On 1 February 2024 we acquired parkrun Ireland CLG into the Group. Included within the reserves of Ireland at the date of acquisition were £39,257 of restricted reserves relating to donations specific to parkrun Ireland events.

As per the operating model of parkrun Australia Ltd and parkrun South Africa NPC, which have both successfully developed as a subsidiary of parkrun Global, we felt the time was right to bring parkrun Ireland CLG into the Group. The benefits for parkrun Ireland CLG include the additional support and expertise within the parkrun Global operating model, especially in areas such as event delivery, finance and safeguarding.

A summary of the results of the subsidiaries is shown below:

Amounts owed to/from the parent undertaking are shown in notes 17 and 18.

14a Results of the subsidiaries: Current year

	parkrun Limited	parkrun Trading Ltd	parkrun South Africa NPC	parkrun Australia Ltd	parkrun Ireland CLG from 1 Feb 2024
	2025	2025	2025	2025	2025
	£	£	£	£	£
Turnover	1,514,145	6,515,098	9,673	1,473,383	436,417
Turnover from recharges to subsidiary	2,650,000				
Turnover from recharges to parent	200,000		190,403		
Cost of sales		(2,881,655)		(367,706)	
Gross profit	4,364,145	3,633,443	200,076	1,105,677	436,417
Administrative expenses	(4,176,751)	(442,232)	(196,349)	(934,471)	(223,454)
Management charge payable to fellow subsidiary		(2,650,000)			
Management charge payable to parent undertaking				(219,361)	(177,086)
Profit on ordinary activities before interest and taxation	187,394	541,211	3,727	(48,155)	35,877
Interest receivable and similar income				10,605	
Interest payable		(32)			
Profit on ordinary activities before taxation	187,394	541,179	3,727	(37,550)	35,877
Taxation on profit on ordinary activities					(4,884)
Profit for the financial year	187,394	541,179	3,727	(37,550)	30,993
Retained earnings					
Total retained earnings brought forward	451,195	144,111	23,522	996,359	146,406
Profit for the financial year	187,394	541,179	3,727	(37,550)	30,993
Distribution under Gift Aid to parent charity		(163,889)			
Total retained earnings carried forward	638,589	521,401	27,249	958,809	177,399
The aggregate of the assets, liabilities and reserves was:					
Assets	1,426,375	2,133,856	34,938	1,405,096	383,642
Liabilities	(787,786)	(1,611,455)	(7,689)	(446,287)	(206,243)
Reserves	638,589	522,401	27,249	958,809	177,399



14b Results of the subsidiaries: Prior year

	parkrun Limited	parkrun Trading Ltd	parkrun South Africa NPC	parkrun Australia Ltd	PSH Retail Ltd
	2024	2024	2024	2024	2024
	£	£	£	£	£
Turnover	1,461,147	5,667,689	10,416	1,344,555	
Turnover from recharges to subsidiary	2,650,000		199,667		
Turnover from recharges to parent		200,000			
Cost of sales		(2,780,452)			
Gross profit	4,111,147	3,087,237	210,083	1,344,555	
Administrative expenses	(4,083,536)	(278,688)	(206,573)	(1,327,442)	2
Management charge payable to fellow subsidiary		(2,650,000)			
Management charge payable to parent undertaking				(211,841)	
Profit on ordinary activities before interest and taxation	27,611	158,549	3,510	(194,728)	2
Interest receivable and similar income	2,234			20,335	
Interest payable		(260)			(2)
Profit on ordinary activities before taxation	29,845	158,289	3,510	(174,393)	
Taxation on profit on ordinary activities					
Profit for the financial year	29,845	158,289	3,510	(174,393)	
Retained earnings					
Total retained earnings brought forward	421,350	150,453	20,012	1,170,752	9
Profit for the financial year	29,845	158,289	3,510	(174,393)	
Distribution under Gift Aid to parent charity		(164,631)			(9)
Total retained earnings carried forward	451,195	144,111	23,522	996,359	
The aggregate of the assets, liabilities and reserves was:					
Assets	1,879,667	2,544,608	30,607	1,409,152	
Liabilities	(1,428,472)	(2,399,497)	(7,085)	(412,793)	
Reserves	451,195	145,111	23,522	996,359	

15 Parent charity

The parent charity's gross income and the results for the year are disclosed as follows:

	2025	2024
	£	£
Gross income	1,530,572	1,033,934
Result for the year	(60,955)	(113,402)

16 Stock

	The Group		The Charity	
	2025	2024	2025	2024
	£	£	£	£
Finished goods	883,670	1,123,957		
	883,670	1,123,957		

17 Debtors

	The Group		The Charity	
	2025	2024	2025	2024
	£	£	£	£
Trade debtors	938,042	1,051,295	1,000	33,460
Other debtors	33,948	24,860	26,501	15,806
Amounts due from group undertakings			400,469	845,055
VAT			30,127	40,076
Prepayments	177,448	111,701	135,165	90,082
Accrued income	468,145	491,364	155,368	145,782
	1,617,583	1,679,220	748,630	1,170,261

18 Creditors: amounts falling due within one year

	The Group		The Charity	
	2025	2024	2025	2024
	£	£	£	£
Bank Loan		10,027		
Trade creditors	821,340	757,813	50,307	52,714
Taxation and social security	81,391	99,535		
Other creditors	84,461	64,812		
Amounts due to associated undertakings				124,908
Accruals	203,707	501,451	58,768	23,470
Deferred income (note 20)	1,085,003	1,087,800	54,647	21,167
	2,275,902	2,521,438	163,722	222,259

19 Creditors: amounts falling due after more than one year

	The Group		The Charity	
	2025	2024	2025	2024
	£	£	£	£
Bank Loan		16,640		

During the year parkrun Limited repaid the outstanding balance on its unsecured Bounce Back loan which had been guaranteed by the Government.

20 Deferred income

Deferred income comprises amounts invoiced where the period covered by the agreement/invoice extends beyond the year end and as such the income has been spread over the period to which it relates.

	The Group		The Charity	
	2025	2024	2025	2024
	£	£	£	£
Balance at the beginning of the year	1,087,800	1,017,030	21,167	
Amount released to income in the year	(1,087,800)	(1,017,030)	(21,167)	
Amount deferred in the year	1,085,003	1,087,800	54,647	21,167
Balance at the end of the year	1,085,003	1,087,800	54,647	21,167

21a Analysis of group net assets between funds (current year)

	General unrestricted	Restricted funds	Total funds
	£	£	£
Tangible fixed assets	1,281,494		1,281,494
Net current assets	1,739,083	687,504	2,426,587
Net assets at 31 January 2025	3,020,577	687,504	3,708,081

21b Analysis of group net assets between funds (prior year)

	General unrestricted	Restricted funds	Total funds
	£	£	£
Tangible fixed assets	1,190,040		1,190,040
Net current assets	1,259,346	627,124	1,886,470
Long term liabilities	(16,640)		(16,640)
Net assets at 31 January 2024	2,432,746	627,124	3,059,870

22a Movements in funds (current year)

	At 1 February 2024	Income & gains	Expenditure & losses	Transfers	At 31 January 2025
	£	£	£	£	£
Restricted funds:					
Sport England	175,000	1,050,000	(1,050,000)		175,000
Sport Wales		48,000	(48,000)		
Peter Harrison Trust		10,000	(10,000)		
London Marathon Foundation		321,400	(321,400)		
parkrun Events	452,124	180,901	(164,166)		468,859
parkrun Ireland Events		54,680	(11,035)		43,645
Department of health (Ireland)		126,450	(126,450)		
Health Service Executive (Ireland)		31,191	(31,191)		
Other International Grants		155,746	(155,746)		
Total restricted funds	627,124	1,978,368	(1,917,988)		687,504
Unrestricted funds:					
General funds	2,432,746	9,034,762	(8,446,931)		3,020,577
Total unrestricted funds	2,432,746	9,034,762	(8,446,931)		3,020,577
Total funds	3,059,870	11,013,130	(10,364,919)		3,708,081

The narrative to explain the purpose of each fund is given at the foot of the note below.



22b Movements in funds (prior year)

	At 1 February 2023	Income & gains	Expenditure & losses	Transfers	January 2024
	£	£	£	£	£
Restricted funds:					
Sport England	175,000	1,050,000	(1,050,000)		175,000
London Marathon Foundation		105,833	(105,833)		
parkrun Events	401,760	166,584	(116,220)		452,124
Total restricted funds	576,760	1,322,417	(1,272,053)		627,124
Unrestricted funds:					
General funds	2,744,807	8,043,166	(8,355,227)		2,432,746
Total unrestricted funds	2,744,807	8,043,166	(8,355,227)		2,432,746
Total funds	3,321,567	9,365,583	(9,627,280)		3,059,870

Purposes of restricted funds

Sport England has provided funds to increase female participation and to increase participation of communities in areas of high social deprivation.

Sport Wales has provided funds to contribute to the start up of 10 new parkruns within Wales.

The Peter Harrison Trust has awarded parkrun a grant totalling £30,000 over the next three years towards the core costs associated with growing junior parkrun in deprived areas of the UK, especially the North West.

Health service executive (Ireland)

has provided funds to support growth in participation, especially within areas of deprivation.

Department of Health (Ireland) has provided funds to support the delivery and strategic development of parkrun.

The London Marathon Foundation has made funds available over a three year period, to invest in dedicated resources to maximise the growth, impact and sustainability of junior parkrun in the UK, to enable at least 300,000 children to be active at junior parkrun with a focus on those communities that are less active and/or live in areas of deprivation.

parkrun Ireland event funds represent donations made to specific parkrun events.

23 Operating lease commitments payable as a lessee

The Group’s total future minimum lease payments under non-cancellable operating leases is as follows for each of the following periods:

	Property	
	2025	2024
	£	£
Less than one year	176,596	167,730
One to five years	227,896	313,889
	404,492	481,619

24 Legal status of The Charity

The Charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £1.





Reference & Administrative Information

Reference & Administrative Information

Reference and administrative information for the year ended 31 January 2025.

Trustees

Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows:

Jeremy Townsend
(Chair, retired 1 January 2025)

Christine Gibbons

Sonya Byers OBE

Sarah Powell

Gordon Seabright

John Vickers

Nathaniel Poulter

Member:
Paul Sinton-Hewitt

Helen Weir CBE
(appointed 31 July 2024; Chair from 1 January 2025)

Sir Jonathan Van Tam
(resigned 2 February 2024)

Trustees appointed to Global Board from 26 March 2025:

Aster Crawshaw

Tamara Rajah MBE

Jonathan Pearson-Stuttard

Senior Leadership Team

Russ Jefferys
parkrun Global CEO
(resigned 31 July 2025)

Elizabeth Duggan
parkrun Global CEO
(appointed as Interim CEO on 30 April 2025; appointed as permanent CEO on 7 October 2025)

Amanda Ogilvie
Global Head of Governance
(appointed on 1 October 2025)

Calei Smith
Global Head of Digital and Data
(appointed onto SLT on 1 February 2024; resigned 31 July 2025)

Rachel Robinson
Global Head of Digital and Data
(appointed on 6 October 2025)

Helen Dickens
Global Head of People and Culture

James Kemp
Global Head of Event Delivery
(appointed onto SLT on 1 August 2024)

Jonathan Cooke
Global Head of Finance

Kenneth Foreman
Global Head of Commercial and Fundraising

Kirsty Woodbridge
Global Head of Communications





Helen Weir CBE
Trustee



Sonya Byers OBE
Trustee



Aster Crawshaw
Trustee



Christine Gibbons
Trustee



Jonathan Pearson-Stuttard
Trustee



Sarah Powell
Trustee



Nat Poulter
Trustee



Gordon Seabright
Trustee



Tamara Rajah MBE
Trustee



John Vickers
Trustee



Paul Sinton-Hewitt
Member



Lil Duggan
Chief Executive Officer



Jonathan Cooke
Global Head of Finance



Helen Dickens
Head of People and Culture



Kenneth Foreman
Global Head of Commercial
and Fundraising



James Kemp
Global Head of
Event Delivery



Kirsty Woodbridge
Global Head of
Communications



Helen Rees
Executive Assistant &
Board Administrator

Registered office and operational address:

Frameworks
2 Sheen Road
Richmond
TW9 1AE

Company number:

09411750

Country of incorporation:

United Kingdom
Charity number:
1175062

Country of registration:

England & Wales

Bankers:

Santander
2 Triton Square
Regent's Place
London
NW1 3AN

Solicitors:

Muckle LLP
32 Gallowgate
Newcastle Upon Tyne
NE1 4BF

Auditor:

Sayer Vincent LLP Chartered
Accountants and Statutory Auditor
Invicta House,
110 Golden Lane
LONDON
EC1Y 0TG



parkrun

parkrun

Frameworks
2 Sheen Road
Richmond
TW9 1AE



PARKRUN GLOBAL LIMITED

England & Wales - Charity number 1175062

Accounts

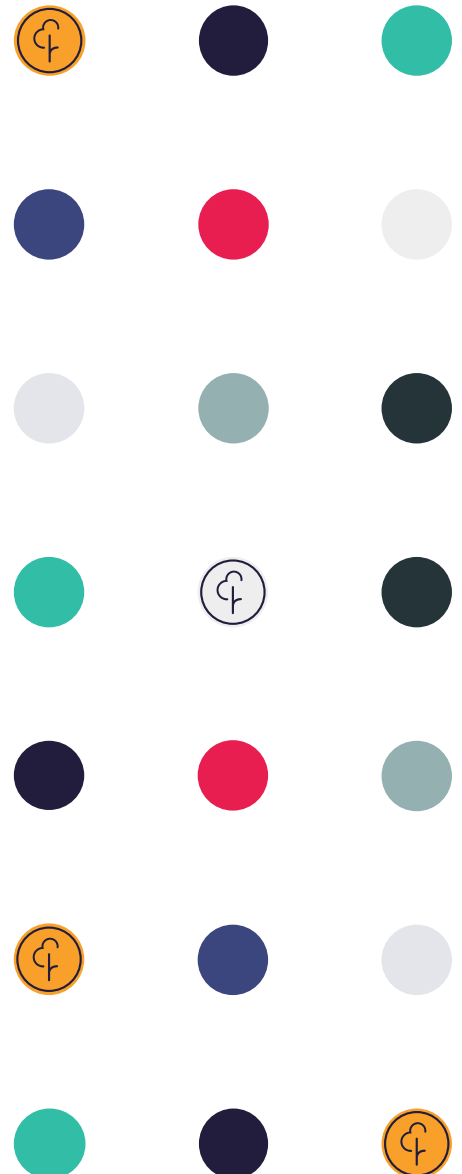


ANNUAL REPORT

2023/2024

**Annual Report
and
celebration of
impact
2023-2024**

**parkrun Global Limited
Company number: 09411750
Charity number: 1175062**





As the interim Chair of the parkrun Global Board, I'm delighted to welcome you to the Annual Report for 2023 - 2024. However, this document serves as so much more than an Annual Report; it's a wonderful celebration of an incredible 12 months for the parkrun Global charity.

With a new and invigorated direction, parkrun has embarked on the first year of its ambitious five year strategy with gusto. We are thrilled that we can start to present some impressive impact figures for the past financial year, and demonstrate investment and commitment in setting up parkrun for its future successes - both in terms of revenue, and staffing and structure. We look forward to presenting further impact reports, separate to the annual report, in future.

One of the key objectives of the five year strategy is to be recognised as a world class organisation, and it's been a privilege to work with the new and existing members of both the Senior Leadership Team and the Global Board, as we oversee another year of strategic growth in this direction. There has been demonstrable focus in a number of key areas, including support for a record number of events and participants, commitment to diversity, equity and inclusion, strengthened governance, and investment in the lifeblood of parkrun - the volunteer community.

The path to success is never smooth and the Global Board have played an active part in many discussions this fiscal year, from changes to performance related data on the website, to parkrun's gender identification policy. The trustees are fully supportive of the charity's



plans to move forward, to better engage the parkrun community, and to continue navigating the many challenges ahead.

On behalf of myself, and the Board of Trustees, I'd like to extend our thanks to all who make parkrun happen - the staff, ambassadors, event teams and volunteers, those who walk, jog, run, those who generously donate, as well as our partners and funders around the world.

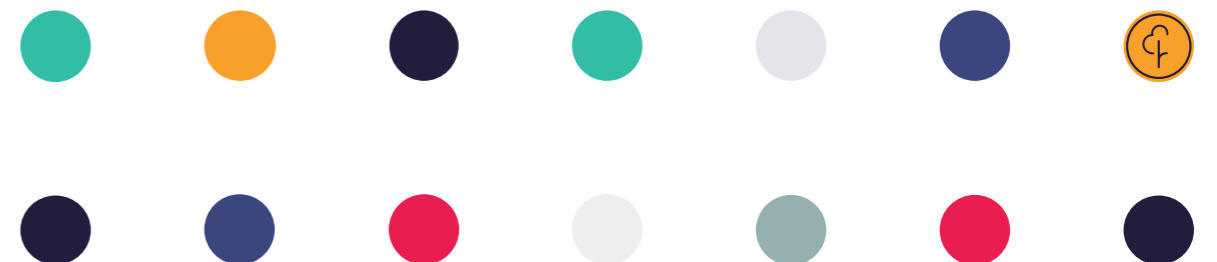
Please enjoy the following pages, as you immerse yourself in the astronomical impact of an organisation entering into its twentieth year, but that has already had a profound impact on the face of physical activity across 22 countries worldwide.

To finish, I would like to acknowledge the end of my tenure as Chair and welcome Helen Weir, who will formally take over from me in January 2025. I wish Helen, the Global Board, and the charity, every success for what I know will continue to be a bright future.

Jeremy Townsend
Interim Chair (from October 2023)



Chief Executive Officer's reflections	4
Introduction	8
Values and culture	12
The impact of parkrun	16
Understanding and supporting communities	22
Building a global organisation	28
Structuring to succeed	32
Commercial and fundraising	36
Committees and governance	42
Financial review	50
Independent auditor's report	56
Financial statements	64
Reference and administrative information	86





Chief Executive Officer's reflections

Chief Executive Officer's reflections

We often talk about the commitment we have to ensuring the experience of parkrun – what it looks and feels like to turn up and take part each weekend – remains the same as it always has done.

Across the world, every week, volunteers do an amazing job delivering consistent, high quality, fun and safe parkrun events open to all. Over the years we've developed a simple operating model that allows new events to start, just about anywhere, and be instantly recognisable as parkrun.

As a small team responsible for a large and growing global operation, we're obsessive about keeping things simple. But delivering on this commitment of consistency and simplicity whilst continuing to expand to meet increasing demand takes a lot of hard work.

That's why, in order for the event experience to remain the same, as a global charity we have to embrace change.

From technology to volunteer support, from safeguarding to fundraising, and from

governance to communication (and so much more besides), everything we do must evolve to meet the requirements of a growing organisation.

Some of these changes won't be universally accepted and there's been no greater example of that than the removal of certain statistical information from the parkrun websites in February 2024.

The big learning from that experience was that, accepting that we live in a changing world and that parkrun will continue to evolve, we must listen more and ensure we engage with the community ahead of decisions being made and implemented.

Our commitment is to ensure the event experience remains the same, and that parkrun can continue to flourish in existing communities and those yet to experience it for generations to come. But we are also mindful of the fact that for many the passion for parkrun goes further. The communities within a community, the

tourists, the challenges and yes, the statistics. When we say parkrun is for everyone, we mean everyone.

Over the course of this year, a staggering 750,000 people took part in parkrun for the very first time, supported by 290,228 volunteers, who collectively volunteered more than two million times.

Volunteers are the heartbeat of parkrun and this year we've invested significantly in this area, creating a dedicated team to support and guide our volunteer community, and developing our very first Global Volunteering Strategy,



parkrun region	Event	parkrun event locations
United Kingdom	parkrun (5k)	817
	junior parkrun (2k)	428
Europe, Middle East and Africa (EMEA)	parkrun (5k)	551
	junior parkrun (2k)	38
Asia Pacific Region (APAC)	parkrun (5k)	566
	junior parkrun (2k)	5
North America	parkrun (5k)	114
	junior parkrun (2k)	0

which we look forward to releasing later in 2024.

Investment in volunteering, along with safeguarding, technology and event support among other areas, is only made possible by the kindness of those who can and are able to donate to parkrun, and the generous support of our partners and funders around the world. We're working to protect the financial foundations of parkrun, and you can read more about the ways we're doing that,

and where the support goes, throughout this report.

The end of this financial year taught us all a valuable lesson about how we continue to evolve whilst keeping to that commitment of simplicity and sustainability. Whilst we are making huge progress, there is still so much for us to do.

Finally I'd like to thank everyone who makes parkrun, parkrun. Those who turn up on the day to walk or run, the event teams and volunteers,

the dedicated ambassadors behind the scenes, partners, landowners, our small but growing staff team, and the Global Board of Trustees. We're really proud to present this report, and celebrate another year of incredible impact for parkrun.

Russ Jefferys
Chief Executive Officer
parkrun Global Limited





Introduction

Who we are

parkrun is a charity which directly impacts the lives of millions of people around the world. We will not stop until every person has the opportunity to access free and inclusive physical activity in their local community, without barriers.

From 13 runners and five volunteers in London's Bushy Park, parkrun has grown to a global community of more than nine million people, in 22 countries, at more than 2,500 locations.

What we do

The parkrun charity enables local volunteers to deliver free-to-access 5k and 2k events across more than 2,500 locations every single weekend; providing everything from on-the-day event delivery support, risk and event safety management, safeguarding support and a technology infrastructure that processes in excess of 300,000 results every weekend.

We also work on targeted outreach, influencing health policy, and nurturing a number of strategic partnerships with other community organisations, which we hope you will enjoy reading more about in this report.



free, for everyone, forever



This year the average parkrun finish time globally is 32:39, 10 years ago it was 29:32, and in 2004 it was 24:07.

The slowing of our average time reflects our ambition to attract those for whom physical activity may not be the norm, to attract more walkers, and to show that parkrun is for anyone, whatever your pace, in whichever way you want to take part.

Vision

To create a healthier and happier planet

Mission

To transform health and happiness by empowering people to come together, to be active, social and outdoors

The trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning its future activities. In particular, the trustees consider how planned activities will contribute to the aims and objectives that have been set.



parkrun progress

2,500+

parkrun communities

+15%

parkrun volunteer instances

+10%

parkrun events

16.6 million

instances of participation recorded

We count 'instances' as every time someone joins in at a parkrun event – finishing the course, or as a volunteer.





Values and culture

Values and culture



Family

We act with humility and always put the family first.

We're humble. We know a lot but not everything. We take responsibility, acknowledge personal errors, and are open to learning, developing and improving. There's no room for ego and no one is bigger than the family. We lead by example, and we share in our successes.



Bravery

We are brave, bold, and creative.

We're ambitious and dynamic. We dream big, make bold decisions, challenge the status quo and get things done. We're not afraid to question, innovate and be different.



Authenticity

We are honest, authentic, and accountable.

Trustworthiness, honesty and integrity are foundational to our family. We're honest about what we know and what we don't know. We hold each other to account. We communicate with transparency and empathy, acknowledging that communication influences behaviours, emotions and feelings, and underpins effective collaboration.



Recognition

We recognise and respect each other.

We see and hear each other. We respect ourselves and others, support and help one another, listen attentively, and celebrate the uniqueness, strengths and diversity of our family.



Our values form the bedrock of our movement and can be traced back to the very early days of parkrun in 2004. Staying true to our values will help ensure we grow well, and is at the foundation of the world class organisation we want to create.

Fairness

We act with kindness, compassion, and fairness.

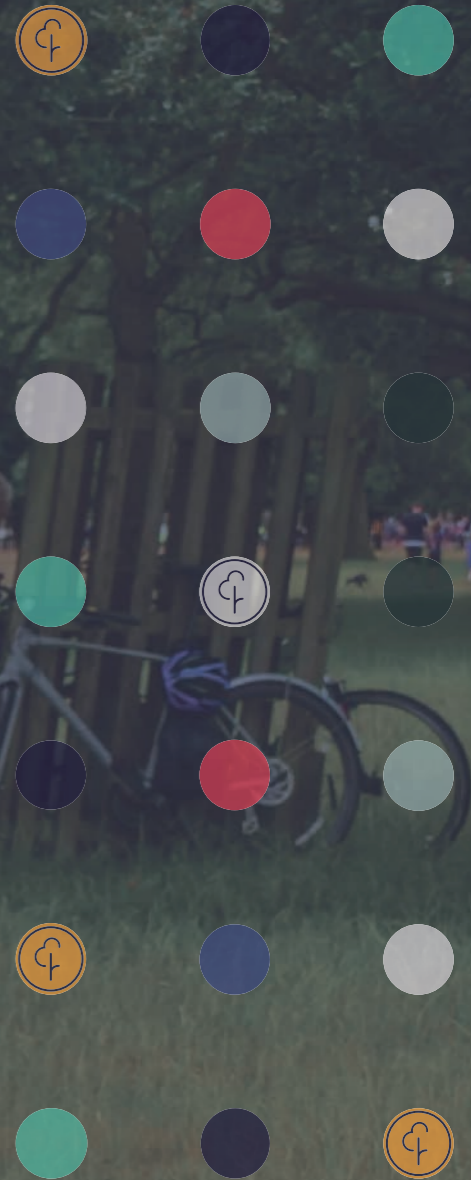
We're kind, caring, compassionate and empathetic. We assume others mean well. We're aware of our actions and how what we do impacts others. We apply our founding principles of equality and inclusivity to every situation and opportunity.



The impact of parkrun



The difference we make





What is an instance of participation?

We count 'instances' as every time someone joins in at a parkrun event—as someone who completes the course or as a volunteer.



The junior event series delivered over 21,000 events (21,158) across 471 locations in the UK, Ireland and Australia. Over 170,000 (171,443) juniors crossed a finish line with nearly one million junior parkruns completed (984,847), with 47,000 (47,697) volunteers participating over 400,000 times (406,787).

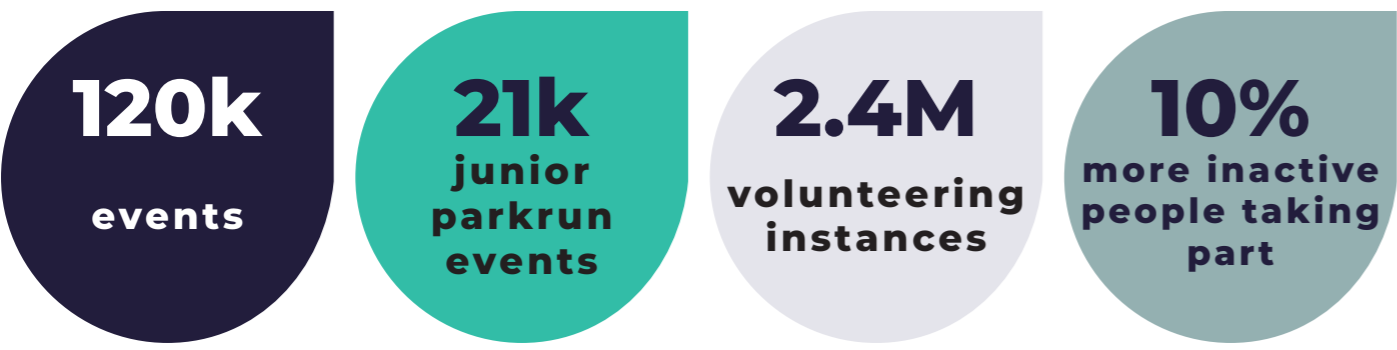
To support all of this to happen, more than a quarter of a million (290,228) people have volunteered more than two million times (2,011,691) over this financial year, and we welcomed three quarters of a million people along to parkrun for the very first time (748,768).

But it isn't just about the numbers. It's the story they tell. The deeper demographic detail of those attendances that demonstrate parkrun's potential to attract and enrich the lives of those for whom physical activity may not be the norm.

Compared to the same period last year, this year saw 10% more people taking part who had marked themselves as 'inactive' on sign up.

junior parkrun

junior parkrun is a 2k series for children aged 4–14 years and their families on a Sunday morning. The UK funding grant from London Marathon Foundation this year has enabled us to start work building a dedicated junior parkrun team, gathering insight, and undertaking targeted outreach to help build the next generation of healthy happy children, young people and their families.



Changing lives with partners in the community

We're really proud to work closely with so many other organisations that make a difference both to society at large and in local communities; helping to improve the lives of vulnerable people, or those facing other life

challenges. Here's a snapshot of some of our global strategic partners. Read on to find out more about the impact of our work with other community organisations, government bodies, and charities.



parkruns in prisons

parkrun events delivered across 30 custodial estates in the UK.



prescribing parkrun

More than 1,900 (1,800+ in the UK, 44 in Ireland, 130 in Australia) GP surgeries are twinned with a local parkrun.



Parliament

parkrun continue to be active members of a number of All Party Parliamentary Groups.



SKYW

On the last Saturday of every month, 5k Your Way groups come to over 80 parkruns around the UK and Ireland.



Invictus Australia

Bringing organisations together to break down barriers to participation in physical activity.



Speed Freaks

In 2024, Speed Freaks became parkrun's first strategic partner in New Zealand.



119,890

parkrun events delivered across 30 custodial estates in the UK. HM Prison and Probation Service in the UK. Over 4,000 (4,085) took part.



2,000

Around 2,000 instances of participation during the year in custodial estates in the Irish Prison Service.



3,000+

Two events in men's correctional facilities in Australia at Mobilong and Devil's Peak, and one event in the women's remand centre at Spring Creek, with more than 3,000 instances of participation over the past year.

The parkrun practice initiative – prescribing parkrun

More than 1,900 (1,800+ in the UK, 44 in Ireland, 130 in Australia) GP surgeries are twinned with a local parkrun. These vital connections allow mutual signposting, for patients and staff, for both mental and physical health.

In the UK, over the weekend of 8 and 9 July, 185,015 people walked, jogged, ran and volunteered at parkrun and junior parkrun for the NHS, with many more coming along to watch and be part of the special celebration of the NHS's 75th birthday.

There were plenty of smiles and laughter, as thousands wore fancy dress or the trademark NHS blue to mark the occasion. 11,715 new faces joined in with parkrun for the first time, and 24,348 volunteered at over 1,000 events across the UK.

Not only that, over 10,000 people taking part in 'parkrun for the NHS' stated that they were not physically active before joining parkrun. Almost 10% of those 10,952 people were taking part for the first time. In the week leading up to the celebrations, more than 22,200 people registered for parkrun, which was almost 10% higher than the previous week – and over two thirds more than the same time last year.

“We would like to thank the thousands of people who showed their support for ‘parkrun for the NHS’, from the runners, joggers and walkers through to the volunteers and spectators. It was great to see so many people helping to mark the NHS’s 75th birthday in such a special way.”

– Dame Ruth May DBE,
Chief Nursing Officer for England



Representatives of parkrun continue to be active members of a number of All Party Parliamentary Groups, including those on sport, on parkrun, and on sport and activity in the criminal justice system. Achievements include:

- Feeding into the development of a social prescribing framework for Wales
- On World Mental Health Day in October, over 30 people gathered outside the Senedd in Cardiff for a social walk and run. The event was hosted by John Griffiths MS and parkrun, and was followed by a meeting in the Senedd for a range of stakeholders in order to discuss parkrun and junior parkrun's contribution to public health.
- parkrun leaders joined MPs, Parliamentarians from across the UK and top NHS clinicians for a special run to celebrate the NHS's 75th birthday in July.



5KYW – Move Against Cancer

5K Your Way is a support group with a difference. On the last Saturday of every month, 5k Your Way groups come to over 80 parkruns around the UK and Ireland. Absolutely anyone affected by cancer is welcome to be part of 5K Your Way groups. Participants include those living with or beyond cancer, family, friends,

those that have lost a loved one to cancer and health care professionals. Every group is led by at least one volunteer 5K Your Way Ambassador, who acts as the focal point. In 2023 on average over 500 people attended these groups a month.

Invictus Australia

With more than one million veterans and family members of veterans in Australia, Invictus Australia brings together sporting, community and veteran organisations to break down barriers to participation in physical activity. Since the beginning of parkrun Australia's collaboration with Invictus in 2019, the "Team Veteran" parkrun group has attracted 1,386 members who have completed more than 74,000 parkruns between them. What started out as a parkrun group for veterans with the support of Invictus, has expanded to include all veterans, family members and anyone in the community wanting to show their support, including other ex-service organisations.

Speed Freaks

In 2024, Speed Freaks became parkrun's first strategic partner in New Zealand. Speed Freaks was initially established inside the prison system to support recovery from addiction and mental distress through the vehicle of walking and running, and in 2021 it expanded to the wider community and is delivered by community volunteers and peers. In addition to two sessions during the week, Speed Freaks groups in Auckland, Christchurch and Whangārei attend parkrun on Saturdays. Speed Freaks is now expanding rapidly across New Zealand and linking up with parkruns around the country, with several parkrunners training to be Speed Freaks volunteers.



Understanding and supporting communities

Volunteering

Volunteering at parkrun enables people to connect with their community, develop new skills, physically move, and gain a sense of purpose. From February 2023–January 2024,

290,231 people across the world volunteered at parkrun over two million times.

“It isn’t a big job but makes such a difference.”

A global network of more than **740 volunteer ambassadors** support parkrun with everything from event delivery, to social media, and manning critical incident lines.

We also have 28 volunteers on parkrun boards and committees.

4,300 survey responses from event day, event director and ambassador volunteers demonstrated:

“When 200+ people say “good morning / thank you / have a great day” to you within an hour, it’s hard not to feel pretty chuffed.”

Challenges remain within the volunteer community such as difficulty getting enough volunteers and getting communication between the central organisation and volunteers right.



This financial year, we have committed to further strengthening our resources and stewardship of volunteers at parkrun; creating within our staff team a Global Volunteering Lead and two Volunteer Impact and Engagement roles, one based in the UK and one in the Asia Pacific region. This team commenced vital workstreams to improve and enhance volunteering and parkrun’s first ever global volunteering strategy will be released in the second quarter of 2024. As part of the strategy discovery phase, the global volunteer lead alongside the global head of event delivery and Europe, Middle East and Africa (EMEA)

commercial and partnerships manager, spent a week in the Netherlands and Germany attending volunteer feedback sessions.

Engaging with volunteer communities is vital to parkrun’s ongoing success.

At a global level we commenced online Ambassador Newsgroups every quarter providing an opportunity for all ambassadors to see and hear directly from staff about key parkrun messages. For those who can’t attend, a round up email covering the content of the online sessions is sent to both ambassadors

and event teams after the calls, ensuring all key volunteers are kept up to date. Following feedback from volunteers, the UK trialled in 2024 smaller, regional ambassador conferences, enabling volunteers and staff to connect more closely and discuss key parkrun issues. These were held alongside the existing “team on tour” events where the event delivery team visits parkrun communities around the country and meets volunteers.

In APAC, the staff team also trialled similar regional volunteer catch ups in seven states and countries in Australia, and also spent time in New Zealand and Japan meeting parkrun volunteer communities.

In EMEA, regional ambassador meetings were held in Ireland, South Africa and the Netherlands.

Breaking down barriers

parkrun can only achieve its mission and vision by understanding the barriers people face to physical activity; the very real, perceived blockers that stop people from taking their first steps into healthier and happier lives.

Over the 2023-2024 period we continued our vital research and insight work into both what stops people from participation at parkrun, as walkers, joggers, runners and volunteers, and what are the many benefits that keep people coming back.

We have facilitated a number of PhDs, including the Health and Wellbeing Survey in Australia, research into strategies to engage those living in deprived areas in the east of London, the ways in which parkrun creates community (focused on Scotland) and impact of parkrun on those with visual impairments in Ireland.

Building on the 2022 survey, May 2023 saw us undertake another piece of work to understand the reasons people are yet to volunteer at parkrun. We received more than 3,000 responses from across the UK, Australia, Ireland and South Africa, with the results broadly showing that parkrun roles are simple and easy, and the atmosphere is friendly, but that, for many, their motivation is to complete the course and it could be the only opportunity they get to spend time exercising. There were also themes around planning ahead and finding time, real struggles in a post-covid world. We use these themes to inform our global volunteering strategy and continue our work to provide volunteering opportunities to as many people as possible, keeping it easy, accessible and inclusive.



Since 2019, we have also conducted surveys to understand and monitor the experience of parkrun volunteers. During this financial year we carried out this work twice, once in May 2023 and once in November 2023.

We’ve also commissioned focus group based insight work to better understand the participation motivators and barriers for women and girls, and agreed plans for academic research to be undertaken into the implementation and impact of the parkrun practice initiative in the UK.

Barriers to walking, jogging and running: the post-Covid landscape

We must convince people that they are ready for that first step, and for more of those who may need it most to experience the true power of parkrun.

In 2015, we started regular insight gathering around why people don't do parkrun, or why they leave and find it hard to return.

Following a slight shift in 2021, where the balance moved towards why parkrunners had or hadn't returned following the pandemic, and the subsequent lower attendance numbers at events, we now start to see numbers recover. This fiscal year saw parkrun once again hold record numbers of events (119,890 events in 2023-2024 up from 109,088 in 2022-2023).

This insight work drives our unrelenting work to provide safe, welcoming and inclusive spaces for anyone to spend time being social, active and outdoors in their local communities. It informs our organisational strategy and sharpens our focus on ensuring that we are clear on what parkrun stands for—that it isn't a race, that you don't need to be fit, and there is no special kit required; and this must permeate all of our platforms—everything from social media, to the experience at any individual parkrun event on the day.

Over 40,000 survey responses analysed, summarised and fed back on.

Our insight shows the main barriers to walking, jogging and running are:

20%

Poor health

(20% up from 16% in 2019).

17%

Feeling too unfit

(17% up from 15% in 2019) alongside an increase in those concerned that parkrun is a race.

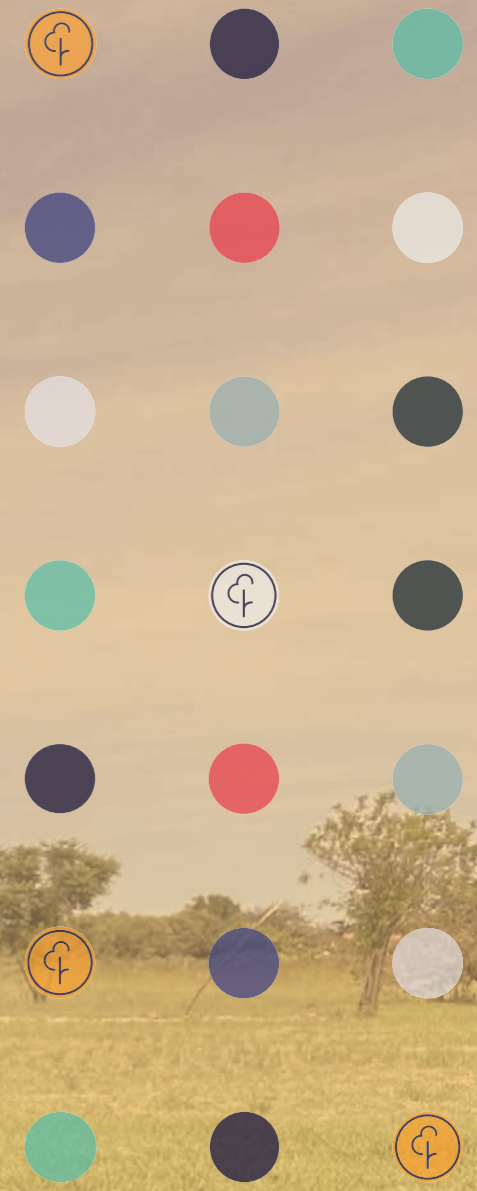
13%

Unsure what to expect from parkrun

(13% up from 8% in 2019).

In 2023 we received more than 8,500 responses to this barriers survey, from across the UK, Australia, Ireland and (new for 2023) South Africa. The responses come from those registered in the prior 12 months and have either yet to complete, or have completed just one parkrun as a walker or runner.





Building a global organisation

The four regions



A key part of the strategy is establishing four global regions within which we can continue to grow and support parkrun events.

The charity understands that if we are to grow well globally, we require local teams (staff and volunteers) to help and support local communities.

In the 2023-2024 financial year the focus was on establishing our EMEA (Europe, Middle East and Africa) region, which we go into more detail on below.

Alongside this, we continued to support and engage with existing events and new prospects in Asia Pacific (APAC), with a particular focus

on Japan and New Zealand.

Meanwhile in North America time has been spent developing the volunteer ambassador network and understanding the opportunities for greater impact across both Canada and the USA.



Europe, Middle East, and Africa

The creation of the EMEA region brought together 14 parkrun countries across Europe and Africa, containing almost 25% of all registered participants. Setting up the EMEA region reflects parkrun’s commitment to become more global, where a greater percentage of participation is recorded outside our most established countries.

In line with the global strategy, the focus for the first year for the EMEA region has been to put in place the organisational structures that allow us to support and grow events and participation within our existing countries before developing plans for future expansion.

The EMEA region encompasses countries at very different stages of their parkrun journey. There are therefore different challenges

and opportunities within the region, with a focus in the more established countries to ensure we reach those who have the most to gain from attending our events.

In Ireland we’ve increased our focus on health and wellbeing projects and outreach, and thanks to their great work of our team, we saw a return to strong participation levels. We’ve recruited four new regional ambassadors, to support event ambassadors

and so improve our overall ability to support events.

Within mainland Europe, our aim is to continue to raise the profile of parkrun and to continue the rapid expansion of events. We have established an office in Amsterdam with two staff members, sitting alongside our friends from Brooks, to help support our ambitious growth plans in mainland Europe, particularly around Germany and the Netherlands. We’ve also been

strengthening our ambassador networks here too. Other mainland European countries, most notably Poland, are also seeing consistent participation growth.

Elsewhere across Europe, we’ve been reflecting on the requests we’ve received from new countries. There’s a lot of work to do, but during 2024 we will be visiting a number of cities across mainland Europe with the aim of clarifying the best places to start.

In Africa, we already have a staff team in Johannesburg, an ambassador network, events in three African countries, and 40,000 weekly participants. We

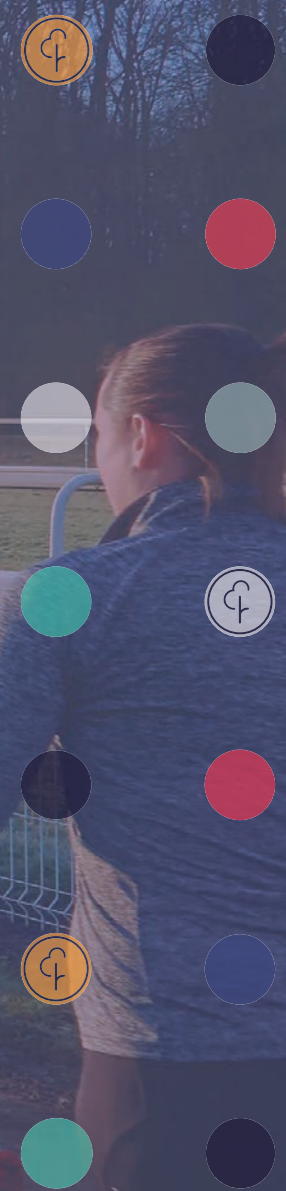
receive huge levels of interest from across the continent, but it is a complex part of the world with insurance issues, travel restrictions, and suitable locations all presenting challenges. Like with Europe, we’d not start anywhere new without first spending time with the communities we hope to engage, which we will also be doing during 2024.

The third region that falls under EMEA is the Middle East, and whilst again we continue to receive significant levels of interest here, our need for prioritisation of resources mean that we may not make progress there in the near future.

Finally, we know that parkrunners around the world feel incredibly passionate about our events in France. We’ve worked really hard in an attempt to find a way forward, but our events there remain paused due to legal requirements around medical certificates.

We are confident that we will make great progress across EMEA over the coming years, as we do everything we can to reach as many communities as possible.





Structuring to succeed

Structuring to succeed

Safeguarding



parkrun provides first class safeguarding support and escalation points for more than 2,500 events happening every single weekend. During the 2023-2024 financial year 334 global safeguarding incidents were successfully resolved, working with an established Sanctions Panel and providing training for all parkrun countries on our incident severity classification model.

In collaboration with our partners around the world, including Irish Athletics and Athletics

NI, this financial year we refined and improved processes for criminal record checks for junior parkrun across the whole of the UK and Ireland.

During this period, we also introduced a number of external training courses, including Therapeutic Management, for all staff involved in safeguarding at parkrun.



People

The charity's staff headcount increased from 51 to 65 during the fiscal year which included the conversion of four contractors who were already working with us.

We continue to operate a paid internship programme with interns joining on a 12 month basis working in communications, IT and operations.

Our new EMEA region was stood up in December 2023, with more than 20 of our staff team restructured to strengthen this vital strand of growth in our global strategy. We also expanded with two new hires in Ireland and

two new hires in the Netherlands to support our work across mainland Europe.

We created a global volunteering team to develop and implement the global volunteering strategy and increased staff support in finance, retail, administration, fundraising, and diversity, equity and inclusion.

We also were able to hire communications and outreach roles in the UK, with a focus on growing and diversifying junior parkrun, thanks to the funding parkrun received via The London Marathon Foundation.

Diversity, Equity and Inclusion (DEI)

This financial year we hired parkrun's first dedicated Diversity, Equity and Inclusion Lead who began work to carry out a robust diagnosis of parkrun's maturity, internally and externally, across the DEI space.

Subsequently we launched our DEI North Star:

We aspire to be a global leader for diversity, equity and inclusion. We aim to build and nurture a culture of belonging; celebrating difference. We are committed to breaking down barriers to make parkrun communities more inclusive.

This was followed by the development and approval of a DEI Strategy for 2024 by the Senior Leadership Team and Board, alongside the continuing roll out of DEI Introduction Training to all staff and the first cohort of ambassadors in the UK.

We also spent time reviewing our HR policies in the UK with a DEI lens, and have adopted an internal DEI calendar for staff members.





Commercial and fundraising

New and renewing partners

parkrun UK's presenting partner Vitality are one of our longest supporting commercial partners. They have extended their contract for another five years, further solidifying their support of parkrun.

We welcomed Compeed (UK and Ireland), Shokz (UK) and SportShoes (UK) as new commercial partners and introduced a new charity partner structure in the UK with Mind, Macmillan and Comic Relief coming on board to work alongside long-standing charity partner Alzheimer's Research UK.



Campaigns



Global footwear partner Brooks launched a 'People of parkrun' content series, highlighting parkrunner's stories through short video clips.

Digital fitness partner WithU created the WithU Minute, a monthly competition based around finishing times and volunteering. The competition has been hugely successful with hundreds of people entering.

Australian presenting partner Medibank placed more than 500 posters at bus stops and on busy streets around Australia at locations that

were within 2k of a parkrun event. These were accompanied by a national radio commercial promoting parkrun.

parkrun Ireland's presenting partner Vhi went through an exciting rebrand, reflected with an update to parkrun Ireland's own logo. Their Vhi More Than Running campaign focused on volunteering at parkrun, and saw them recognised with the 'Best Grassroots Sponsorship' award at the Irish Sponsorship Awards.

Welcoming our partners to events

An important part of communicating the story of partners to the parkrun audience and event teams is through partner visits. It's also a critical way for the brands that we work with to show their support on the ground. Over this year we have increased the amount of partners visiting events to 137 in 2023-2024 from 118 in 2022-2023.

Brooks continued to take their shoe trials to parkrun events most weekends throughout the

year, visiting more than 110 events across the UK, Ireland, the Netherlands and Germany.

parkrunners at 30 events across the UK experienced coffee made from a De'Longhi coffee machine after finishing their parkrun.

Co-op took fresh food down to five events in the UK, highlighting their member offers.

Lidl ran an activation campaign with the

goal of visiting every parkrun in Ireland. This campaign is ongoing and continues to encourage people to join our fresh food partners at events each week throughout Ireland.

iPRO headed out to 42 events in the UK, sampling their healthy hydration drinks.

Compeed kick started the partnership by distributing Compeed plasters to parkrunners

at 19 events across the UK and Ireland.

Medibank visited more than 80 parkrun events, tying some visits into a national parkrun roadshow that started in February 2023.

The Athlete's Foot also got out to visit a huge number of events over the year, reaching more than 90 parkrun events in Australia and New Zealand and engaging with the community.



List of partners for 1 February 2023 - 31 January 2024:

Global

Brooks
iPRO

Australia

Medibank
Polar
The Athlete's Foot

Ireland

Vhi
Lidl
Compeed

Japan

Sumitomo

New Zealand

Polar
The Athlete's Foot

South Africa

Discovery Vitality

UK

Vitality
Co-op
WithU
De'Longhi
Compeed
Shokz
Alzheimer's Research UK
Macmillan
Comic Relief
Mind





The last financial year has seen a significant growth in parkrun retail, with net revenues now accounting for 40.18% of total income. This has been driven by an increase in traffic to our shop by 167% and saw us exceed one million visitors for the 12 month period for the first time.

During the past 12 months, we have grown the available range by 94% with a 63% increase in the Milestone range and a 23% increase in the Apricot range. This has been further

supplemented with the introduction of partner retail which delivered an additional £100k in net revenue.

The beginning of 2024 also saw the introduction of SportsShoes.com as our new retail partner and provided us with a more comprehensive and responsive sourcing network, lower warehousing and distribution costs and a faster customer delivery service.



Fundraising

Global donations, which includes event donation pots in the UK, dropped to £549,000 (from £572,000 in the previous year).

In a charity perception survey undertaken in October 2023, the data showed that only half of the parkrun population are aware that parkrun is a charity and many were unaware that there was a way of giving directly to parkrun Global. This led to a review of our core charity messaging, development of a case for support and introducing new ways for the community to support parkrun.

Also in October 2023, we recruited a dedicated Fundraising Manager to lead on communicating our charity status to parkrunners, developing our 'ways to give' including a new donation platform and offering expert stewarding to parkrun supporters.

Additionally, we began a workstream to establish fundraising from charitable Trusts and Foundations and continue to explore this area.

Fundraising continues to be the biggest opportunity for parkrun to grow income and as we look to the future we continue to scale both the communication/awareness and opportunities for parkrunners and the wider public to support the charity with a donation.

In the year, parkrun Global Ltd received no complaints in relation to fundraising. We ensure that both our staff and our partners protect vulnerable people and others from unreasonable intrusion on a person's privacy, unreasonably persistent approaches or undue attention.

In late June 2024 we registered with the Fundraising Regulator by committing to their Fundraising Code of Practice, which the independent regulator offer to charities for best practice guidance when fundraising publicly and electronically.

Where does the support go?

- Providing first class safeguarding support and robust incident management for every event, every single Saturday, and Sundays for juniors in areas we operate.
- A technology infrastructure that processes in excess of 400,000 individual results every single week, plus emails everyone personal results. And allows for 1,000s of new registrations—one million last year! Including a virtual volunteer app.
- Supporting our 740 strong ambassador network with the resources and information they need to carry out their roles—everything from critical incident line support, to social media, and event delivery on the day. Enabling us to provide opportunities for them to get together and share knowledge at regional conferences across the world.
- Provisions for more targeted outreach—nurturing relationships with organisations that support those most in need—like prisons, gp surgeries, cancer groups (other global groups)
- Produce a twice yearly magazine in the UK, with an audio version, reaching out to those that may not engage with more traditional media, or who might prefer to digest their information in a different way. We distribute 200,000 copies every year, completely free of charge.
- A member of staff now dedicated to DEI, focused on ensuring parkruns truly reflect the communities they serve, and keeping us at the forefront of the conversation on inclusivity
- Campaigns that speak to those most in need, the physically inactive or those in socially deprived areas.
- Risk assessments, insurance, providing the very best assurances to those that so generously give their land for free to parkrun ensuring there is no additional costs to councils etc for the lifetime of the event (bar start up costs in the UK).
- Allowing us to explore new countries and break new ground.
- Top rate stewardship for our partners and fundraisers.





Committees and Governance

Organisational structure, governance and management

parkrun Global Limited is a charitable company limited by guarantee, incorporated on 28 January 2015 in England and Wales (with company number 09411750) and registered with the Charity Commission for England and Wales (registered number 1170562) as a charity on 10 October 2017.

The company was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed under its articles of association.

The charitable company's objects are to promote community participation in health recreation by:

- Organising and providing running events, and
- Creating opportunities for members of the community to participate in and/or volunteer at such running events.



The Charity Governance Code

parkrun Global fully supports the Charity Governance Code, recognising its importance in promoting good governance. parkrun Global does, and will continue to, improve its own governance where necessary in accordance with the Code, and has an action plan in place to ensure full compliance. parkrun Global also complies with Sport England's Tier three Code of Governance.

Subsidiaries

parkrun Global Ltd has the following subsidiaries:

- parkrun Limited
- parkrun Australia Ltd
- parkrun South Africa NPC
- parkrun US
- parkrun Canada
- parkrun Japan

Each subsidiary is registered in its country of incorporation and has its own board, which is responsible for delivering parkrun in line with the global framework within that country.

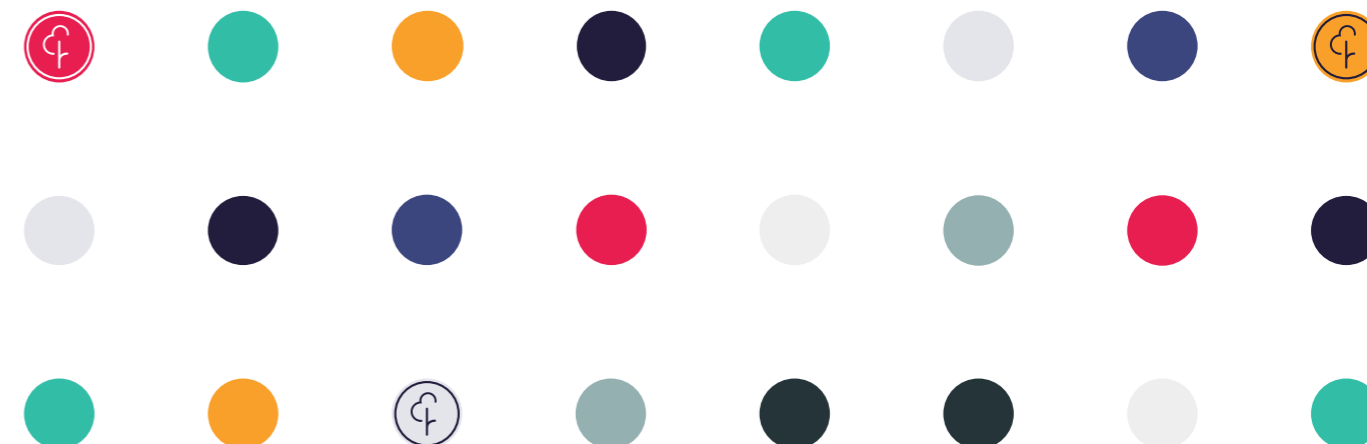
In addition to the territorial subsidiaries listed above, parkrun Global Ltd has a wholly-owned non-charitable subsidiary, parkrun Trading Limited, which undertakes parkrun's commercial activities. parkrun Trading Limited is incorporated as a company to conduct trading activities to support parkrun's charitable objectives. It donates its profits to The Charity via a distribution. The payment from parkrun Trading Limited to The Charity in 2023-2024 was £164,631 (2022-2023 £255,335).

parkrun Trading Ltd has a subsidiary company, PSH Retail Ltd (incorporated in England and Wales with company number 11222647), which works with suppliers to manufacture and sell the CONTRA range of ethically produced

running apparel. It was decided on the 1st November 2022, that the CONTRA range stock and all future sales would be transferred to parkrun Trading Ltd. It is for this reason that an application for PSH Retail Ltd to be struck off and dissolved was made on 20 November 2023 after all monies due and owed were paid up in full. PSH Retail Ltd was formally struck off on 14 February 2024 and dissolved on 20 February 2024.

parkrun Trading Limited is incorporated in England and Wales (with company number 06053983).

The Group Consolidated Statements include The Charity and its subsidiaries. The financial results for 2023-2024 of all subsidiaries are summarised in Note 13a to the Financial Statements.



Sub-committees

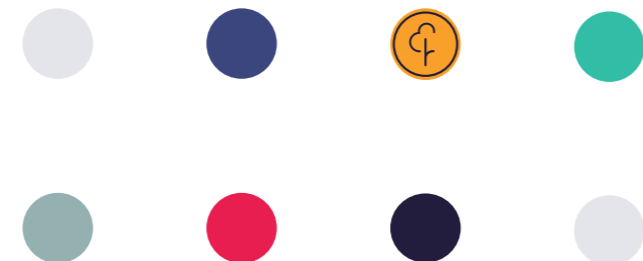
parkrun Global has appointed five committees to help with the execution of its responsibilities. Members are appointed by the Global Board. The committees meet regularly and members are:



The parkrun Global Board has delegated authority to the Chief Executive Officer who leads the Senior Leadership Team for oversight of parkrun Global and its subsidiaries.

The Senior Leadership Team comprises the Chief Executive Officer, Head of Finance, Head of People and Culture, Head of Communications, Head of Commercial and Fundraising, Head of Data and Digital Transformation and the Head of Event Delivery.

During the financial year, the Board reviewed and agreed organisational pay through the annual budget, and the Remuneration Committee considered and approved the appointment and remuneration of new roles in the Executive Team in consideration of good practice in the charity sector.



Trustee recruitment, appointment and training

- Gavin Megaw retired as Global Chair in September 2023, and the Board then embarked on the recruitment process for a new Global Chair
- All Global Board trustees completed Safeguarding training in the early part of 2024

Trustees are appointed in accordance with Sport England’s Code for Sport Governance and the Charity Commission’s Governance Code. The Nominations Committee handles new trustee recruitment, and new trustees are appointed by an ordinary resolution of the members or by co-option by the trustees. The minimum number of trustees is two and the maximum number is 12.

On joining the organisation, new trustees meet the Chair, the other trustees and the Senior Leadership Team before their first meeting. In addition, they are invited to join members of

the staff team on location visiting event teams and meeting volunteers. They are given full access to the Executive team to develop their understanding of the organisation. They are also given a copy of the Charity Commission’s guidance to become a new trustee (CC3).

The Global Board meets four times a year with occasional additional meetings as needed. The Trustee role is unremunerated, but trustees are able to claim expenses where relevant.

The Global Board is accountable for the work of The Charity. The matters reserved for parkrun’s Global Board include the approval of strategy, the budget, holding the Senior Leadership Team to account for the delivery of the business plan and the Annual Report and Accounts. The Board also retains oversight of management controls and corporate governance, along with the appointment of trustees and the Chief Executive Officer.



Risk management

The Governance and Risk Committee has responsibility for oversight and review of the risk management policy and process, and reviews the risk register on a quarterly basis. The Board reviews the risk register on an annual basis following reports by the committee.

The Risk Manager, working with the Senior Leadership Team, is responsible for the risk register, reviewing the significant operational and organisational risks on a regular basis, and ensuring that appropriate internal controls and actions are in place and aimed at mitigating risks.

The risk register considers the impact and likelihood of the risks. Ownership of the risks is assigned to a member of the Senior Leadership Team who is accountable for ensuring controls, policies and procedures are implemented and improved.

The trustees consider the principal risks and uncertainties to the Charity and its subsidiaries to be in the following areas.

Closure of all events in a region over the short, medium, or long term. (Blanket cancellations)

parkrun continues to work with national bodies and health organisations to ensure that any risk of future event cancellations, e.g. through national, regional or global public health concerns for example, is minimised and we can continue to support local teams to ensure safe event delivery.



Economic risks

Continuing concerns around the economic environment, increasing cost of living, rising prices and associated economic pressures creates a risk to the organisation. Inflation and price rises increase our cost base and cost of delivery, either directly with suppliers or indirectly through our ability to maintain an appropriately sized and skilled workforce. The parkrun community, our supporters and wider stakeholders who provide vital income to the organisation through regular donations, retail purchases, grants and sponsorship, are all feeling the effects of the economic downturn. We continue to see risks of reductions in our income which would further limit our ability to deliver our strategic objectives. The Board deem it sensible therefore to maintain a sufficient level of reserves and an appropriate investment plan to offset these pressures should they arise, and are reassured that our commercial strategy is robust, based on achieving a diverse revenue stream.



Data security

parkrun continues to grow, with over 9 million registered users worldwide; we see new weekly registrations. More than ever, we must prepare, and take preventative measures and mitigations against an increasing risk of threats and cyber-crime. These threats aim to disrupt our events and services, reputational damage, and the possibility of regulatory non-compliance, which could result in financial penalties. Over the past year, the risk landscape has evolved, amplifying the need to effectively manage our data, information systems, and processes. We have been taking steps to strengthen our IT security and infrastructure. In future, we will run regular security checks and assessments to bolster our data and technological security. This is essential for improved security, but also a better digital parkrun experience.

Safeguarding and medical

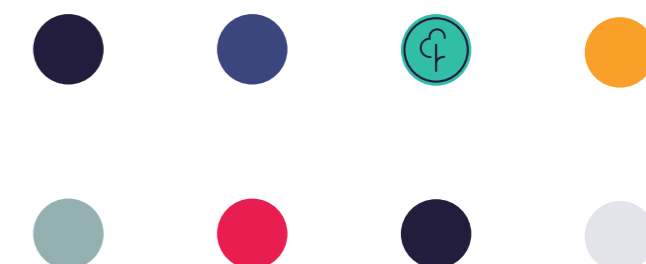
Given the size and scale of parkrun, with thousands of children and vulnerable adults participating every week, there is a risk of a serious safeguarding or medical incident occurring at any time. In addition to ensuring that every parkrun event has access to an Automated External Defibrillator (AED) and basic first aid kit, we have a centralised system and oversight of all safeguarding and medical incidents through a global incident reporting system. We undertake regular reviews of safeguarding and medical incidents and processes, and ensure that we have suitable safeguarding controls and checks in place for event volunteers.

Organisational growth

Over the past few years, as our reach and impact continues to grow apace, we have seen strong demand for new events in existing countries, and in new locations around the world. The organisation is growing to respond to this demand, but it continues to be vital for us to be able to expand sustainably. Our priority to ensure a healthy cash reserve position, together with our continued focus on delivery of our five year strategy, give us the confidence we need to invest in the team and resources in order to respond to these opportunities and challenges in a sustainable way.

Reputational risks

Our trustees work hard to ensure parkrun has a robust set of global and region-specific policies and agreements in place (such as whistleblowing, volunteer agreements, health and safety, safeguarding, social media and cyber security) which help to mitigate against damage to reputation that could result from failures in these areas.





Financial review



The financial year ending 31 January 2024 was the first year of our exciting five year growth strategy.

As part of the growth strategy we embarked on a vision to increase our turnover year on year, but also being mindful that our costs would also have to increase significantly to achieve our growth objectives.

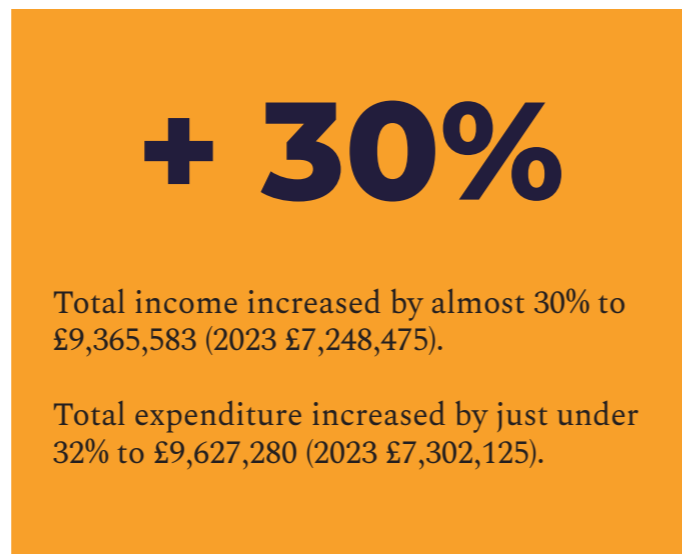
We increased turnover in both charitable and trading activities, including the introduction of a new three year grant from The London Marathon Foundation, as well as an increase in retail revenue and sponsorship throughout the year.

Total income increased by almost 30% to £9,365,583 (2023 £7,248,475).

Total expenditure increased by just under 32% to £9,627,280 (2023 £7,302,125).

The increase in expenditure is represented by both an increase in headcount as part of our planned growth strategy and we have also had a full year of our retail offering being sold via the parkrun shop, so we are now bearing the full costs of our retail products, rather than receiving a commission from third party suppliers.

We expect to see continued growth in income and expenditure as parkrun continues to grow around the world in line with our five year strategy.



The group has net assets of £3,059,870 (2023 £3,321,567), represented by unrestricted funds of £2,432,746 (2023 £2,744,807) and restricted funds of £627,124 (2023 £576,760).

The overall net asset position shows the current split between unrestricted and restricted reserves is 79.5% and 20.5% respectively.

Funds provided through parkrun donations continue to help support costs at individual events. The trustees are grateful for the continued support from the participants themselves. At the year end, an increase in funds to £452,124 from the 2023 position of £401,760 were available to support individual event specific funding requirements going forward.



The trustees have considered the future viability of the group and its ability to continue as a going concern, while regularly monitoring cash flow forecasts. Having reviewed the makeup of the group’s working capital and net current assets position at the year-end, the trustees are confident that the group has sufficient resources to continue with its operations and seek to achieve its objectives. Consequently, the financial statements have been prepared on a going concern basis.

However, as parkrun continues its planned growth strategy, our costs continue to increase and therefore the trustees would like to see an improvement in our reserves position.

Currently our unrestricted funds total £2,432,746 (2023 £2,744,807) and our restricted funds are currently at £627,124 (2023 £576,760). The details of the funding provided are given in

note 21 of the accounts.

The reserves policy is calculated and assessed according to an overall risk policy. With this in mind, the trustees would like to see a minimum of three months expenditure in our general reserves. Due to fixed assets being required for the functional operation of the charity, the general reserves after deducting the fixed assets are £1,242,706.

With our current monthly expenditure calculated (after deducting our retail cost of sales) at £540,744, our free reserves are currently only 2.3 months.

Therefore, the trustees would like to see an increase in general reserves over the next few years, in line with the overall growth of the organisation.

Revenue generation

The trustees support a responsible approach to increasing the scale of parkrun and supports a strategy of a diversification of revenue streams to support the growing overheads.

Revenue can be broken down into four definitive areas:

Fundraising and grant funding

parkrun continues to be the recipient of a £1m per annum grant from Sport England to further our health and participation objectives. The grant runs from 2022-2027.

Public fundraising has been under review since the mid-point of 2023, with the recruitment of a Fundraising Manager in Oct 2023, we have introduced several new channels for the general public to support parkrun. Be this through online fundraising, setting up a regular donation, through the existing parkrun Forever



platform, legacy donations, or corporate gifts.

As of June 2024 parkrun is registered with the Fundraising Regulator. parkrun continues to raise awareness amongst its community and the wider public of its charitable status that we expect will drive a growing income stream over the years ahead. Whilst this financial year saw a reduction in public donations to parkrun Global, 2023-2024 £383,395 (2022-2023 £434,390) we are aiming for this to grow in the years ahead.



parkrun continues to partner with commercial organisations to promote their brand to the parkrun community and for the value of aligning their brand with parkrun’s mission and ethos.

parkrun continues to be highly selective regarding who it partners with, ensuring there is a shared ethos and value exchange with each brand.

parkrun commercial partners have access to attend parkrun events and a range of digital inventory for which they pay a commercial rights fee.

In 2023-2024 they accounted for 32.9% of revenue (2022-23 they accounted for 35.7%).

Retail

Retail is an important contributor to the overall revenue of parkrun accounting for 40.2% in 2023-2024. (32.1% in 2022-2023). Through offering a range of high-quality merchandise alongside a range of 3rd party products the

parkrun shop and its products continues to provide a route for parkrunners to support the on-going costs of parkrun.



Statement of trustees’ responsibilities

The trustees (who are also directors of charity name for the purposes of company law) are responsible for preparing the trustees’ annual report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and group and of the incoming resources and application of resources, including the income and expenditure, of the charitable company or group for that period. In preparing these financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charities SORP
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation

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

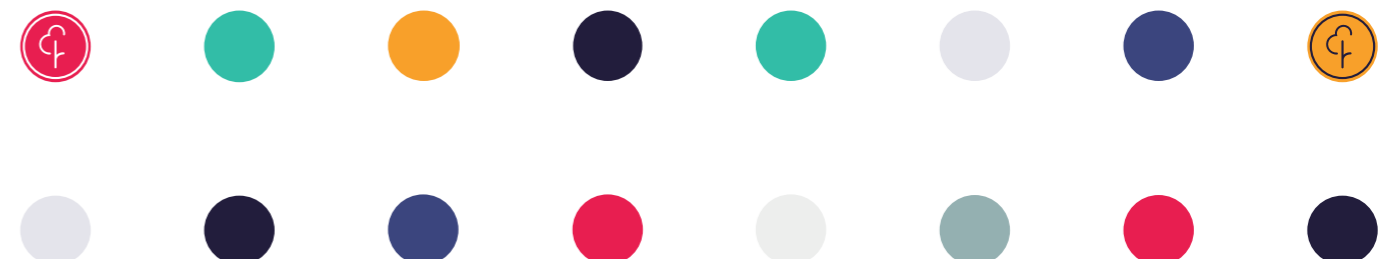
In so far as the trustees are aware:

- There is no relevant audit information of which the charitable company’s auditor is unaware
- The trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information

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

The trustees’ annual report has been approved by the trustees on 23 October 2024 and signed on their behalf by:

Jeremy Townsend
Interim Chair (from October 2023)

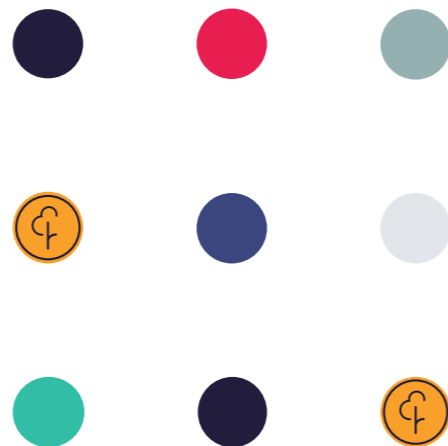




Independent Auditor's Report

Independent Auditor's Report

parkrun Global Limited






Independent auditor's report to the members of parkrun Global Limited

Opinion

We have audited the financial statements of parkrun Global Limited (the 'parent charitable company') and its subsidiaries (the 'group') for the year ended 31 January 2024 which comprise the consolidated statement of financial activities, the group and parent charitable company balance sheets, the consolidated statement of cash flows and the notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 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 group's and of the parent charitable company's affairs as at 31 January 2024 and of the group's 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
-  Have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act 2011

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 group financial statements section of our report. We are independent of the group and parent charitable company in accordance with

the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

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

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

doubt on parkrun Global Limited's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

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

Other information

The other information comprises the information included in the trustees' annual report other than the group 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 group 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 group 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 group 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.

Opinions on other matters prescribed by the Companies Act 2006

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

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

Matters on which we are required to report by exception

60

In the light of the knowledge and understanding of the group and the parent charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and Charities Act 2011 requires us to report to you if, in our opinion:

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

- The parent charitable company financial statements are not in agreement with the accounting records and returns; or
- Certain disclosures of trustees' remuneration specified by law are not made; or
- We have not received all the information and explanations we require for our audit; or
- The directors 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' annual report and from the requirement to prepare a strategic report.



Responsibilities of trustees

As explained more fully in the statement of trustees' responsibilities set out in the trustees' annual report, the trustees (who are also the directors of the parent 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 group's and the parent 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 group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

61

We have been appointed auditor under the Companies Act 2006 and section 151 of the Charities Act 2011 and report in accordance with those Acts.

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 are set out below.

Capability of the audit in detecting irregularities

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We enquired of management, and the Finance and Audit Committee, which included obtaining and reviewing supporting documentation, concerning the group's policies and procedures relating to:
 - Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
 - Detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected, or alleged fraud;

- The internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations.

- We inspected the minutes of meetings of those charged with governance.
- We obtained an understanding of the legal and regulatory framework that the group operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the group from our professional and sector experience.
- We communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.

- We reviewed any reports made to regulators.
- We reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.
- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.
- In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed whether the judgements made in making accounting estimates are indicative of a potential bias and tested significant transactions that are unusual or those outside the normal course of business.

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 is available on the Financial Reporting Council’s website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor’s report.

Use of our report

This report is made solely to the charitable company’s members as a body, in accordance with Chapter three of Part 16 of the Companies Act 2006 and section 144 of the Charities Act 2011 and regulations made under section 154 of that Act. 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 the charitable company’s members as a body, for our audit work, for this report, or for the opinions we have formed.

Fleur Holden (Senior statutory auditor)
 Date 29 October 2024
 for and on behalf of Sayer Vincent LLP, Statutory Auditor
 110 Golden Lane, LONDON, EC1Y 0TG

Sayer Vincent LLP is eligible to act as auditor in terms of section 1212 of the Companies Act 2006





Financial statements

Financial statements

Consolidated statement of financial activities (incorporating an income and expenditure account)

For the year ended 31 January 2024

	Note	2024			2023		
		Unrestricted £	Restricted £	Total £	Unrestricted £	Restricted £	Total £
Income from:							
Donations	2	383,395	166,584	549,979	434,390	137,708	572,098
Charitable activities							
Event related income	3	793,108	1,155,833	1,948,941	627,243	1,133,000	1,760,243
Other trading activities	4	6,844,094	-	6,844,094	4,912,487	-	4,912,487
Investments	5	22,569	-	22,569	3,647	-	3,647
Total income		8,043,166	1,322,417	9,365,583	5,977,767	1,270,708	7,248,475
Expenditure on:							
Raising funds	6	4,310,251	-	4,310,251	1,702,100	-	1,702,100
Charitable activities							
Event related expenses	6	4,044,976	1,272,053	5,317,029	4,523,532	1,076,493	5,600,025
Total expenditure		8,355,227	1,272,053	9,627,280	6,225,632	1,076,493	7,302,125
Net movement in funds		(312,061)	50,364	(261,697)	(247,865)	194,215	(53,650)
Reconciliation of funds:							
Total funds brought forward		2,744,807	576,760	3,321,567	2,992,672	382,545	3,375,217
Total funds carried forward		2,432,746	627,124	3,059,870	2,744,807	576,760	3,321,567

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 21a to the financial statements.

Balance sheets as at 31 January 2024

Company number:
09411750

	Note	The group		The charity	
		2024 £	2023 £	2024 £	2023 £
Fixed assets:					
Tangible assets	12	1,190,040	985,763	142,941	154,717
Investments	13	-	-	1,000	1,000
		1,190,040	985,763	143,941	155,717
Current assets:					
Stock	15	1,123,957	1,226,015	-	-
Debtors	16	1,679,220	1,093,943	1,170,261	1,095,343
Cash at bank and in hand		1,604,731	2,444,833	178,646	218,222
		4,407,908	4,764,791	1,348,907	1,313,565
Liabilities:					
Creditors: amounts falling due within one year	17	(2,521,438)	(2,403,782)	(222,259)	(85,291)
Net current assets		1,886,470	2,361,009	1,126,648	1,228,274
Total assets less current liabilities		3,076,510	3,346,772	1,270,589	1,383,991
Creditors: amounts falling due after one year	18	(16,640)	(25,205)	-	-
Total net assets		3,059,870	3,321,567	1,270,589	1,383,991
Funds:	21a				
Restricted income funds		627,124	576,760	-	-
Unrestricted income funds		2,432,746	2,744,807	1,270,589	1,383,991
Total funds		3,059,870	3,321,567	1,270,589	1,383,991

Approved by the trustees on 23 October 2024 and signed on their behalf by

Jeremy Townsend
Interim Chair (from October 2023)
parkrun Global Limited

Consolidated statement of cash flows

68

For the year ended 31 January 2024

	2024		2023	
	£	£	£	£
Cash flows from operating activities				
Net income for the reporting period (as per the statement of financial activities)	(261,697)		(53,650)	
Depreciation charges	230,072		190,233	
Interest receivable	(22,569)		(3,647)	
Decrease/(Increase) in stocks	102,058		(33,755)	
(Increase) in debtors	(585,277)		(197,020)	
Increase in creditors	117,629		1,413,464	
Net cash provided by operating activities		(419,784)		1,315,625
Cash flows from investing activities:				
Interest received	22,569		3,647	
Purchase of fixed assets	(434,349)		(656,365)	
Net cash (used in)/provided by investing activities		(411,780)		(652,718)
		(831,564)		662,907
Cash flows from financing activities:				
Repayments of borrowing	(8,538)		(11,054)	
Net cash used in financing activities		(8,538)		(11,054)
Change in cash and cash equivalents in the year		(840,102)		651,853
Cash and cash equivalents at the beginning of the year		2,444,833		1,792,980
Cash and cash equivalents at the end of the year		1,604,731		2,444,833

Analysis of cash and cash equivalents and of net debt

	At 1 February 2023	Cash flows	Other non-cash changes	At 31 January 2024
	£	£	£	£
Cash at bank and in hand	2,444,833	(840,102)	-	1,604,731
Loans	(35,205)	8,538	-	(26,667)
Total	2,409,628	(831,564)	-	1,578,064

Notes to the financial statements

69



For the year ended 31 January 2024

1 Accounting policies

a. Statutory information

parkrun Global Limited is a charitable company limited by guarantee, incorporated and registered in England and Wales. The company's registered office address and principal place of business is Frameworks, 2 Sheen Road, Richmond, TW9 1AE.

b. Basis of preparation

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

Basis of consolidation

These financial statements consolidate the results of the charity and its wholly-owned subsidiaries parkrun Limited, parkrun Trading Limited, Parkrun South Africa NPC and parkrun Australia Ltd on a line by line basis. Adjustments relating to winding up of PSH Retail Limited which was a wholly owned subsidiary of parkrun Trading Limited until February 2024 are also included. Transactions and balances between the charity and its subsidiaries have been eliminated from the consolidated financial statements. Balances between the five entities are disclosed in the notes of the charity's balance sheet. A separate statement of financial activities, or income and expenditure account, for the charity itself is not presented as a summary of the result for the year is disclosed in the notes to the accounts.

Under Section 408 of the Companies Act 2006 the Company is exempt from the requirement to present its own profit and loss account.

One subsidiary is not consolidated within the financial statements as the directors believe the relationship will not continue in its current form and its inclusion within the consolidation has no significant bearing on the results for the year.

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

In applying the financial reporting framework, the trustees have made a number of subjective judgements, for example in respect of significant accounting estimates. Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. The nature of the estimation means the actual outcomes could differ from those estimates. Any significant estimates and judgements affecting these financial statements are detailed within the relevant accounting policy below.

c. Public benefit entity

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

d. Going concern

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

parkrun has a number of income streams ranging from grants, partners and supporters, to retail sales and fundraising, via donations and event related income.

With contracts and agreements in place over a number of years, parkrun firmly believes there are currently no foreseeable circumstances which would question the continuation of parkrun and therefore the trustees believe that the current level of financial support is sufficient to enable parkrun to continue to thrive and operate as a going concern.

The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

e. Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably.

Income from government and other grants, whether ‘capital’ grants or ‘revenue’ grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Income received in advance of the provision of a specified service is deferred until the criteria for income recognition are met.

f. Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

g. Fund accounting

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

Expenditure which meets these criteria is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

h. Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

Costs of raising funds relate to the costs incurred by the charity in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose

- Expenditure on charitable activities includes the costs of running events undertaken to further the purposes of the charity and their associated support costs
- Other expenditure represents those items not falling into any other heading

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

i. Allocation of support costs

Resources expended are allocated to the particular activity where the cost relates directly to that activity.

Support and governance costs are re-allocated to each of the activities on the following basis which is an estimate, based on staff time, of the amount attributable to each activity:

- Organising parkrun events: 88%
- Commercial sponsorship: 12%

Governance costs are the costs associated with the governance arrangements of the charity. These costs are associated with constitutional and statutory requirements and include any costs associated with the strategic management of the charity’s activities.

j. Operating leases

Rental charges are charged on a straight line basis over the term of the lease.

k. Tangible fixed assets

Items of equipment are capitalised where the purchase price exceeds £500. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

- Plant and machinery: 33% on cost and 10% on cost
- Fixtures and fittings: 20% on cost
- Computer equipment: 50% reducing balance and 33% on cost

l. Investments in subsidiaries

Investments in subsidiaries are at cost.

m. Stocks

Stocks are stated at the lower of cost and estimated selling price. In general, cost is determined on a first in first out basis and includes transport and handling costs. Provision is made where necessary for obsolete, slow moving and defective stocks.

n. Debtors

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

o. Cash at bank and in hand

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

p. Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

q. Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

r. Pensions

There is a defined contribution pension scheme operated within the group.

Contributions payable to the scheme are charged in the period they relate.



2 Income from donations

72

	2024			2023		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	£	£	£	£	£	£
Gifts and donations	383,395	166,584	549,979	434,390	137,708	572,098
	383,395	166,584	549,979	434,390	137,708	572,098

3 Income from charitable activities

	2024			2023		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	£	£	£	£	£	£
Event related income	793,108	-	793,108	627,243	-	627,243
Grants	-	1,155,833	1,155,833	-	1,133,000	1,133,000
Total income from charitable activities	793,108	1,155,833	1,948,941	627,243	1,133,000	1,760,243

The detail of restricted grants is given in Note 21.

4 Income from other trading activities

	2024			2023		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	£	£	£	£	£	£
Retail sales and advertising	3,760,889	-	3,760,889	2,328,270	-	2,328,270
Corporate sponsorship	3,083,205	-	3,083,205	2,584,217	-	2,584,217
	6,844,094	-	6,844,094	4,912,487	-	4,912,487

5 Income from investments

	2024			2023		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	£	£	£	£	£	£
Bank Interest	22,569	-	22,569	3,647	-	3,647
	22,569	-	22,569	3,647	-	3,647

6 a Analysis of expenditure (current year)

73

	Charitable activities				2024 Total £	2023 Total £
	Raising funds	Event related	Governance costs	Support costs		
	£	£	£	£		
Staff costs (Note 8)	704,746	2,129,874	-	672,756	3,507,376	2,669,562
Retail and advertising costs	3,138,351	-	-	-	3,138,351	878,781
Direct event costs	-	662,019	-	-	662,019	1,484,735
Event equipment depreciation	-	183,795	-	-	183,795	153,029
Office and admin	75,968	653,083	-	364,208	1,093,259	791,314
Consultancy and agency fees	247,031	70,377	-	-	317,408	460,642
Software and IT costs	-	122,165	-	30,541	152,706	131,005
Travel and staff expenses	-	306,242	-	39,582	345,824	534,896
Legal and professional	-	132,336	63,228	30,978	226,542	198,161
	4,166,096	4,259,891	63,228	1,138,065	9,627,280	7,302,125
Support costs	136,568	1,001,497	-	(1,138,065)	-	-
Governance costs	7,587	55,641	(63,228)	-	-	-
Total expenditure 2024	4,310,251	5,317,029	-	-	9,627,280	
Total expenditure 2023	1,702,100	5,600,025	-	-		7,302,125



6 b Analysis of expenditure (prior year)

	Charitable activities				2023 Total £
	Raising funds £	Event related £	Governance costs £	Support costs £	
Staff costs (Note 8)	424,280	1,747,548	-	497,734	2,669,562
Retail and advertising costs	878,781	-	-	-	878,781
Direct event costs	-	1,484,735	-	-	1,484,735
Event equipment depreciation	-	153,029	-	-	153,029
Office and admin	53,150	392,105	-	346,059	791,314
Consultancy and agency fees	226,454	234,188	-	-	460,642
Software and IT costs	-	104,804	-	26,201	131,005
Travel and staff expenses	-	496,754	-	38,142	534,896
Legal and professional	-	111,008	65,759	21,394	198,161
	1,582,665	4,724,171	65,759	929,530	7,302,125
Support costs	111,544	817,986	-	(929,530)	-
Governance costs	7,891	57,868	(65,759)	-	-
Total expenditure 2023	1,702,100	5,600,025	-	-	7,302,125



7 Net income / (expenditure) for the year

This is stated after charging/(crediting):

	2024 £	2023 £
Depreciation	230,072	190,233
Interest payable	1,079	1,125
Operating lease rentals:		
Property	218,282	119,758
Auditor's remuneration (excluding VAT):		
Audit of Charity	5,350	4,500
Audit of subsidiary companies	18,400	17,200
Under accrual of prior year audit fees	-	2,000
Fees for other services	-	12,500
Overseas audit fees	8,701	8,165
Foreign exchange (gains) or losses	96,199	(87,768)

8 Analysis of staff costs, trustee remuneration and expenses, and the cost of key management personnel

Staff costs were as follows:

	2024 £	2023 £
Salaries and wages	3,004,761	2,277,975
Social security costs	226,415	179,852
Employer's contribution to defined contribution pension schemes	269,298	205,183
Other forms of employee benefits	6,902	6,552
	3,507,376	2,669,562

The following number of employees received employee benefits (excluding employer pension costs and employer's national insurance) during the year between:

	2024 £	2023 £
£60,000 – £69,999	-	3
£70,000 – £79,999	5	3
£80,000 – £89,999	3	2
£90,000 – £99,999	3	-
£100,000 – £109,999	-	1
£110,000 – £119,999	-	1
£120,000 – £129,999	1	1
£140,000 – £150,000	1	-

The trustees have re-evaluated the roles of certain employees and following this review have now identified 9 key management personnel during the year. (2023: 6). The total employee benefits (including pension contributions and employer's national insurance) of the key management personnel were £988,749 (2023: £587,914).

The charity trustees were neither paid nor received any other benefits from employment with the charity in the year (2023: £nil). No charity trustees received payment for professional or other services supplied to the charity (2023: £nil).

No trustees expenses were paid in the year ended 31 January 2024. (2023 : £nil).

9 Staff numbers

The average number of employees (head count based on number of staff employed) during the year was 56 (2023: 49).

10 Related party transactions

There were no related party transactions in the year ended 31 January 2024. Transactions arising in earlier years were disclosed in prior year accounts.

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties.

11 Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes. If the charity's UK trading subsidiaries parkrun Limited, parkrun Trading Limited are liable to tax in any particular year they distribute under Gift Aid available profits to the parent charity. No provision is made for deferred tax by any of the companies within the charitable group, as the likelihood of any tax arising is remote.



12 Tangible fixed assets

The group	Fixtures and fittings £	Computer equipment £	Plant and machinery £	Total £
Cost				
At the start of the year	196,840	93,367	1,400,128	1,690,335
Additions in year	10,501	23,480	400,368	434,349
At the end of the year	207,341	116,847	1,800,496	2,124,684
Depreciation				
At the start of the year	37,527	63,658	603,387	704,572
Charge for the year	22,450	23,827	183,795	230,072
At the end of the year	59,977	87,485	787,182	934,644
Net book value at the end of the year	147,364	29,362	1,013,314	1,190,040
At the start of the year	159,313	29,709	796,741	985,763

All of the above assets are used for charitable purposes.

The charity	Fixtures and fittings £	Total £
Cost		
At the start of the year	173,366	173,366
Additions in year	7,636	7,636
At the end of the year	181,002	181,002
Depreciation		
At the start of the year	18,649	18,649
Charge for the year	19,412	19,412
At the end of the year	38,061	38,061
Net book value at the end of the year	142,941	142,941
At the start of the year	154,717	154,717

13 Investment in subsidiary undertakings

The parent charity's investments at the Balance Sheet date in the share capital of companies include the following:

	2024 £	2023 £
Cost b/fwd and c/fwd	1,000	1,000

The investment above relates to the charity's 100% share holding in parkrun Trading Limited, other subsidiaries do not have share

capital but are limited by guarantee and an overview of their results and reserves is shown below.

All activities have been consolidated on a line by line basis in the statement of financial activities. Available profits are distributed under Gift Aid to the parent charity from the UK subsidiaries.

parkrun Limited

The charity is the sole member of parkrun Limited, a company registered in England. The company number is 07289574. The registered office address is Frameworks, 2 Sheen Road, Richmond, TW9 1AE.

Included within turnover below is a management charge of £2,650,000 (2023: £2,150,000) to parkrun Trading Ltd for the supply of staff and support services.

parkrun Trading Limited

The charity owns the whole of the issued ordinary share capital of parkrun Trading Limited, a company registered in England. The company number is 06053983. The registered office address is Frameworks, 2 Sheen Road, Richmond, TW9 1AE.

The subsidiary is used for non-primary purpose trading activities.

The trustee J C Townsend is also a director of the subsidiary.

Included within Administrative expenses below is a management charge of £2,650,000 (2023: £2,150,000) from parkrun Ltd who supplies staff and support services to parkrun Trading Limited.

PSH Retail Ltd

Until February 2024 parkrun Trading Limited owned the whole of the issued ordinary share capital of PSH Retail Ltd, a company registered in England. The company number is 11222647. The registered office address is Frameworks, 2 Sheen Road, Richmond, TW9 1AE.

The subsidiary was used for non-primary

purpose trading activities. The company ceased to trade on the 31 January 2023 and was formally dissolved on the 20 February 2024. The remaining assets and liabilities totalling £9 were transferred to parkrun Trading Limited.

parkrun South Africa NPC

The charity is the sole member of parkrun South Africa NPC, a company registered in South Africa. The company number is 2011/132302/08. The registered office address is 6 Barkly Road, Parktown, 2193.

parkrun Australia Limited

The charity became the sole member of parkrun Australia Ltd on the 16th July 2021, a company registered in Australia. The company number is ABN 23 199 156 745. The registered office address is Unit 10 82-86 Minnie Street Southport QLD 4215. The inclusion of parkrun Australia as a subsidiary was detailed in the 2022 financial statements.

parkrun U.S.

Registered office: Registered in the United States of America.

Nature of business: to provide parkrun events in the U.S.

parkrun U.S. is registered as a Non-profit Company and parkrun Global Limited is the sole member.

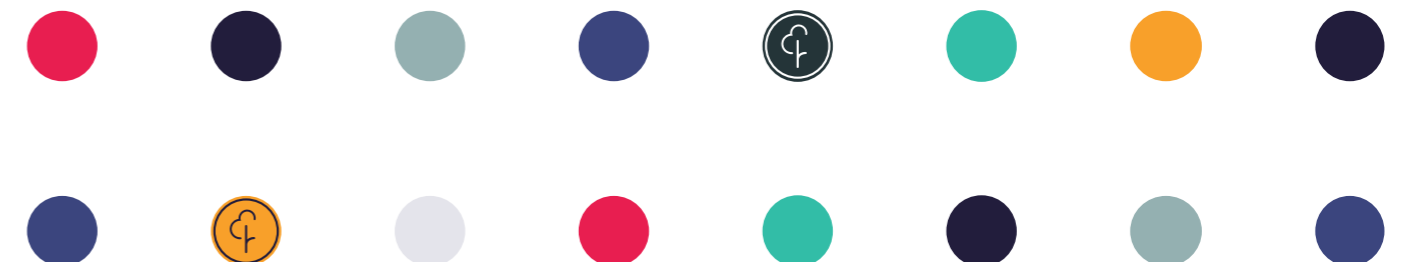
parkrun U.S. is currently dormant and has no assets or liabilities. The directors do not consider the transactions within parkrun USA to be significant enough to warrant consolidation within the Group accounts.

A summary of the results of the subsidiaries is shown below:

Amounts owed to/from the parent undertaking are shown in notes 16 and 17.

13 a Results of the subsidiaries: Current year

	parkrun Limited	parkrun Trading Ltd	PSH Retail Ltd	parkrun South Africa NPC	parkrun Australia Ltd.
	2024	2024	2024	2024	2024
	£	£	£	£	£
Turnover	1,461,147	5,667,689	-	10,416	1,344,555
Turnover from recharges to subsidiary	2,650,000	-	-	199,667	-
Turnover from recharges to parent	-	200,000	-	-	-
Cost of sales	-	(2,780,452)	-	-	-
Gross profit	4,111,147	3,087,237	-	210,083	1,344,555
Administrative expenses	(4,083,536)	(278,688)	2	(206,573)	(1,327,442)
Management charge payable to fellow subsidiary	-	(2,650,000)	-	-	-
Management charge payable to parent undertaking	-	-	-	-	(211,841)
Profit on ordinary activities before interest and taxation	27,611	158,549	2	3,510	(194,728)
Interest receivable and similar income	2,234	-	-	-	20,335
Interest payable	-	(260)	(2)	-	-
Profit on ordinary activities before taxation	29,845	158,289	-	3,510	(174,393)
Taxation on profit on ordinary activities	-	-	-	-	-
Profit for the financial year	29,845	158,289	-	3,510	(174,393)
Retained earnings					
Total retained earnings brought forward	421,350	150,453	9	20,012	1,170,752
Profit for the financial year	29,845	158,289	-	3,510	(174,393)
Distribution under Gift Aid to parent charity	-	(164,631)	(9)	-	-
Total retained earnings carried forward	451,195	144,111	-	23,522	996,359
The aggregate of the assets, liabilities and reserves was:					
Assets	1,879,667	2,544,608	-	30,607	1,409,152
Liabilities	(1,428,472)	(2,399,497)	-	(7,085)	(412,793)
Reserves	451,195	145,111	-	23,522	996,359



13 b Results of the subsidiaries: Prior year

80

	parkrun Limited	parkrun Trading Ltd	PSH Retail Ltd	parkrun South Africa NPC	parkrun Australia Ltd.
	2023	2023	2023	2023	2023
	£	£	£	£	£
Turnover	1,974,746	3,329,514	101,167	20,806	1,356,210
Turnover from recharges to subsidiary	2,150,000	-	-	193,888	-
Turnover from recharges to parent	600,000	-	-	-	-
Cost of sales	-	-	(74,621)	-	-
Gross profit	4,724,746	3,329,514	26,546	214,694	1,356,210
Administrative expenses	(4,495,220)	(1,014,153)	(1,515)	(211,135)	(1,242,805)
Management charge payable to fellow subsidiary	-	(2,150,000)	-	-	-
Management charge payable to parent undertaking	-	-	(25,000)	-	(316,727)
Profit on ordinary activities before interest and taxation	229,526	165,361	31	3,559	(203,322)
Interest receivable and similar income	16	-	-	-	3,631
Interest payable	-	(730)	(22)	-	-
Profit on ordinary activities before taxation	229,542	164,631	9	3,559	(199,691)
Taxation on profit on ordinary activities	-	-	-	-	-
Profit for the financial year	229,542	164,631	9	3,559	(199,691)
Retained earnings					
Total retained earnings brought forward	611,874	241,157	9,929	16,453	1,370,443
Profit for the financial year	229,542	164,631	9	3,559	(199,691)
Distribution under Gift Aid to parent charity	(420,066)	(255,335)	(9,929)	-	-
Total retained earnings carried forward	421,350	150,453	9	20,012	1,170,752
The aggregate of the assets, liabilities and reserves was:					
Assets	2,226,657	1,825,858	29,533	23,593	1,809,740
Liabilities	(1,805,307)	(1,674,405)	(29,523)	(3,581)	(638,988)
Reserves	421,350	151,453	10	20,012	1,170,752



14 Parent charity

81

The parent charity's gross income and the results for the year are disclosed as follows:

	2024	2023
	£	£
Gross income	1,033,934	1,410,638
Result for the year	(113,402)	258,630

15 Stock



	The group		The charity	
	2024	2023	2024	2023
	£	£	£	£
Finished goods	1,123,957	1,226,015	-	-



16 Debtors

82

	The group		The charity	
	2024	2023	2024	2023
	£	£	£	£
Trade debtors	1,051,295	432,673	33,460	-
Other debtors	24,860	14,204	15,806	-
Amounts due from group undertakings	-	-	845,055	883,505
VAT	-	-	40,076	16,789
Prepayments	111,701	120,854	90,082	93,546
Accrued income	491,364	526,212	145,782	101,503
	1,679,220	1,093,943	1,170,261	1,095,343

17 Creditors: amounts falling due within one year

	The group		The charity	
	2024	2023	2024	2023
	£	£	£	£
Bank Loan	10,027	10,000	-	-
Trade creditors	757,813	765,578	52,714	44,497
Taxation and social security	99,535	128,025	-	-
Other creditors	64,812	45,937	-	-
Amounts due to associated undertakings	-	-	124,908	-
Accruals	501,451	437,212	23,470	40,794
Deferred income (note 19)	1,087,800	1,017,030	21,167	-
	2,521,438	2,403,782	222,259	85,291

18 Creditors: amounts falling due after more than one year

	The group		The charity	
	2024	2023	2024	2023
	£	£	£	£
Bank Loan	16,640	25,205	-	-

parkrun Limited received a £50,000 unsecured Bounce Back loan guaranteed by the Government and this is being repaid by monthly instalments. £16,640 of this loan is repayable after more than

one year and the balance of £10,027 is included within Creditors: amounts falling due within one year (note 17). Interest on the loan is being paid at the rate of 2.5% per annum.

83

19 Deferred income

Deferred income comprises amounts invoiced where the period covered by the agreement/invoice extends beyond the year end and as such the income has been spread over the period to which it relates.

	The group		The charity	
	2024	2023	2024	2023
	£	£	£	£
Balance at the beginning of the year	1,017,030	468,716	-	-
Amount released to income in the year	(1,017,030)	(468,716)	-	-
Amount deferred in the year	1,087,800	1,017,030	21,167	-
Balance at the end of the year	1,087,800	1,017,030	21,167	-

20 a Analysis of group net assets between funds (current year)

	General unrestricted	Restricted funds	Total funds
	£	£	£
Tangible fixed assets	1,190,040	-	1,190,040
Net current assets	1,259,346	627,124	1,886,470
Long term liabilities	(16,640)	-	(16,640)
Net assets at 31 January 2024	2,432,746	627,124	3,059,870

20 b Analysis of group net assets between funds (prior year)

	General unrestricted	Restricted funds	Total funds
	£	£	£
Tangible fixed assets	985,763	-	985,763
Net current assets	1,784,249	576,760	2,361,009
Long term liabilities	(25,205)	-	(25,205)
Net assets at 31 January 2023	2,744,807	576,760	3,321,567

21 a Movements in funds (current year)

	At 1 February 2023	Income and gains	Expenditure and losses	Transfers	At 31 January 2024
		£	£	£	£
Restricted funds:					
Sport England	175,000	1,050,000	(1,050,000)	-	175,000
London Marathon Foundation	-	105,833	(105,833)	-	-
parkrun Events	401,760	166,584	(116,220)	-	452,124
Total restricted funds	576,760	1,322,417	(1,272,053)	-	627,124
Unrestricted funds:					
General funds	2,744,807	8,043,166	(8,355,227)	-	2,432,746
Total unrestricted funds	2,744,807	8,043,166	(8,355,227)	-	2,432,746
Total funds	3,321,567	9,365,583	(9,627,280)	-	3,059,870

The narrative to explain the purpose of each fund is given at the foot of the note below.

21 b Movements in funds (prior year)

	At 1 February 2022	Income and gains	Expenditure and losses	Transfers	At 31 January 2023
		£	£	£	£
Restricted funds:					
Sport England	-	1,133,000	(958,000)	-	175,000
parkrun Events	382,545	137,708	(118,493)	-	401,760
Total restricted funds	382,545	1,270,708	(1,076,493)	-	576,760
Unrestricted funds:					
General funds	2,992,672	5,977,767	(6,225,632)	-	2,744,807
Total unrestricted funds	2,992,672	5,977,767	(6,225,632)	-	2,744,807
Total funds	3,375,217	7,248,475	(7,302,125)	-	3,321,567

Purposes of restricted funds

Sport England has provided funds to increase female participation and to increase participation of communities in areas of high social deprivation.

The London Marathon Foundation has made funds available over a three year period, to invest in dedicated resources to maximise the growth, impact and sustainability of junior

parkrun in the UK, to enable at least 300,000 children to be active at junior parkrun with a focus on those communities that are less active and/or live in areas of deprivation.

parkrun event funds represent donations provided by parkrunners to support individual events.

22 Operating lease commitments payable as a lessee

The group's total future minimum lease payments under non-cancellable operating leases is as follows for each of the following periods:

	Property	
	2024	2023
	£	£
Less than one year	167,730	201,519
One to five years	313,889	481,620
	481,619	683,139

The charity has no future lease payments under non-cancellable operating leases.



23 Legal status of the charity

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £1.

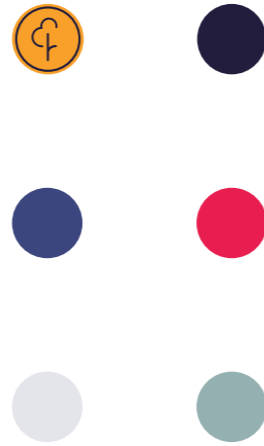




Reference and administrative information



Reference and administrative information



parkrun Global Limited
Reference and administrative information for the year ended 31 January 2024

Trustees

Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows:

Gavin Megaw (Chair)
(resigned 27 September 2023)

Christine Gibbons

Jeremy Townsend

Sonya Byers

Sarah Powell

Gordon Seabright

John Vickers

Nathaniel Poulter

David Dinsmore
(resigned 6 February 2023)

Sir Jonathan Van Tam
(appointed 22 March 2023;
resigned 2 February 2024)

Trustees appointed to Global Board from 1 February 2024:

Helen Weir
(appointed 31 July 2024)



Committee membership (current officers):

Nominations

Christine Gibbons (chair),
Jeremy Townsend,
Sonya Byers,
John Vickers.

Remuneration

Jeremy Townsend (chair),
Helen Weir,
Christine Gibbons.

Safeguarding

Sarah Powell (chair),
Sonya Byers.

Finance and Audit

John Vickers (chair),
Jeremy Townsend.

Governance and Risk

Gordon Seabright (chair),
Christine Gibbons,
Kate Chhatwal
(independent member).

Registered office and operational address

Frameworks
2 Sheen Road
Richmond
TW9 1AE

Company number:

09411750

Country of incorporation:

United Kingdom

Charity number:

1175062

Country of registration:

England and Wales

Bankers

Santander
2 Triton Square
Regent's Place
London
NW1 3AN

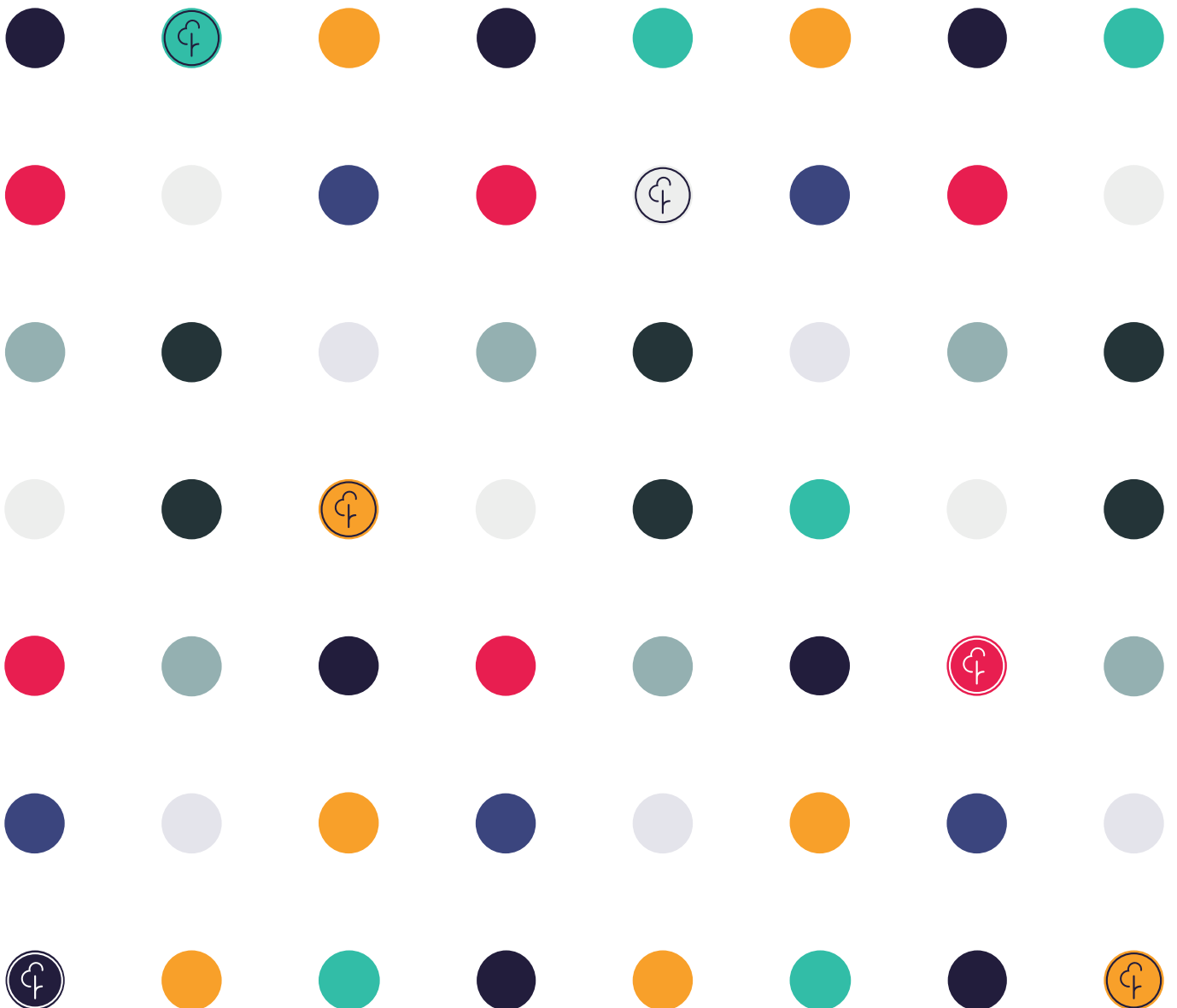
Solicitors

Muckle LLP
32 Gallowgate
Newcastle Upon Tyne
NE1 4BF

Auditor

Sayer Vincent LLP Chartered
Accountants and Statutory
Auditor
110 Golden Lane
LONDON
EC1Y 0TG

THANK YOU.



PARKRUN GLOBAL LIMITED

England & Wales - Charity number 1175062

Accounts

Annual Report



2022 - 2023

parkrun Global Limited

Company number: 09411750

Charity number: 1175062



parkrun



More parkruns.
More people.
More lives changed.

Contents

A welcome from the Chair	4
Chief Executive Officer's reflections	6
Introduction	8
The impact	14
The people	20
The partnerships	24
Committees and governance	30
Organisational structure, governance and management	
Trustee recruitment, appointment and training	
Subcommittees	
The charity governance code	
Subsidiaries	
Risk management	
Financial review	
Reserves policy	
Fundraising	
Future plans	
Statement of Trustees' responsibilities	
Independent auditor's report	40
Financial statements	46
Reference and administrative information	66



Welcome to the 2022-2023 parkrun annual report

It's been 12 months of growing, building and investing in the global charity as it prepares to embark on an ambitious five year strategy to become recognisably world-class, and reach more of the people who need it the most.

As Chair, it gives me great pleasure to see the rebuilding and recovery of parkrun as it emerges and flourishes in a post-pandemic world. With the Board, it has been a privilege to announce the appointment of new Trustees bringing a wealth of experience, and to work alongside the Executive to support the strengthening of the leadership team at parkrun.

parkrun changes lives, embracing those that are often underrepresented in traditional physical activity and community environments; providing a safe and welcoming space for anyone of any background, age, or physical ability to be social and

active together in the great outdoors.

It's been fantastic to see the charity preparing itself to be fit for the future - onboarding new commercial and strategic partners worldwide, expanding retail offerings, and improving governance. It is vital that the charity is, and remains, in the best possible position to be free, for everyone, forever, for generations to come.

Across the 22 countries where parkrun operates, more than 2,200 events take place every single weekend; providing free opportunities for the 8 million plus people who are registered to be active in their local community, and these numbers are only going in one direction: Up.

This year too, more than 110,000 people who had

previously considered themselves 'inactive' have taken part in parkrun. The average finish time has continued to slow, reflecting our ambitions to attract those for whom physical activity has not previously been the norm.

On behalf of the Board of Trustees, I'd like to extend our thanks to the staff, ambassadors, volunteers, event teams and those who simply join us each weekend, for making parkrun so special. There are many challenges ahead I'm sure, but we look forward to continuing our work together, building a world-class organisation, striving towards a truly healthier and happier planet.

Sincerely

Gavin Megaw



Discover more about our Trustees here:
www.parkrun.com/governance/



Chief Executive Officer's reflections

We started the 2022-2023 financial year with cautious optimism. The COVID-19 pandemic and the risk it posed to our global operations was receding, and with the return of parkrun events around the world, our thoughts turned to rebuilding and renewal.

The first phase of the rebuilding was to take stock. Despite events returning, average attendances were resolutely lower post-Covid than before lockdowns (including a stark drop in participation from those in lower socio-economic groups). Our insight was telling us that we weren't yet 'back to normal', that habits had changed, and that many felt they were not fit enough to participate. From an event delivery perspective, we were also hearing from teams that it was more difficult to find volunteers.

Our own internal staff survey and insight work confirmed the need for change. It was clear we

needed to invest in key areas of the charity before we could contemplate the next period of significant growth.



Alongside continuing to re-establish events and increase participation, the financial year saw us prioritise developing a new five year strategy; recommitting to stronger governance; investing in the central administration (growing headcount by more than 25%); ensuring

all events have access to a defibrillator; and restructuring to lay the foundations for the rapid growth we are forecasting over the next five years and beyond.



It has given me great joy to meet with and speak to so many people from all aspects of the parkrun community over the past 12 months and I would like to thank everyone involved for your contribution to the parkrun movement.



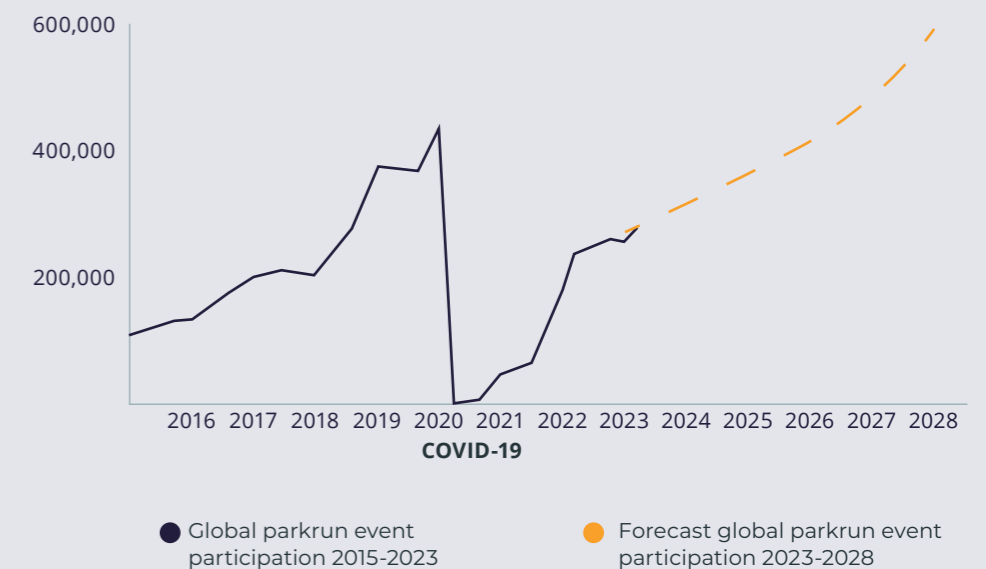
Russ Jefferys

In particular I'd like to thank the thousands of volunteers, my colleagues, non-executive directors and Trustees for your dedication and support.

Sincerely

Russ Jefferys

parkrun global weekly event participation



*events delivered 1 February 2022 - 31 January 2023 compared to the previous financial year

Introduction

The focus of the 2022-2023 financial year (February 2022 - January 2023) was to refocus post-pandemic and lay the foundations for a new five year strategy.

Income increased by almost a third this financial year (to more than £7 million), which enabled critical investment in the organisation including a number of key hires.

At the end of the year we launched an ambitious new five year strategy, focused on growing well, and creating a world class organisation that is fit to deliver a powerful global mission: empowering anyone and everyone to be social, active and together in the great outdoors; through our 2,200 (and counting) event locations across 22 countries around the globe.

We're proud to present our latest annual report and accounts, detailing our commitments to strengthening the organisation for the future; to help more parkruns, reach more people, and change more lives.

The following document sets out our accounts, but also highlights our achievements in safeguarding and growing parkrun: **showcasing our investments in people, infrastructure and partnerships**; to continue making the world healthier and happier; and protecting parkrun for future generations.



“The new strategy is the result of an incredible team effort and we are so proud to present it to the world.

It's the first time that parkrun has shared a strategy publicly and is the most collaborative and far-reaching plan the charity has ever produced.”

– Russ Jefferys,
parkrun CEO

**+29.6%
income**



Discover more about our strategy here:
parkrun.me/5yearstrategy



What is parkrun?



Free community events around the world

5k



&

2k



There are 5k Saturday parkruns & 2k junior parkruns on Sunday mornings



in open spaces (not just parks!)



everyone is welcome



to walk, jog, run, volunteer



Find your local parkrun and join us!

parkrun.com/countries/

The strategy has **two main objectives** for parkrun, as a health and wellbeing charity:



To be recognised (internally & externally) as a **world-class organisation**

WORLD-CLASS



To be a truly global movement with **an even bigger impact and reach**

BIGGER IMPACT AND REACH

Our vision remains simple: **to create a healthier and happier planet**



Our mission underpins that: **supporting anyone and everyone to be active, to come together and be social, in the great outdoors.**



The need is **greater than ever.**

Our values



Family

We act with humility and always put the family first.

We're humble. We know a lot but not everything. We take responsibility, acknowledge personal errors, and are open to learning, developing and improving. There's no room for ego and no one is bigger than the family. We lead by example, and we share in our successes.



Bravery

We are brave, bold, and creative.

We're ambitious and dynamic. We dream big, make bold decisions, challenge the status quo and get things done. We're not afraid to question, innovate and be different.



Fairness

We act with kindness, compassion, and fairness.

We're kind, caring, compassionate and empathetic. We assume others mean well. We're aware of our actions and how what we do impacts others. We apply our founding principles of equality and inclusivity to every situation and opportunity.



Recognition

We recognise and respect each other.

We see and hear each other. We respect ourselves and others, support and help one another, listen attentively, and celebrate the uniqueness, strengths and diversity of our family.



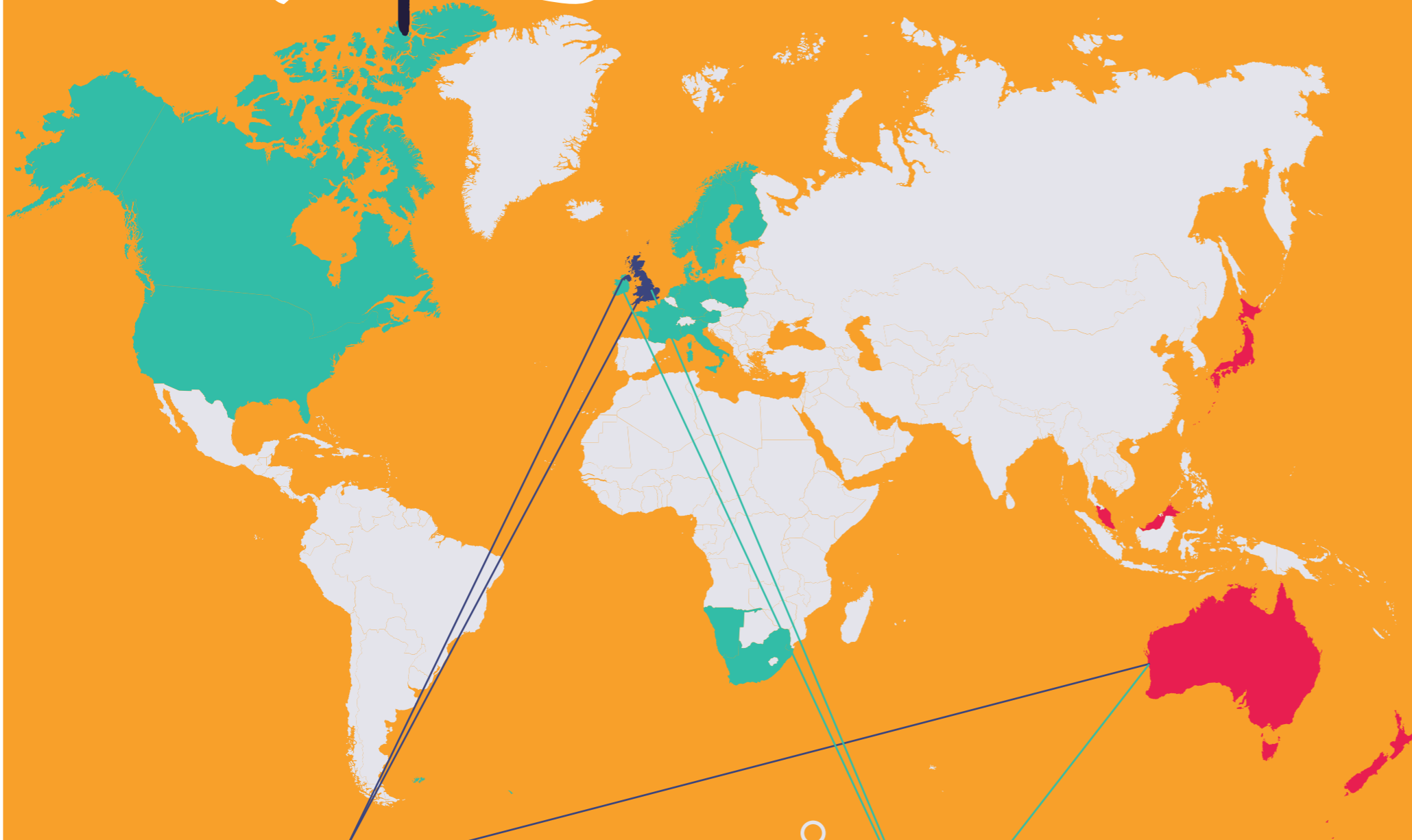
Authenticity

We are honest, authentic, and accountable.

Trustworthiness, honesty and integrity are foundational to our family. We're honest about what we know and what we don't know. We hold each other to account. We communicate with transparency and empathy, acknowledging that communication influences behaviours, emotions and feelings, and underpins effective collaboration.



The impact



what is the parkrun practice initiative?

The parkrun practice initiative is all about making links between GP practices and local parkruns. It was launched in 2018 by the Royal College of General Practitioners (RCGP) and parkrun. It connects patients and staff to nearby events, encouraging everyone to come along and spend time together safely outdoors, to improve both physical and mental health, as well as combatting things like loneliness.



what is junior parkrun?

junior parkrun takes place on a Sunday morning in Australia, Ireland and the UK. It's centred around a 2k course, aimed at children aged four - 14, their friends, relatives, parents and carers. It's a chance for the whole family to spend time together, taking part in a free activity outside.

More than 13 million instances of participation have been recorded from 1 February 2022 through to 31 January 2023.

This includes over 1.5 million individual people, with over a third of those as volunteers, amounting to over 1.75 million volunteer occasions.

More than 110,000 participants this year marked themselves as 'inactive' upon registering for parkrun, and over this period more than half a million people took part in a parkrun event for the very first time.

Over 10,000 people have taken part in parkrun's 48 events on custodial sites around the world and almost 2,000 GP surgeries

are twinned with a local parkrun across Australia, Ireland and the UK.

This year alone, the **junior event** series (2k events which take part on Sunday mornings across Australia, Ireland and the UK), delivered over **18,000 events across 425 locations**. More than 130,000 juniors crossed a finish line with more than 750,000 junior parkruns completed, with 43,000 volunteers participating almost 350,000 times.

In 2022, junior parkrun celebrated its twelfth anniversary. Over the years, more than 370 junior parkrun events have been launched across Australia, Ireland and the UK. A jaw dropping 430,000 different juniors have participated more than 3.8 million times!

11.5M finishes
1.5M volunteering occasions
2,200+ locations
20+ countries
8.5M+ people registered

For parkrun to unlock its true potential it must retain its razor sharp focus on reaching those who may need it most.

As parkrun finisher numbers remained down in 2022, in comparison to those we were seeing pre-pandemic we knew we had to act.

Insight was showing us that existing barriers remained, but had been amplified and exacerbated by a global pandemic. More than ever before people were telling us they felt they weren't fit enough, they would be too slow, they would stand out or look silly, and they'd lost their confidence. This, on top of the undeniable shift in habits post-lockdown.

So October 2022 saw the launch of parkwalk; a visible and demonstrable commitment to not only acknowledging but celebrating walking at parkrun. We renamed our social accounts, launched a new retail range, and introduced a new volunteer role globally: the parkwalker. A role that remains in place.

A clear upturn in participation followed, and we finished 2022 in the strongest position since the start of the pandemic. With more than 60,000 starting their parkrun story this year.



A CELEBRATION OF WALKING AT PARKRUN

OCTOBER 2022

“The campaign gave ‘permission’ for people to walk. We had always had walkers before but having a walking focused month seemed popular with both regular parkrun walkers and other people who would not have considered walking.”

“It brought back runners who felt that they had become ‘too slow’ and it led to greater understanding that walking at parkrun is a done thing.”

– 2023 survey on parkwalk

parkrun insight



people found volunteering easy & enjoyable
+90%

languages for our surveys
9

people recommend volunteering at parkrun
99.5%

survey responses analysed
40K

people participated in parkwalk
0.5M+

people physically inactive when registering
110K+

parkrunners surveyed in Australia*
0.6M+

number of events delivered
+75%

We take time to understand what's happening in our communities around the world. In the 2022-2023 financial year, well in excess of 40,000 survey responses were received, analysed and feedback on by our small team. These include questions around volunteering, barriers to participation, and sentiment towards the parkrun brand.

We also survey in our smaller territories. This year surveys were translated into eight languages in addition to English, covering nine territories: Denmark, Finland, Germany, Italy, Netherlands, New Zealand, Norway, Poland and Sweden; getting 3,220 responses!

From time to time parkrun also commissions external

research. In 2019, 60,000 responses were received to a survey sent to UK based parkrunners to understand the health and wellbeing impact of events. This year we have repeated the same premise in Australia, sending a survey to more than 675,000 parkrunners, responses to which will be analysed by an academic as part of a PhD study.

*675,000 parkrunners were sent the survey in Australia.

This fiscal year has also seen parkrun make significant investments in its commitment to inclusivity.

In the UK, we've launched a print magazine. The 48-page, twice-yearly editions are full of features and stories about wellbeing, getting active and, of course, a celebration of

the events, communities and people that define parkrun. The magazine also aims to address wider health, social and wellbeing issues: there are no pictures of airbrushed, filtered models, and all of the articles are gentle and easy to understand; making it perfectly pitched for those who might be thinking

about taking their first tentative steps into physical activity. The magazine introduces traditional 'training', like trying out hills, without using any 'running language' or setting impossible targets; instead, there's advice suitable for all abilities and circumstances.

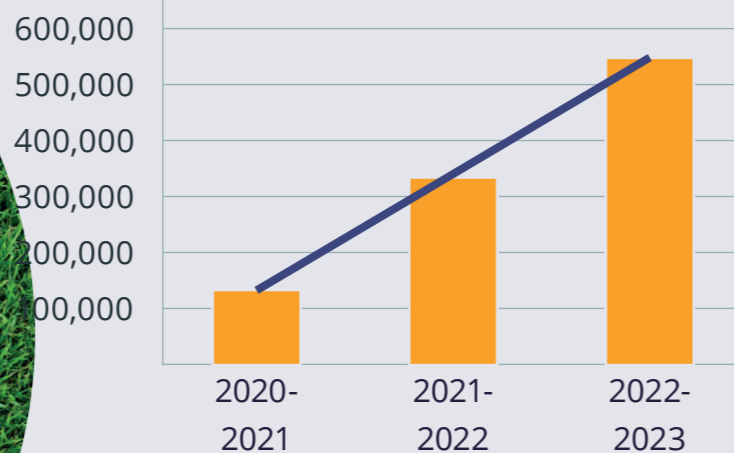
"For decades now, the 'running' and 'health' magazine sector has too often been complicit in perpetuating a toxic image of physical activity. We are committed to changing this. It's time to really challenge what it means to be physically active, what you wear, or how you take part. You don't need to be afraid, you don't have to win, or feel competitive. It's time for a 'running magazine' to be inclusive, representative, supportive and kind. A publication that celebrates joining in, showing up, and taking part, no matter what that might look like."

Russ Jefferys, parkrun CEO

More parkruns.
More people.
More lives changed.



Number of new first time parkrun participants globally over the past three financial years



Our Virtual Volunteer App remains in use across all territories, making the process of timing and barcode scanning easier and quicker, and helping to reduce barriers to volunteering for those that may have previously been

daunted by the prospect of using the previous equipment. We continue to allow digital scanning from phones, and remain committed to making delivering and participating in parkruns as seamless and stress free as possible.

Keeping parkruns as safe as possible is vital to our vision and mission. This financial year we made a huge commitment: to get every single parkrun event around the world an automated external defibrillator (AED). Although critical heart-related incidents at parkrun are rare, where they do occur at events with access to an AED, independent research has found a 65% survival rate.



The people



Delivering such huge reach and impact requires a commitment to first class resourcing and infrastructure across the organisation, something the charity has begun striving for across the 2022-2023 financial year.

Significant investment in headcount has started to put parkrun Global in the best possible position to achieve its strategic goals. Delivered and recruited

within budget, the global organisation headcount has now increased from 40 to 51.

parkrun's commitment to providing inclusive opportunities includes staff recruitment, and this financial year the organisation has taken on three paid internships; as part of our commitment to developing people at the start of their careers.

There has also been a focus on plugging skills gaps, and ensuring parkrun has the vital capabilities it needs in-house to succeed across the world. Hires during this period include a Social Media Manager, Graphic Designer, a dedicated Finance Manager in the Asia Pacific region, plus further recruitment into safeguarding, operations, data and insight, and the commercial, partnership, retail and fundraising

functions. Recruitment also commenced for a dedicated, full time Diversity, Equity and Inclusion Lead.

Appointments were made to the senior positions of Head of People and Culture, and Head of Commercial and Fundraising, who joined a newly strengthened Senior Leadership Team with Russ Jefferys as incoming Chief Executive Officer, joined by Global Heads of Communications,

Finance and Health and Wellbeing, and the Global Chief Operating Officer; with founder Paul Sinton-Hewitt in an Executive Director role.

The two new senior positions enabled the creation of two new teams covering their respective areas of expertise. The Head of Commercial and Fundraising provides a renewed focus on partnerships, fundraising

and retail. And the Head of People and Culture is beginning to address the themes and actions regarding culture identified in the Review, Reset Refresh report that was undertaken in early 2022, covering all aspects of staff, volunteering and safeguarding.

The charity also invested in two global Executive Administration roles to support leadership.



Find out about ambassador roles here:

volunteer.parkrun.com/principles/ambassadors



number of ambassadors
719

number of countries
20

number of ambassador roles
10



Ambassadors

At the beating heart of parkrun remains a dedicated and passionate global group of volunteer ambassadors; supporting everything from event delivery and set up, to critical incident management, social media and photography. The significant investments in structure and resourcing allows the charity to scale up engagement, retention and recruitment of ambassadors.

A UK Ambassadors Conference was held in

October 2022 with nearly 300 delegates joining for the first time post-Covid. The three day event covered topics such as strategy, communication, diversity and welcomed a rich roster of guest speakers. Conferences were also held in-person in Germany, Ireland and Asia Pacific region (APAC) with many smaller virtual engagement, and question & answer sessions spanning the year.

A major trustee recruitment exercise began in August 2022. In line with future

proofing the charity, the aim was to not only increase the number of Trustees but specifically to appoint those that provide expertise in the areas of technology, safeguarding, finance, governance and diversity.



parkrun Global now benefits from the following Global Board.

www.parkrun.com/governance



The partnerships



The organisation's investment in commercial and fundraising has already led to significant growth in this area, including in some of the less mature territories.

1st February 2022 - 31st January 2023 has seen the strengthening of our existing partnerships, as well as cultivating and attracting new and lucrative partnerships around the world.

We've been working closely with our partners to deliver key campaigns across the financial year, to bring them closer to our parkrun communities and align activities with our mission and vision.

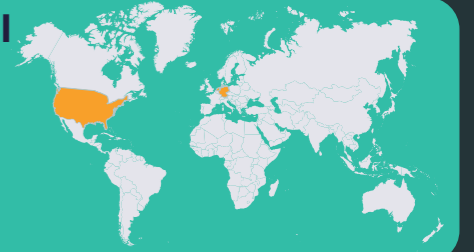


Highlights include:

BROOKS

joined as global partner, stepping up to presenting partner in Germany, Netherlands & USA, and rights across every territory - long term support of our mission.

Global



medibank Live Better

ran a national advertising campaign across Australia, aimed at breaking down the barriers to participation by showcasing that parkrun is about community and movement, and not speed. The out of home advertising included bus stops and billboards; the first time parkrun in Australia has been involved in paid advertising of this nature.

Australia:



The **Vhi** More Than Running summer 2022

campaign won an award for highlighting that parkrun is so much more than a run.

Ireland:



Fresh food partner **Lidl** launched exclusive parkrunner coupon codes, accessed through the parkrun newsletter each week and supported by their Lidl Plus app. Lidl also started an internal campaign to promote parkrun and encourage attendance of Lidl staff, supported by internal incentives and rewards.

Digital fitness partner **WithU** launched five parkrun programmes on their audio fitness app, all specifically designed for parkrunners and including a walk to 5k programme.

UK:



Charity partners **ALZHEIMER'S RESEARCH UK FOR A CURE** encouraged parkrunners to walk or run as part of their Running Down Dementia campaign, and parkrun Founder Paul Sinton-Hewitt lent his support to December 2022's Santa Forgot fundraising campaign. This charity partnership has now raised more than £2 million pounds.

Commercial partners

Australia:

medibank
Live Better

POLAR

The Athlete's Foot

Global:

BROOKS

iPRO

Ireland:

Vhi

LIDL

Japan:

SUMITOMO LIFE

Vitality

New Zealand:

POLAR

The Athlete's Foot

UK:

Vitality

CO
OP

WithU

ALZHEIMER'S
RESEARCH UK FOR A
CURE

MINI

DeLonghi

South Africa:

Discovery
Vitality

This year we've welcomed:

BROOKS

LIDL

WithU

DeLonghi

The charity saw renewals from Brooks in the UK & IE, and Vitality in the UK & South Africa. In May 2022 we also announced that parkrun will continue to receive support from Sport

England for an additional five years as part of their *Uniting the Movement* strategy.

Activations – bringing our partners closer to the action

DeLonghi

25 parkrun events visited, including supporting high profile campaigns, demonstrating their coffee machines and giving out samples to parkrunners.

BROOKS

32 events, taking trainers down to parkrun events and allowing parkrunners to walk, run and volunteer in Brooks trainers to try.

iPRO

38 events visited, handing out iPRO samples to parkrunners.

LIDL

34 events visited, handing out co-branded t-shirts.

Vhi

Three events visited as part of their More Than Running campaign.

medibank
Live Better

76 activations, including 29 Retail store teams volunteering, 35 Health check van visits, and the National Roadshow, 'Live Better Lounge' hit 12 events across every state and territory.

POLAR

Ten activations took watches to parkrun events for parkrunners to try whilst walking, running and volunteering.

The Athlete's Foot

Approximately eight activations a month. Activations include wear tests of various brands of shoes for parkrunners to try during the 5k or while volunteering.

The commercial and partnerships team also worked with partners to increase mutual brand awareness at a number of high profile events, such as the *National Running Show*.



Strategic partners at parkrun

parkrun collaborates with a number of other organisations on a strategic level to achieve its charitable objectives. These non-commercial relationships allow us to reach new audiences, and increase our social impact; particularly in areas such as social prescribing and community rehabilitation.

Almost 2,000 GP surgeries across Australia, Ireland and the UK are partnered with their local parkrun event as part of the 'parkrun practice' initiative. The surgeries signpost to parkrun as safe and inclusive spaces to tackle issues such as loneliness, and improve physical and mental health for both staff and patients.



Social prescribing - a case study:

Since the parkrun practice initiative was born in June 2018, some practices have gone one step further and set up parkrun events in their own communities. When Sheffield based Dr Hart set up the first GP-inspired parkrun in the UK, he asked the receptionist Jo to take the lead. Jo explains:

*"I've previously suffered with anxiety and depression, I was in a serious relationship which took a bit of a turn for the worse and it ended up being an abusive relationship. He pushed me over the edge and it stripped me of my confidence and self belief... I thought I was falling apart before I started parkrun and I think **parkrun helped me to pull myself back together.**"*



"Aside from the obvious physical health benefits of encouraging movement, I see first hand the psychological benefits, not just from the physical activity of parkrun but from becoming a member of the parkrun community. For me, parkrun encapsulates the positive impact that community-led initiatives can have on some of the most marginalised and vulnerable in our society".

Professor Rosie Meek, a leading expert in the field of physical activity interventions on the custodial estate.

Also across Australia, Ireland and the UK more than 30 parkrun events are established on custodial estates. In the UK this partnership between His Majesty's Prison Service and parkrun celebrated five years in November 2022, and so far an incredible 13,000 people have walked, run and volunteered at custodial events. Across the world, an amazing 55,000 walks and runs have been recorded.

Committees and governance

Organisational structure, governance and management

parkrun Global Limited is a charitable company limited by guarantee, incorporated on 28 January 2015 in England and Wales (with company number 09411750) and registered with the Charity Commission for England and Wales (with registered number 1170562) as a charity on 10 October 2017.

The company was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed under its articles of association.

The charitable company's objects are to promote community participation in health recreation by:

- Organising and providing running events, and
- Creating opportunities for members of the community to participate in and/or volunteer at such running events.

Trustee recruitment, appointment and training

Trustees are appointed in accordance with Sport England's Code for Sport Governance and the Charity Commission's Governance Code. The Nominations Committee handles new trustee recruitment, and new Trustees are appointed by an ordinary resolution of the members or by co-option by the Trustees. The minimum number of Trustees is three and the maximum number is 12.

On joining the organisation, new Trustees meet the Chair, the other Trustees and the Senior Leadership Team before their first meeting. In addition, they are invited to join members of the staff team on location visiting event teams and meeting volunteers. They are given full access to the Senior Leadership Team to develop their understanding of the organisation. They are also given a copy of the Charity Commission's

guidance to become a new trustee (CC3).

The Global Board meets six times a year with occasional additional meetings as needed. The Trustee role is unremunerated, but Trustees are able to claim expenses where relevant.

The Global Board is accountable for the work of The Charity. The matters reserved for parkrun's Global Board include

the approval of strategy, the budget, holding the Senior Leadership Team to account for the delivery of the business plan and the annual report and Accounts. The Board also retains oversight of management controls and corporate governance, along with the appointment of Trustees and the Chief Executive.

Sub-committees

parkrun Global has appointed five committees to help with the execution of its responsibilities. Members are appointed by the Global Board. The committees meet regularly and members are listed in the Reference and Administrative Information section (pp.66-67).

The parkrun Global Board has delegated authority to the Chief Executive who leads the Senior Leadership Team for oversight of

parkrun Global and its subsidiaries.

The Senior Leadership Team comprises the Chief Executive, Chief Operating Officer, Head of Finance, Head of Health and Wellbeing, Head of People and Culture, Head of Communications, Head of Commercial and Fundraising, and the Founder and Executive Director.

During the financial year, the Board reviewed and agreed organisational pay through the annual budget, and the Remuneration Committee undertook some benchmarking of senior pay in consideration of good practice in the charity sector.



The Charity Governance Code

parkrun Global fully supports the Charity Governance Code, recognising its importance in promoting good governance. parkrun Global does, and will continue to, improve its own governance where necessary in accordance with the Code, and has an action plan in place to ensure full compliance.

Subsidiaries

parkrun Global Ltd has the following subsidiaries:

- parkrun UK Ltd
- parkrun Australia Ltd
- parkrun South Africa NPC
- parkrun US
- parkrun Canada
- parkrun Japan

Each subsidiary is registered in its country of incorporation and has its own Board, which is responsible for delivering parkrun in line with the global framework within that territory.

In addition to the territorial subsidiaries listed above, parkrun Global Ltd has a wholly-owned non-charitable subsidiary, parkrun Trading Limited, which undertakes parkrun's commercial activities. parkrun Trading Limited is incorporated as a company to conduct trading activities to support parkrun's charitable objectives. It donates its profits to The Charity via a distribution. The payment from parkrun Trading Limited to The Charity in 2022-2023 was £255,335 (2021-2022 £103,000).

parkrun Trading Ltd has a subsidiary company, PSH Retail Ltd (incorporated in England and Wales with company number 11222647), which works with suppliers to

manufacture and sell the CONTRA range of ethically produced running apparel. It was decided on the 1st November 2022, that the CONTRA range stock and all future sales would be transferred to parkrun Trading Ltd. It is for this reason that PSH Retail Ltd has now ceased trading and will be formally dissolved as a company in 2023, having paid all creditors in full.

parkrun Trading Limited is incorporated in England and Wales (with company number 06053983).

The Group Consolidated Statements include The Charity and its subsidiaries. The financial results for 2022-2023 of all subsidiaries are summarised in Note 14a to the Financial Statements.

Risk management

The Governance and Risk Committee has responsibility for oversight and review of the risk management policy and process, and reviews the risk register on a quarterly basis. The Board reviews the risk register on an annual basis following reports by the committee.

The Risk Manager, working with the Senior Leadership Team, is responsible for the risk register, reviewing the significant operational and organisational risks on a regular basis, and ensuring that appropriate internal controls and actions are in place and aimed at mitigating risks.

The risk register considers the impact and likelihood of the risks. Ownership of the risks is assigned to a member of the Senior Leadership Team who is accountable for ensuring controls, policies and procedures are implemented and improved.

The Trustees consider the principal risks to the Charity and its subsidiaries to be in the following areas:

Closure of all events in a region over the short, medium, or long term (blanket cancellations).

The vast majority of parkrun events around the world have returned after the COVID-19 pandemic. However, a resurgence in the virus (or the discovery of a new virus) and a return to restrictions that require

further cancellations of events continues to be a threat. parkrun will continue to work with national bodies and health organisations to ensure that any future event cancellations are minimised and events can return where appropriate as quickly as possible.

Economic risks

The worsening economic environment, increasing cost of living, rising prices and associated economic pressures creates a risk to the organisation. Inflation and price rises increase our cost base and cost of delivery, either directly with suppliers or indirectly through our ability to maintain an appropriately sized and skilled workforce. The parkrun community, our supporters and wider stakeholders who provide vital income to the organisation through regular donations, retail purchases, grants and sponsorship, are all feeling the effects of the

economic downturn. There is therefore a risk of a reduction in our income which would further limit our ability to deliver our strategic objectives. The Board deem it sensible therefore to maintain a high level of reserves and an appropriate investment plan to offset these pressures should they arise, and to ensure the commercial strategy is based on achieving a diverse revenue stream.

Data security

As parkrun grows in popularity around the world, with thousands more people registering every week, we are aware that we face increasing threats and challenges in relation to cyber crime and data protection. Additionally, there is an increased risk to the organisation from





failure to manage our data, information systems and processes appropriately. A successful cyber attack or significant data breach could lead to loss of data, an inability to deliver events and services and ultimately lead to reputational impact and damage for the organisation as well as possible regulatory non-compliance and fines. We continue to review our IT security policies and procedures, implementing enhancements wherever necessary, work which will continue during 2023–2024.

Organisational growth

One of the impacts of the COVID-19 pandemic is the negative impact on public health and wellbeing. Coupled with the deteriorating economic climate and the cost of living crisis, parkrun (as a

regular, free to access health and wellbeing initiative) has never been needed more.

Since returning post-Covid, we have seen strong demand for new events in existing territories, and in new locations around the world. The organisation needs to be able to respond to this demand, to be able to expand, but to do so sustainably. The risk is that our limited resources and small back office team is overwhelmed by an increasing and unmanageable workload.

The strong cash reserves and clarity around a new five year strategy give us the confidence we need to invest in the team and resources in order to respond to these opportunities and challenges in a sustainable way.

Safeguarding and medical incidents

Given the size and scale of parkrun, with thousands

of children and vulnerable adults participating every week, there is a risk of a serious safeguarding or medical incident occurring at any time. In addition to ensuring that every parkrun event has access to an Automated External Defibrillator (AED) and basic first aid kit, we have a centralised system and oversight of all safeguarding and medical incidents through a global incident reporting system. We undertake regular reviews of safeguarding and medical incidents and processes, and ensure that we have suitable safeguarding controls and checks in place for event volunteers.

Reputational risks

The Trustees work hard to ensure parkrun has a robust set of policies and agreements in place (such as whistleblowing, volunteer agreements, health and safety, safeguarding, social media and cyber security) which help to mitigate against damage to reputation that could result from failures in these areas.

Financial review

During the financial year to 31st January 2023 we were delighted to see the vast majority of parkrun events around the world return, after two years of significant impact from the global pandemic.

Investment in our growth strategy began following the full return of all events, and as expected, costs rose significantly compared to the previous year.

Total expenditure was £7,302,125 (2022 £4,339,988).

The large increase in expenditure was due to several factors.

We transferred our retail offering onto the parkrun shop, so we are now bearing the full costs of our retail products, rather than receiving a royalty/commission from third party suppliers.

The financial statements include a full year of transactions from parkrun Australia for the first time. In the previous year parkrun Australia only became a subsidiary from July.

We have also increased staff levels across all areas of the organisation, to enable us to sustain growth over the next few years, with investment in people having been a priority this year.

In addition, we saw a return to our ambassador conferences in many countries around the world, celebrating the contribution and achievements of our ambassadors, which we weren't able to do during the pandemic.

Moreover, we increased turnover in both charitable and trading activities, with our renewal of the Sport England Grant and an increase in retail revenue and sponsorship throughout the year.

Total income was £7,248,475 (2022 £5,590,956).

We expect to see continued growth in income and expenditure as parkrun grow around the world in line with our new 5 year strategy (2023-2028).

The group has net assets of £3,321,567 (2022 £3,375,217), represented by unrestricted funds of £2,744,807 (2022 £2,992,672) and restricted funds of £576,760 (2022 £382,545).

The Trustees are satisfied with the overall net asset position and the current split between unrestricted (82.6%) and restricted reserves (17.4%).

The Trustees continually monitor cash flow requirements and are pleased to see the cash held at the end of the year has increased to £2,444,833 from £1,792,980 in 2022.

Funds provided through parkrun donations continue to help support costs at individual events. The Trustees are grateful for the continued support from the participants themselves. At the year end, an increase in funds to £401,760 from the 2022 position of £382,545, were available to support individual event specific funding requirements going forward.



Reserves policy

The Trustees have considered the future viability of the group and its ability to continue as a going concern, while regularly monitoring cash flow forecasts. Having reviewed the makeup of the group's working capital and net current assets position at the year-end, the Trustees are confident that the group has sufficient resources to continue with its operations and seek to achieve its objectives. Consequently, the financial statements

have been prepared on a going concern basis.

The current reserves position remains strong with restricted funds totaling £576,760 (2022 £382,545) and the general funds total £2,744,807 (2022 £2,992,672). The detail of the funding provided is given in Note 21 of the accounts.

The reserves policy is calculated and assessed according to an overall risk

policy. Due to fixed assets being required for the functional operation of the charity, the general reserves after deducting the fixed assets figure is £1,759,044. While the reserves remain strong, the Trustees would like to see an increase in general reserves over the next few years, in line with the overall growth of the organisation.

Fundraising

parkrun continues to expand, opening new events every weekend across the globe and therefore the costs associated with

supporting this growing network, ensuring consistency and safety are increasing and maintaining the key founding principle that participation should be at no cost to the individual, will inevitably increase significantly too.

The Trustees support a responsible approach to increasing scale, however it is important that parkrun continues to develop a range of commercial strategies to raise funds to support

growing overheads. The Trustees continue to pursue a strategy of building self sufficiency through a diverse range of revenue streams.

In the 2022-2023 financial year 78.3% of parkrun Global's revenue was generated in the UK (80% in 2021-2022). parkrun continues to diversify income streams and aims to reduce reliance on the UK. Revenue is generated through four main income streams, as follows.

Sponsorship

Sponsorship continues to be parkrun Global's largest source of income with 35.7% of income in 2022-2023 (up from 31.6% in 2021-2022).

parkrun Global continued to work with long-standing partners in the 2022-2023 year, extending rights agreements with partners such as Brooks to secure long-term contracts that saw the rights extended to new territories and also gaining their support to help grow parkrun in smaller markets.

parkrun's sponsorship packages include rights to access the parkrun community through email, social media, digital branding and event activations. Working with partners who share parkrun's ethos for inclusivity, health and wellbeing is paramount and we continue to explore partners across the globe that can support our mission.

Grant funding

During the financial year, parkrun worked with Sport England on specific projects.

In the financial year, parkrun secured a £5m grant from Sport England, for the five year period 2022-2027.

Retail

Retail continues to be an important and growing part of our commercial strategy, as parkrun seeks to avoid an over-reliance on any one revenue stream. The continued focus on the new parkrun shop and the range of products available meant that retail contributed 32.1% of revenue in 2022-2023 (24.3% in 2021-2022).

Donations

The online donation platform, parkrun Forever continues to be the main source of unrestricted fundraising income. In the financial year parkrun Forever continued to be an important part of parkrun's revenue mix with over £434,390 including GiftAid raised in 2022-2023, (£451,069 in 2021-

2022). parkrun Global is exploring implementing new fundraising products over the coming year to build a more diverse portfolio of ways for the public to support parkrun's charitable endeavours. In 2022-2023 parkrun Global registered with the fundraising platform JustGiving to allow direct donations from the general public through the parkrun UK website.

In the year, parkrun Global Ltd received no complaints in relation to fundraising. We ensure that both our staff and our partners protect vulnerable people and others from unreasonable intrusion on a person's privacy, unreasonably persistent approaches or undue attention.



Future Plans

We believe that human beings have an innate need to be active, social and outdoors. That these are essential conditions for good health and wellbeing. But we also know that modern life makes it challenging for these needs to be met. Add to that we're facing a health crisis, exacerbated by Covid-19, which is only set to get worse with the tough economic headwinds we're facing.

It's clear then that access to free, regular, outdoor, social, community-focused physical activity has never been so important. It's never been needed more.

These statements are not just anecdotal: academic research and our own insight is categorical: parkrun can and does change, even save, lives.

Our ambition is to transform parkrun into a truly global movement, and world-class organisation, positively impacting the health and happiness of millions of people across increasingly diverse communities: no matter

who they are, no matter where they live.

We must grow and shape our movement to reach those that may have the most to gain.

As we embark on the ambitious five year strategy our focus will be on setting measurable targets to guide us on our mission; to reposition parkrun as a health charity that is ready and able to play its part in improving health and wellbeing, by supporting thousands of local community events to succeed and thrive.

We will be investing in the right skills base and staffing structure to support parkrun as it grows: particularly in the areas of volunteer management, commercial and fundraising, and technology; future proofing the parkrun movement for generations to come.



Statement of Trustees' responsibilities

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

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and group and of the incoming resources and application

of resources, including the income and expenditure, of the charitable company or group for that period. In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charities SORP
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities and Trustee Investment

(Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006. They are also responsible for safeguarding the assets of the charitable company and the group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Each of the Trustees confirms that:

- So far as the trustee is aware, there is no relevant audit information of which the charitable company's auditor is unaware
- The trustee has taken all the steps that he/she ought to have taken as a trustee in order to make himself/herself aware of any relevant audit information and to establish that the charitable company's auditor is aware of that information.

This confirmation is given and should be interpreted in accordance with the provisions of s418 of the Companies Act 2006.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information

included on the charitable company's website. Legislation in the UK governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

The Trustees' annual report has been prepared in accordance with the special provisions applicable to companies subject to the small companies' regime.

The Trustees' annual report which includes the strategic report has been approved by the Trustees on 18th October 2023 and signed on their behalf by

Gavin Megaw
Chair of Trustees
parkrun Global Limited



Independent auditor's report

Independent auditor's report to the members of parkrun Global Limited

Opinion

We have audited the financial statements of parkrun Global Limited (the 'parent charitable company') and its subsidiaries (the 'group') for the year ended 31 January 2023 which comprise the consolidated statement of financial activities, the group and parent charitable company balance sheets, the consolidated statement of cash flows and the notes to the financial statements, including a summary of significant accounting

policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 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 group's and of the parent charitable company's affairs as at 31 January 2023 and of the group's 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
- Have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act 2011

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 group financial

statements section of our report. We are independent of the group and parent charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we

have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

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

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

on parkrun Global Limited's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

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



Other information

The other information comprises the information included in the Trustees' annual report other than the group 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 group 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 group 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 group 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.

Opinions on other matters prescribed by the Companies Act 2006

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

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



Matters on which we are required to report by exception

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

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and Charities Act 2011 requires us to report to you if, in our opinion:

- Adequate accounting records have not been kept by the parent charitable company, or returns adequate for our audit have not been received from branches not visited by us; or
- The parent charitable company financial statements are not in agreement with the accounting records and returns; or
- Certain disclosures of Trustees' remuneration specified by law are not made; or
- We have not received all the information and explanations we require for our audit; or
- The directors 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' annual report and from the requirement to prepare a strategic report.

Responsibilities of Trustees

As explained more fully in the statement of Trustees' responsibilities set out in the Trustees' annual report, the Trustees (who are also the directors of the parent 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 group's and the parent

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 group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed auditor under the Companies Act 2006 and section 151 of the Charities Act 2011 and report in accordance with those Acts.

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 are set out below.



Capability of the audit in detecting irregularities

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We enquired of management, and the Finance and Audit Committee, which included obtaining and reviewing supporting documentation, concerning the group's policies and procedures relating to:
- Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
- Detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected, or alleged fraud;

- The internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations.
- We inspected the minutes of meetings of those charged with governance.
- We obtained an understanding of the legal and regulatory framework that the group operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the group from our professional and sector experience.
- We communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.
- We reviewed any reports made to regulators.
- We reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.
- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.
- In addressing the risk of fraud through management override

of controls, we tested the appropriateness of journal entries and other adjustments, assessed whether the judgements made in making accounting estimates are indicative of a potential bias and tested significant transactions that are unusual or those outside the normal course of business.

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.



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 and section 144 of the Charities Act 2011 and regulations made under section 154 of that Act. 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 the charitable company's members as a

body, for our audit work, for this report, or for the opinions we have formed.

Fleur Holden (Senior statutory auditor)

Date

for and on behalf of Sayer Vincent LLP, Statutory Auditor

Invicta House, 108-114 Golden Lane, LONDON, EC1Y 0TL

Sayer Vincent LLP is eligible to act as auditor in terms of section 1212 of the Companies Act 2006



A further description of our responsibilities is available on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.



Financial statements



Balance sheets
As at 31 January 2023

Company number:
09411750

Consolidated statement of financial activities (incorporating an income and expenditure account)

For the year ended 31 January 2023

	Note	2023			2022		
		Unrestricted £	Restricted £	Total £	Unrestricted £	Restricted £	Total £
Income from:							
Donations	2	434,390	137,708	572,098	451,069	116,037	567,106
Charitable activities							
Event related income	3	627,243	1,133,000	1,760,243	433,407	-	433,407
Other trading activities	4	4,912,487	-	4,912,487	3,129,064	-	3,129,064
Investments	5	3,647	-	3,647	992	-	992
Other	6	-	-	-	1,460,387	-	1,460,387
Total income		5,977,767	1,270,708	7,248,475	5,474,919	116,037	5,590,956
Expenditure on:							
Raising funds	7	1,702,100	-	1,702,100	1,040,349	-	1,040,349
Charitable activities							
Event related expenses	7	4,523,532	1,076,493	5,600,025	1,989,030	1,310,609	3,299,639
Total expenditure		6,225,632	1,076,493	7,302,125	3,029,379	1,310,609	4,339,988
Net movement in funds		(247,865)	194,215	(53,650)	2,445,540	(1,194,572)	1,250,968
Reconciliation of funds:							
Total funds brought forward		2,992,672	382,545	3,375,217	547,132	1,577,117	2,124,249
Total funds carried forward		2,744,807	576,760	3,321,567	2,992,672	382,545	3,375,217

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 22a to the financial statements.

	Note	The group		The charity	
		2023 £	2022 £	2023 £	2022 £
Fixed assets:					
Tangible assets	13	985,763	519,631	154,717	-
Investments	14	-	-	1,000	1,000
		985,763	519,631	155,717	1,000
Current assets:					
Stock	16	1,226,015	1,192,260	-	-
Debtors	17	1,093,943	896,923	1,095,343	907,651
Cash at bank and in hand		2,444,833	1,792,980	218,222	240,859
		4,764,791	3,882,163	1,313,565	1,148,510
Liabilities:					
Creditors: amounts falling due within one year	18	(2,403,782)	(991,577)	(85,291)	(24,149)
Net current assets		2,361,009	2,890,586	1,228,274	1,124,361
Total assets less current liabilities		3,346,772	3,410,217	1,383,991	1,125,361
Creditors: amounts falling due after one year	19	(25,205)	(35,000)	-	-
Total net assets		3,321,567	3,375,217	1,383,991	1,125,361
Funds:					
Restricted income funds	22a	576,760	382,545	-	-
Unrestricted income funds		2,744,807	2,992,672	1,383,991	1,125,361
Total funds		3,321,567	3,375,217	1,383,991	1,125,361

Approved by the Trustees on 18th October 2023
and signed on their behalf by

Jeremy Townsend
Interim Chair (from October 2023)
parkrun Global Limited



Consolidated statement of cash flows

For the year ended 31 January 2023

	2023		2022	
	£	£	£	£
Cash flows from operating activities				
Net income for the reporting period (as per the statement of financial activities)	(53,650)		1,250,968	
Depreciation charges	190,233		124,883	
Interest from investments	(3,647)		(992)	
Cash received on acquisition of subsidiary	-		(1,197,426)	
Increase in stocks	(33,755)		(463,156)	
(Increase)/decrease in debtors	(197,020)		1,259,146	
Increase/(decrease) in creditors	1,413,464		(431,592)	
Net cash provided by operating activities		1,315,625		541,831
Cash flows from investing activities:				
Cash received on acquisition of subsidiary	-		1,197,426	
Interest received	3,647		992	
Purchase of fixed assets	(656,365)		(374,218)	
Net cash (used in)/provided by investing activities		(652,718)		824,200
		662,907		1,366,031
Cash flows from financing activities:				
Repayments of borrowing	(11,054)		(3,741)	
Net cash used in financing activities		(11,054)		(3,741)
Change in cash and cash equivalents in the year		651,853		1,362,290
Cash and cash equivalents at the beginning of the year		1,792,980		430,690
Cash and cash equivalents at the end of the year		2,444,833		1,792,980

Analysis of cash and cash equivalents and of net debt

	At 1 February 2022	Cash flows	Other non-cash changes	At 31 January 2023
	£	£	£	£
Cash at bank and in hand	1,792,980	651,853	-	2,444,833
Loans	(46,259)	11,054	-	(35,205)
Total	1,746,721	662,907	-	2,409,628

Notes to the financial statements

For the year ended 31 January 2023

1. Accounting policies

a. Statutory information

parkrun Global Limited is a charitable company limited by guarantee,

incorporated and registered in England and Wales. The

company's registered office address and principal place of



business is Frameworks, 2 Sheen Road, Richmond, TW9 1AE.

b. Basis of preparation

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

Basis of consolidation

These financial statements consolidate the results of the charity and its wholly-owned subsidiaries parkrun Limited, parkrun Trading Limited, parkrun South Africa NPC and parkrun Australia Ltd on a line by line basis. The results of PSH Retail Limited which is a wholly owned subsidiary of parkrun

Trading Limited are also included. Transactions and balances between the charity and its subsidiaries have been eliminated from the consolidated financial statements. Balances between the five entities are disclosed in the notes of the charity's balance sheet. A separate statement of financial activities, or income and expenditure account, for the charity itself is not presented as a summary of the result for the year is disclosed in the notes to the accounts.

Under Section 408 of the Companies Act 2006 the Company is exempt from the requirement to present its own profit and loss account.

Both parkrun U.S. and parkrun Canada subsidiaries are not consolidated within the financial statements as the directors believe the relationship will not continue in its current form and their inclusion within the consolidation has no significant

bearing on the results for the year.

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

In applying the financial reporting framework, the Trustees have made a number of subjective judgements, for example in respect of significant accounting estimates. Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. The nature of the estimation means the actual outcomes could differ from those estimates. Any significant estimates and judgements affecting these financial statements are detailed within the relevant accounting policy below.

c. Public benefit entity

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

d. Going concern

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

parkrun has a number of income streams ranging from grants, partners and supporters, to retail sales and fundraising, via donations and event related income.

With contracts and agreements in place over a number of years, parkrun firmly believes there are currently no

foreseeable circumstances which would question the continuation of parkrun and therefore the Trustees believe that the current level of financial support is sufficient to enable parkrun to continue to thrive and operate as a going concern.

The Trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

e. Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that

the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Income received in advance of the provision of a specified service is deferred until the criteria for income recognition are met.



f. Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

g. Fund accounting

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

h. Expenditure and irrecoverable VAT

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

under the following activity headings:

- Costs of raising funds relate to the costs incurred by the charity in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose
- Expenditure on charitable activities includes the costs of running events undertaken to further the purposes of the charity and their associated support costs

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

i. Costs of raising funds

Resources expended are allocated to the particular activity where the cost relates directly to that activity.

Support and governance costs are re-allocated to each of the activities on the following basis which

is an estimate, based on staff time, of the amount attributable to each activity.

- Organising parkrun events: 88%
- Commercial sponsorship: 12%



Governance costs are the costs associated with the governance arrangements of the charity. These costs are associated with constitutional and statutory requirements and include any costs associated with the strategic management of the charity's activities.



j. Operating leases

Rental charges are charged on a straight line basis over the term of the lease.

k. Tangible fixed assets

Items of equipment are capitalised where the purchase price exceeds £500. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The

depreciation rates in use are as follows:

- Plant and machinery: 33% on cost and 10% on cost
- Fixtures and fittings: 20% on cost
- Computer equipment: 50% reducing balance and 33% on cost

l. Investments in subsidiaries

Investments in subsidiaries are at cost.

m. Stocks

Stocks are stated at the lower of cost and estimated selling price. In general, cost is determined on a first in first out basis and includes transport and handling costs. Provision is made where necessary for obsolete, slow moving and defective stocks.

n. Debtors

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

o. Cash at bank and in hand

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

p. Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

q. Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost

using the effective interest method.

r. Pensions

The group operates a defined contribution pension scheme. Contributions payable to the group's pension scheme are charged to profit or loss in the

period to which they relate.



2. INCOME FROM DONATIONS

	2023			2022		
	Unrestricted £	Restricted £	Total £	Unrestricted £	Restricted £	Total £
Gifts and donations	434,390	137,708	572,098	451,069	116,037	567,106
	434,390	137,708	572,098	451,069	116,037	567,106

3. INCOME FROM CHARITABLE ACTIVITIES

	2023			2022		
	Unrestricted £	Restricted £	Total £	Unrestricted £	Restricted £	Total £
Event related income	627,243	-	627,243	428,066	-	428,066
Grants	-	1,133,000	1,133,000	5,341	-	5,341
Total income from charitable activities	627,243	1,133,000	1,760,243	433,407	-	433,407

The detail of restricted grants is given in Note 22.

4. INCOME FROM OTHER TRADING ACTIVITIES

	2023			2022		
	Unrestricted £	Restricted £	Total £	Unrestricted £	Restricted £	Total £
Retail sales and advertising	2,328,270	-	2,328,270	1,360,741	-	1,360,741
Corporate sponsorship	2,584,217	-	2,584,217	1,768,323	-	1,768,323
	4,912,487	-	4,912,487	3,129,064	-	3,129,064

5. INCOME FROM INVESTMENTS

	2023			2022		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	£	£	£	£	£	£
Bank Interest	3,647	-	3,647	992	-	992
	3,647	-	3,647	992	-	992

6. OTHER INCOME

	2023			2022		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	£	£	£	£	£	£
Recovery of retail commission	-	-	-	73,555	-	73,555
Fair value of net assets received on the acquisition of parkrun Australia. (see note 14)	-	-	-	1,386,832	-	1,386,832
	-	-	-	1,460,387	-	1,460,387

7. ANALYSIS OF EXPENDITURE

7a. Current year

	Charitable activities				2023 Total	2022 Total
	Raising funds	Event related	Governance costs	Support costs		
	£	£	£	£	£	£
Staff costs (Note 9)	424,280	1,747,548	-	497,734	2,669,562	1,987,153
Retail and advertising costs	878,781	-	-	-	878,781	449,815
Direct event costs	-	1,484,735	-	-	1,484,735	632,465
Event equipment depreciation	-	153,029	-	-	153,029	114,206
Office and admin	53,150	392,105	-	346,059	791,314	557,803
Consultancy and agency fees	226,454	234,188	-	-	460,642	372,251
Software and IT costs	-	104,804	-	26,201	131,005	69,824
Travel and staff expenses	-	496,754	-	38,142	534,896	60,310
Legal and professional	-	111,008	65,759	21,394	198,161	96,161
	1,582,665	4,724,171	65,759	929,530	7,302,125	4,339,988
Support costs	111,544	817,986	-	(929,530)	-	-
Governance costs	7,891	57,868	(65,759)	-	-	-
Total expenditure 2023	1,702,100	5,600,025	-	-	7,302,125	
Total expenditure 2022	1,040,349	3,299,639	-	-		4,339,988

7b. Prior year

	Charitable activities				2022 Total
	Raising funds	Event related	Governance costs	Support costs	
	£	£	£	£	£
Staff costs (Note 9)	258,379	1,238,437	-	490,337	1,987,153
Retail and advertising costs	449,815	-	-	-	449,815
Direct event costs	-	632,465	-	-	632,465
Event equipment depreciation	-	114,206	-	-	114,206
Office and admin	56,077	320,923	-	180,803	557,803
Consultancy and agency fees	186,847	185,404	-	-	372,251
Software and IT costs	-	55,859	-	13,965	69,824
Travel and staff expenses	-	50,757	-	9,553	60,310
Legal and professional	-	47,226	39,842	9,093	96,161
	951,118	2,645,277	39,842	703,751	4,339,988
Support costs	84,450	619,301	-	(703,751)	-
Governance costs	4,781	35,061	(39,842)	-	-
Total expenditure 2022	1,040,349	3,299,639	-	-	4,339,988

8. NET MOVEMENT IN FUNDS

This is stated after charging /crediting:

	2023	2022
	£	£
Depreciation	190,233	124,883
Interest payable	1,125	1,653
Operating lease rentals:		
Property	119,758	84,702
Auditor's remuneration (excluding VAT):		
Audit of Charity	4,500	3,400
Audit of subsidiary companies	17,200	19,200
Under accrual of prior year audit fees	2,000	-
Fees for other services	12,500	-
Overseas audit fees	8,165	2,808
Foreign exchange (gains) or losses	(87,768)	1,837

9. ANALYSIS OF STAFF COSTS, TRUSTEE REMUNERATION AND EXPENSES, AND THE COST OF KEY MANAGEMENT PERSONNEL

Staff costs were as follows:

	2023	2022
	£	£
Salaries and wages	2,277,975	1,684,998
Social security costs	179,852	145,723
Employer's contribution to defined contribution pension schemes	205,183	149,965
Other forms of employee benefits	6,552	6,467
	2,669,562	1,987,153



The following number of employees received employee benefits (excluding employer pension costs and employer's national insurance) during the year between:

	2023	2022
	No.	No.
£60,000 - £69,999	3	3
£70,000 - £79,999	3	1
£80,000 - £89,999	2	-
£90,000 - £99,999	-	1
£100,000 - £109,999	1	1
£110,000 - £119,999	1	-
£120,000 - £129,999	1	-
£150,000 - £159,999	-	1

The total employee benefits (including pension contributions and employer's national insurance) of the key management personnel were £587,914 (2022: £621,655).

The charity Trustees were neither paid nor received any other benefits from employment with the charity in the year (2022: £nil).

No Trustees expenses were paid in the year ended 31 January 2023. (2022 : £nil).

10. STAFF NUMBERS

The average number of employees (head count based on number of staff employed) during the year was 49 (2022: 34). Total number of employees at year end: 51.

11. RELATED PARTY TRANSACTIONS

Paul Sinton-Hewitt the founder of parkrun and Trustee (Resigned 28 June 2022) of parkrun Global was paid £86,209 (2022: £77,654) for his daily work in promoting parkrun within the UK and Globally and performing ad hoc services to sponsors, grant providers, and the wider community as and when required. Payments to the founder as an employee are allowed under the provisions of the articles of association. Paul Sinton-Hewitt also received commission payments totalling £9,740 in the year from a consultancy agreement with a supplier to PSH Retail Ltd (2022: £20,180). The consultancy agreement which was approved prior to PSH Retail Ltd becoming a subsidiary and continued to be approved thereafter by the Board of Trustees ceased in June 2022.

Jo Sinton-Hewitt the wife of Paul Sinton Hewitt is employed by parkrun Limited in the role of Event and Customer support and receives a commercial salary of £31,167 for the role (2022: £37,429).

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties.

12. TAXATION

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes. The charity's trading subsidiaries parkrun Limited, parkrun Trading Limited and PSH Retail Limited distribute under Gift Aid available profits to the parent charity.

13. TANGIBLE FIXED ASSETS

The group	Fixtures and fittings	Computer equipment	Plant and machinery	Total
Cost	£	£	£	£
At the start of the year	19,712	57,505	956,753	1,033,970
Additions in year	177,128	35,862	443,375	656,365
At the end of the year	196,840	93,367	1,400,128	1,690,335
Depreciation				
At the start of the year	16,557	47,424	450,358	514,339
Charge for the year	20,970	16,234	153,029	190,233
At the end of the year	37,527	63,658	603,387	704,572
Net book value at the end of the year	159,313	29,709	796,741	985,763
At the start of the year	3,155	10,081	506,395	519,631

The charity	Fixtures and fittings	Total
Cost	£	£
Additions in year	173,366	173,366
At the end of the year	173,366	173,366
Depreciation		
Charge for the year	18,649	18,649
At the end of the year	18,649	18,649
Net book value at the end of the year	154,717	154,717

All of the above assets are used for charitable purposes.

14. INVESTMENT IN SUBSIDIARY UNDERTAKINGS

The parent charity's investments at the Balance Sheet date in the share capital of companies include the following:

	2023	2022
	£	£
Cost b/fwd and c/fwd	1,000	1,000

The investment above relates to the charity's 100% share holding in parkrun Trading Limited, other subsidiaries do not have share capital but are limited by guarantee and an overview of their results and reserves is shown below.

All activities have been consolidated on a line by line basis in the statement of financial activities. Available profits are distributed under Gift Aid to the parent charity from the UK subsidiaries.

parkrun Limited

The charity is the sole member of parkrun Limited, a company registered in England. The company number is 07289574. The registered office address is Frameworks, 2 Sheen Road, Richmond, TW9 1AE.

Included within turnover below is a management charge of £2,150,000 (2022: £1,383,333) to parkrun Trading Limited for the supply of staff and support services.

parkrun Trading Limited

The charity owns the whole of the issued ordinary share capital of parkrun Trading Limited, a company registered in England. The company number is 06053983. The registered office address is Frameworks, 2 Sheen Road, Richmond, TW9 1AE.

The subsidiary is used for non-primary purpose trading activities.

The trustee J C Townsend is also a director of the subsidiary.

Included within Administrative expenses below is a management charge of £2,150,000 (2022: £1,383,333) from parkrun Ltd who supplies staff and support services to parkrun Trading Limited.

PSH Retail Ltd

parkrun Trading Limited owns the whole of the issued ordinary share capital of PSH Retail Ltd, a company registered in England. The company number is 11222647. The registered office address is Frameworks, 2 Sheen Road, Richmond, TW9 1AE.

The subsidiary is used for non-primary purpose trading activities. The company ceased to trade on the 31 January 2023 and nearly all assets and liabilities have been transferred to parkrun Trading Limited leaving the company with year end reserves of £10.

The trustee P Sinton-Hewitt is also a director of the subsidiary.



parkrun South Africa NPC

The charity is the sole member of parkrun South Africa NPC, a company registered in South Africa. The company number is 2011/132302/08. The registered office address is 6 Barkly Road, Parktown, 2193.

parkrun Australia Ltd

The charity became the sole member of parkrun Australia Ltd on the 16 July 2021, a company registered in Australia. The company number is 605 539 213. The registered office address is Unit 10 82-86 Minnie Street Southport QLD 4215.

The inclusion of parkrun Australia as a subsidiary was detailed in the 2022 financial statements, and includes parkrun Japan financials.

No consideration was paid to parkrun Global by parkrun Australia Ltd in relation to the acquisition in the financial year 2021-2022. parkrun Australia Ltd's audited annual financial statements are available on request.

parkrun U.S.

Registered office: Registered in the United States of America.

Nature of business: to provide parkrun events in the USA.

parkrun U.S. is registered as a Non-profit Company and parkrun Global Limited is the sole member.

parkrun U.S. is currently dormant and has no assets or liabilities. The directors do not consider the transactions within parkrun U.S. or parkrun Canada to be significant enough to warrant consolidation within the Group accounts.



A summary of the results of the subsidiaries is shown below:

Amounts owed to/from the parent undertaking are shown in notes 17 and 18.

14a. Results of the subsidiaries: Current year

	parkrun Limited	parkrun Trading Ltd	PSH Retail Ltd	parkrun South Africa NPC	parkrun Australia Ltd. 7 months
	2023	2023	2023	2023	2023
	£	£	£	£	£
Turnover	1,974,746	3,329,514	101,167	20,806	1,356,210
Turnover from sales to subsidiary	2,150,000	-	-	193,888	-
Turnover from sales to parent	600,000	-	-	-	-
Cost of sales	-	-	(74,621)	-	-
Gross profit	4,724,746	3,329,514	26,546	214,694	1,356,210
Administrative expenses (see above)	(4,495,220)	(913,580)	(1,515)	(211,135)	(1,242,805)
Management charge payable to fellow subsidiary	-	(2,150,000)	-	-	-
Management charge payable to parent undertaking	-	-	(25,000)	-	(316,727)
Profit on ordinary activities before interest and taxation	229,526	265,934	31	3,559	(203,322)
Interest receivable and similar income	16	-	-	-	3,631
Interest payable	-	(730)	(22)	-	-
Profit on ordinary activities before taxation	229,542	265,204	9	3,559	(199,691)
Taxation on profit on ordinary activities	-	-	-	-	-
Profit for the financial year	229,542	265,204	9	3,559	(199,691)
Retained earnings					
Total retained earnings brought forward	611,874	241,157	9,929	16,453	1,370,443
Profit for the financial year	229,542	265,204	9	3,559	(199,691)
Distribution under Gift Aid to parent charity	(420,066)	(255,335)	(9,929)	-	-
Total retained earnings carried forward	421,350	251,026	9	20,012	1,170,752
The aggregate of the assets, liabilities and reserves was:					
Assets	2,526,657	1,926,431	29,533	23,593	1,824,493
Liabilities	(2,105,307)	(1,674,405)	(29,523)	(3,581)	(653,741)
Reserves	421,350	252,026	10	20,012	1,170,752

14b. Results of the subsidiaries: Prior year

	parkrun Limited	parkrun Trading Ltd	PSH Retail Ltd	parkrun South Africa NPC	parkrun Australia Ltd. 7 months
	2022	2022	2022	2022	2022
	£	£	£	£	£
Turnover	1,762,396	2,064,358	338,887	1,779	457,091
Turnover from recharges to subsidiary	1,383,333	-	-	158,683	-
Turnover from recharges to parent	100,000	-	-	-	-
Cost of sales (see below)	-	-	(400,088)	-	-
Management charge payable to subsidiary	-	(1,383,333)	-	-	-
Gross profit	3,245,729	681,025	(61,201)	160,462	457,091
Administrative expenses (see below)	(2,784,588)	(428,798)	(2,400)	(158,414)	(471,191)
Management charge payable to parent undertaking	-	-	-	-	(3,281)
Profit on ordinary activities before interest and taxation	461,141	252,227	(63,601)	2,048	(17,381)
Interest receivable and similar income	-	-	73,555	-	992
Interest payable	-	(1,312)	(25)	-	-
Profit on ordinary activities before taxation	461,141	250,915	9,929	2,048	(16,389)
Taxation on profit on ordinary activities	-	-	-	-	-
Profit for the financial year	461,141	250,915	9,929	2,048	(16,389)

	parkrun Limited	parkrun Trading Ltd	PSH Retail Ltd	parkrun South Africa NPC	parkrun Australia Ltd. 7 months
	2022	2022	2022	2022	2022
	£	£	£	£	£
Retained earnings					
Total retained earnings brought forward	168,233	93,242	73,795	14,405	1,386,832
Profit for the financial year	461,141	250,915	9,929	2,048	(16,389)
Distribution under Gift Aid to parent charity	(17,500)	(103,000)	(73,795)	-	-
Total retained earnings carried forward	611,874	241,157	9,929	16,453	1,370,443
The aggregate of the assets, liabilities and reserves was:					
Assets	1,475,964	1,383,646	868,393	22,316	1,574,026
Liabilities	(864,090)	(1,141,489)	(858,463)	(5,863)	(203,583)
Reserves	611,874	241,157	9,930	16,453	1,370,443

15. PARENT CHARITY

The parent charity's gross income and the results for the year are disclosed as follows:

	2023	2022
	£	£
Gross income	1,410,638	660,975
Result for the year	258,630	309,120

16. STOCK OF RETAIL CLOTHING AND MERCHANDISE

	The group		The charity	
	2023	2022	2023	2022
	£	£	£	£
Finished goods	1,226,015	1,192,260	-	-





17. DEBTORS

	The group		The charity	
	2023	2022	2023	2022
	£	£	£	£
Trade debtors	432,673	512,933	-	-
Other debtors	14,204	20,306	-	-
Amounts due from group undertakings	-	-	883,505	730,439
VAT	-	-	16,789	2,235
Prepayments	120,854	87,723	93,546	43,677
Accrued income	526,212	275,961	101,503	131,300
	1,093,943	896,923	1,095,343	907,651

18. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	The group		The charity	
	2023	2022	2023	2022
	£	£	£	£
Bank Loan	10,000	11,259	-	-
Trade creditors	765,578	282,583	44,497	14,318
Taxation and social security	128,025	92,059	-	-
Other creditors	45,937	1,923	-	-
Accruals	437,212	135,037	40,794	9,831
Deferred income (note 20)	1,017,030	468,716	-	-
	2,403,782	991,577	85,291	24,149

19. CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR

	The group		The charity	
	2023	2022	2023	2022
	£	£	£	£
Bank Loan	25,205	35,000	-	-

parkrun received a £50,000 unsecured Bounce Back loan guaranteed by the Government and this is being repaid by monthly instalments. £25,205 of this loan is repayable after more than one year and the balance of £10,000 is included within Creditors: amounts falling due within one year (note 18). Interest on the loan is being paid at the rate of 2.5% per annum.

20. DEFERRED INCOME

Deferred income comprises amounts invoiced where the period covered by the agreement/invoice extends beyond the year end and as such the income has been spread over the period to which it relates.

	The group		The charity	
	2023	2022	2023	2022
	£	£	£	£
Balance at the beginning of the year	468,716	822,029	-	-
Amount released to income in the year	(468,716)	(822,029)	-	-
Amount deferred in the year	1,017,030	468,716	-	-
Balance at the end of the year	1,017,030	468,716	-	-

21. ANALYSIS OF GROUP NET ASSETS BETWEEN FUNDS

21a. Current year

	General unrestricted	Restricted funds	Total funds
		£	£
Tangible fixed assets	985,763	-	985,763
Net current assets	1,784,249	576,760	2,361,009
Long term liabilities	(25,205)	-	(25,205)
Net assets at 31 January 2023	2,744,807	576,760	3,321,567

21b. Prior year

	General unrestricted	Restricted funds	Total funds
		£	£
Tangible fixed assets	519,631	-	519,631
Net current assets	2,508,041	382,545	2,890,586
Long term liabilities	(35,000)	-	(35,000)
Net assets at 31 January 2022	2,992,672	382,545	3,375,217



22. MOVEMENTS IN FUNDS

22a. Current year

	At 1 February 2022	Income & gains	Expenditure & losses	Transfers	At 31 January 2023
		£	£	£	£
Restricted funds:					
Sport England	-	1,133,000	(958,000)	-	175,000
parkrun Events	382,545	137,708	(118,493)	-	401,760
Total restricted funds	382,545	1,270,708	(1,076,493)	-	576,760
Unrestricted funds:					
General funds	2,992,672	5,977,767	(6,225,632)	-	2,744,807
Total unrestricted funds	2,992,672	5,977,767	(6,225,632)	-	2,744,807
Total funds	3,375,217	7,248,475	(7,302,125)	-	3,321,567

The narrative to explain the purpose of each fund is given at the foot of the note below.

22b. Prior year

	At 1 February 2021	Income & gains	Expenditure & losses	Transfers	At 31 January 2022
		£	£	£	£
Restricted funds:					
Sport England	1,200,000	-	(1,200,000)	-	-
parkrun Events	377,117	116,037	(110,609)	-	382,545
Total restricted funds	1,577,117	116,037	(1,310,609)	-	382,545
Unrestricted funds:					
General funds	547,132	5,474,919	(3,029,379)	-	2,992,672
Total unrestricted funds	547,132	5,474,919	(3,029,379)	-	2,992,672
Total funds	2,124,249	5,590,956	(4,339,988)	-	3,375,217

Purposes of restricted funds

Sport England has provided funds to increase female participation and to increase participation of communities in areas of high social deprivation.

parkrun event funds represent donations provided by parkrunners to support individual events.



23. OPERATING LEASE COMMITMENTS PAYABLE AS A LESSEE

The group's total future minimum lease payments under non-cancellable operating leases is as follows for each of the following periods:

	Property	
	2023	2022
	£	£
Less than one year	201,519	75,252
One to five years	481,620	94,076
	683,139	169,328

The charity has no future lease payments under non-cancellable operating leases.

24. LEGAL STATUS OF THE CHARITY

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £1.

Reference and administrative information

parkrun Global Limited
Reference and administrative information for the year ended 31 January 2023

Trustees

Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows:

Gavin Megaw (Chair)
(Resigned 27 July 2023)
 Paul Sinton-Hewitt
(Resigned 28 June 2022)
 Christine Gibbons
 Jeremy Townsend

Trustees appointed to Global Board from 25 January 2023:

Sonya Byers
 Sarah Powell
 Gordon Seabright
 John Vickers
 Nat Poulter
 David Dinsmore *(Resigned 6 February 2023)*

Trustees appointed to Global Board from 22 March 2023:

Sir Jonathan Van Tam

Committee membership (current officers):

Nominations Committee

Gavin Megaw (Chair)
(Resigned 27 July 2023)
 Jeremy Townsend
 Christine Gibbons

Safeguarding Committee

Gavin Megaw (Chair)
(Resigned 27 July 2023)
 Sarah Powell

Governance and Risk Committee

Christine Gibbons (Chair)
 Gordon Seabright
 Kate Chhatwal (external member)

Remuneration Committee

Gavin Megaw (Chair)
(Resigned 27 July 2023)
 Jeremy Townsend
 Christine Gibbons

Finance and Audit Committee

Jeremy Townsend (Chair)
 John Vickers



Registered office and operational address

Frameworks
 2 Sheen Road
 Richmond
 TW9 1AE

Company number:
 09411750

Country of incorporation:
 United Kingdom

Charity number:
 1175062

Country of registration:

England & Wales

Bankers

Santander
 2 Triton Square
 Regent's Place
 London
 NW1 3AN

Solicitors

Muckle LLP
 32 Gallowgate
 Newcastle Upon Tyne
 NE1 4BF

Auditor

Sayer Vincent LLP
 Chartered Accountants and
 Statutory Auditor
 Invicta House,
 108-114 Golden Lane
 LONDON
 EC1Y 0TL





REGISTERED NUMBER: 07289574 (England and Wales)

**Directors' Report and
Financial Statements for the Year Ended 31 January 2023
for
parkrun Limited
(A company Limited by Guarantee)**

parkrun Limited
(A company Limited by Guarantee)

Contents of the Financial Statements
for the Year Ended 31 January 2023

	Page
Company Information	1
Directors' Report	2
Statement of Directors' Responsibilities	4
Independent Auditors' Report	5
Statement of Income and Retained Earnings	9
Balance Sheet	10
Notes to the Financial Statements	11

parkrun Limited
(A company Limited by Guarantee)

Company Information
for the Year Ended 31 January 2023

DIRECTORS:

T Williams
D R Moorcroft
R J Borthwick
Ms R Morris
R J Jefferys

REGISTERED OFFICE:

Frameworks
2 Sheen Road
Richmond
TW9 1AE

REGISTERED NUMBER:

07289574 (England and Wales)

AUDITORS:

Sayer Vincent LLP, Statutory Auditor
Invicta House
108-114 Golden Lane
London
EC1Y 0TL

parkrun Limited
(A company Limited by Guarantee) (Registered number: 07289574)

Directors' Report
for the Year Ended 31 January 2023

The directors present their report with the financial statements of the company for the year ended 31 January 2023.

PRINCIPAL ACTIVITY

The principal activity of the company in the year under review was that of the promotion and organisation of free weekly runs in parks throughout the UK, and the provision of volunteering opportunities at those events.

REVIEW OF BUSINESS

parkrun Ltd is responsible for delivering parkrun events (5k and junior 2k events) in the UK. parkruns are free, weekly, physical activity events that are accessible to people of all abilities and backgrounds, delivered in local communities by volunteers.

The financial year saw the return of all UK events, after the pandemic had significantly impacted the previous two years. Participation is steadily climbing back to pre-pandemic levels.

Our turnover increased to £4,724,746 from £3,245,729 in 2021/22, while administrative expenses also increased to £4,495,220 from £2,784,588. The increase in administrative expenses was partly due to our planned investment in recruitment of staff, which is a big part of our ambitious growth strategy.

parkrun is committed to supporting communities to be healthier and happier and to targeting those communities that have most to benefit from the provision of free physical activity or volunteering.

DIRECTORS

The directors shown below have held office during the whole of the period from 1 February 2022 to the date of this report.

T Williams
D R Moorcroft
R J Borthwick
Ms R Morris
R J Jefferys

Other changes in directors holding office are as follows:

Ms H J Corne - resigned 18 January 2023

DONATIONS

The directors are pleased to confirm that during the year they were able to distribute under gift aid £420,066 (2022 : £17,500) in relation to the 2022 profits to the parent charitable company parkrun Global Limited to enable it to pursue its charitable objectives. The directors intend to distribute the 2023 profits by way of gift aid in the current year.

GOING CONCERN

The Directors have considered the future viability of the Company and its ability to continue as a going concern, and regularly monitor cash flow forecasts. Having reviewed the makeup of current liabilities at the year end the directors are confident that the majority of items included will have little impact on the cashflow of the company going forward and therefore, the directors are satisfied that, for the foreseeable future, the Company can continue with its operations and seek to achieve its objectives. Consequently, the financial statements have been prepared on a going concern basis

STATEMENT AS TO DISCLOSURE OF INFORMATION TO AUDITORS

So far as the directors are aware, there is no relevant audit information (as defined by Section 418 of the Companies Act 2006) of which the company's auditors are unaware, and each director has taken all the steps that he or she ought to have taken as a director in order to make himself or herself aware of any relevant audit information and to establish that the company's auditors are aware of that information.

parkrun Limited
(A company Limited by Guarantee) (Registered number: 07289574)

Directors' Report
for the Year Ended 31 January 2023

AUDITORS

Sayer Vincent LLP were appointed as auditors in September 2019.

Pursuant to section 487 of the Companies Act 2006 the auditor will be deemed to be reappointed and Sayer Vincent LLP will therefore continue in office.

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

ON BEHALF OF THE BOARD:

.....
R J Jefferys - Director

Date: 25 October 2023

parkrun Limited
(A company Limited by Guarantee)

Statement of Directors' Responsibilities
for the Year Ended 31 January 2023

The directors are responsible for preparing the Directors' Report and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law they have elected to prepare the financial statements in accordance with applicable law and Section 1A of FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (UK Generally Accepted Accounting Practice applicable to Smaller Entities).

Under company law the directors 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 company and of the profit or loss of the company for that period. In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent ; and
- assess the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern; and
- use the going concern basis of accounting unless they either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are responsible for such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error, and have general responsibility for taking such steps as are reasonably open to them to safeguard the assets of the company and to prevent and detect fraud and other irregularities.

**Independent Auditors' Report
to the Members of
parkrun Limited
(A company Limited by Guarantee) (Registered number: 07289574)**

Opinion

We have audited the financial statements of parkrun Limited (A company Limited by Guarantee) (the 'company') for the year ended 31 January 2023 which comprise the Statement of Income and Retained Earnings, Balance Sheet and Notes to the Financial Statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the company's affairs as at the 31 January 2023 and of its result for the year then ended ;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

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

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the directors' 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 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 directors with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the directors' annual report other than the financial statements and our auditor's report thereon. The directors 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.

Opinions on other matters prescribed by the Companies Act 2006

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

- the information given in the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Directors' Report has been prepared in accordance with applicable legal requirements.

**Independent Auditors' Report
to the Members of
parkrun Limited
(A company Limited by Guarantee) (Registered number: 07289574)**

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified material misstatements in the Directors' Report.

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

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

Responsibilities of directors

As explained more fully in the Statement of Directors' Responsibilities set out on page four, the directors 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 directors determine 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 directors are responsible for assessing the 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 directors either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

**Independent Auditors' Report
to the Members of
parkrun Limited
(A company Limited by Guarantee) (Registered number: 07289574)**

Auditors' responsibilities for the audit of the financial statements

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

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

Capability of the audit in detecting irregularities

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We enquired of management, which included obtaining and reviewing supporting documentation, concerning the company's policies and procedures relating to:
 - Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
 - Detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected, or alleged fraud;
 - The internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations.
- We inspected the minutes of meetings of those charged with governance.
- We obtained an understanding of the legal and regulatory framework that the company operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the company from our professional and sector experience.
- We communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.
- We reviewed any reports made to regulators.
- We reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.
- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.
- In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed whether the judgements made in making accounting estimates are indicative of a potential bias and tested significant transactions that are unusual or those outside the normal course of business.

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

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our Auditors' Report.

**Independent Auditors' Report
to the Members of
parkrun Limited
(A company Limited by Guarantee) (Registered number: 07289574)**

Use of our report

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

Fleur Holden (Senior Statutory Auditor)
for and on behalf of Sayer Vincent LLP, Statutory Auditor
Invicta House
108-114 Golden Lane
London
EC1Y 0TL

30 October 2023

parkrun Limited
(A company Limited by Guarantee)

Statement of Income and Retained Earnings
for the Year Ended 31 January 2023

	Notes	2023 £	2022 £
TURNOVER		4,724,746	3,245,729
Administrative expenses		<u>(4,495,220)</u>	<u>(2,784,588)</u>
OPERATING PROFIT	4	229,526	461,141
Interest receivable and similar income		<u>16</u>	<u>-</u>
PROFIT BEFORE TAXATION		229,542	461,141
Tax on profit		<u>-</u>	<u>-</u>
PROFIT FOR THE FINANCIAL YEAR		229,542	461,141
Retained earnings at beginning of year		611,874	168,233
Distribution to parent charity under gift aid		<u>(420,066)</u>	<u>(17,500)</u>
RETAINED EARNINGS AT END OF YEAR		<u><u>421,350</u></u>	<u><u>611,874</u></u>

The notes on pages 11 to 13 form part of these financial statements

parkrun Limited
(A company Limited by Guarantee) (Registered number: 07289574)

Balance Sheet
31 January 2023

	Notes	2023 £	2022 £
FIXED ASSETS			
Tangible assets	5	598,498	281,285
CURRENT ASSETS			
Stocks		396,987	485,657
Debtors	6	1,098,451	607,581
Cash at bank		<u>132,721</u>	<u>101,441</u>
		1,628,159	1,194,679
CREDITORS			
Amounts falling due within one year	7	<u>(1,780,102)</u>	<u>(829,090)</u>
NET CURRENT (LIABILITIES)/ASSETS		<u>(151,943)</u>	<u>365,589</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		446,555	646,874
CREDITORS			
Amounts falling due after more than one year	8	<u>(25,205)</u>	<u>(35,000)</u>
NET ASSETS		<u>421,350</u>	<u>611,874</u>
RESERVES			
Retained earnings		<u>421,350</u>	<u>611,874</u>
		<u>421,350</u>	<u>611,874</u>

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

The financial statements were approved by the Board of Directors and authorised for issue on 25 October 2023 and were signed on its behalf by:

.....
R J Jefferys - Director

parkrun Limited
(A company Limited by Guarantee)

Notes to the Financial Statements
for the Year Ended 31 January 2023

1. **STATUTORY INFORMATION**

parkrun Limited is a private company, limited by guarantee, registered and incorporated in England and Wales. The company's registered number and registered office address can be found on the Company Information page.

2. **ACCOUNTING POLICIES**

Basis of preparing the financial statements

These financial statements have been prepared in accordance with Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" including the provisions of Section 1A "Small Entities" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Going concern

The directors consider the company to be a going concern. No material uncertainties that may cast significant doubt about the ability of the company to continue as a going concern have been identified by the directors. The directors have considered current financial information and forecasts and are satisfied that the company has sufficient reserves to continue as a going concern for the next financial year. The company has long term relationships with partners, commercial sponsors and Sport England covering the next 12 months and the directors have no reason to believe that this commercial support will change going forward.

Critical accounting judgements and key sources of estimation uncertainty

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. Although these estimates are based on management's best knowledge of the amount, events or actions, actual results ultimately may differ from these estimates. The directors do not consider that there are any significant judgements applicable to these financial statements.

Turnover

Turnover is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes.

The company receives grants and sponsorship from the public and third parties and recognises the income from these sources over the term of the agreement to which the funds relate. As a result a proportion of such income may be deferred to future periods and shown within other creditors within the financial statements. Income from donations for which there are no performance related conditions is recognised in the year in which it is received.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Plant and machinery	- 33% on cost and 10% on cost
Fixtures and fittings	- 20% on cost
Computer equipment	- 33% on cost

Stocks

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items.

Taxation and deferred tax

The company is a subsidiary of parkrun Global Limited a registered charity and as such no taxation charge is expected to arise as all profits will be distributed to the charity under Gift Aid. Also as a result no provision is required for deferred tax.

parkrunLimited
(A company Limited by Guarantee)

Notes to the Financial Statements - continued
for the Year Ended 31 January 2023

2. **ACCOUNTING POLICIES - continued**

Leasing commitments

Rentals paid under operating leases are charged to profit or loss on a straight line basis over the period of the lease.

Pension costs and other post-retirement benefits

The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to profit or loss in the period to which they relate.

3. **EMPLOYEES AND DIRECTORS**

The average number of employees during the year was 32 (2022 - 25).

4. **OPERATING PROFIT**

The operating profit is stated after charging:

	2023	2022
	£	£
Depreciation - owned assets	107,605	91,680
Auditor's remuneration current year	8,700	11,200
Auditor's fees for other services	<u>9,600</u>	<u>-</u>

5. **TANGIBLE FIXED ASSETS**

	Plant and machinery £	Fixtures and fittings £	Computer equipment £	Totals £
COST				
At 1 February 2022	690,496	18,418	50,551	759,465
Additions	<u>389,680</u>	<u>3,762</u>	<u>31,376</u>	<u>424,818</u>
At 31 January 2023	<u>1,080,176</u>	<u>22,180</u>	<u>81,927</u>	<u>1,184,283</u>
DEPRECIATION				
At 1 February 2022	418,793	15,860	43,527	478,180
Charge for year	<u>91,163</u>	<u>2,129</u>	<u>14,313</u>	<u>107,605</u>
At 31 January 2023	<u>509,956</u>	<u>17,989</u>	<u>57,840</u>	<u>585,785</u>
NET BOOK VALUE				
At 31 January 2023	<u>570,220</u>	<u>4,191</u>	<u>24,087</u>	<u>598,498</u>
At 31 January 2022	<u>271,703</u>	<u>2,558</u>	<u>7,024</u>	<u>281,285</u>

parkrun Limited
(A company Limited by Guarantee)

Notes to the Financial Statements - continued
for the Year Ended 31 January 2023

6. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023	2022
	£	£
Trade debtors	26,831	45,041
Amounts owed by group undertakings	787,785	458,974
Other debtors	<u>283,835</u>	<u>103,566</u>
	<u>1,098,451</u>	<u>607,581</u>

7. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023	2022
	£	£
Bank loans and overdrafts	10,000	11,259
Trade creditors	547,403	110,111
Amounts owed to group undertakings	585,098	555,891
Taxation and social security	58,399	45,298
Other creditors	<u>579,202</u>	<u>106,531</u>
	<u>1,780,102</u>	<u>829,090</u>

8. CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR

	2023	2022
	£	£
Bank loans	<u>25,205</u>	<u>35,000</u>

9. RELATED PARTY DISCLOSURES

parkrun is a member of a group of companies that has as its parent company parkrun Global Limited, a registered charity, whose registered office is Frameworks, 2 Sheen Road, Richmond, TW9 1AE. The accounts of parkrun Global Limited can be downloaded from the Charity Commission website.

REGISTERED NUMBER: 06053983 (England and Wales)

**Directors' Report and
Financial Statements for the Year Ended 31 January 2023
for
parkrun Trading Limited**

parkrun Trading Limited

Contents of the Financial Statements for the Year Ended 31 January 2023

	Page
Company Information	1
Directors' Report	2
Statement of Directors' Responsibilities	4
Independent Auditors' Report	5
Statement of Income and Retained Earnings	9
Balance Sheet	10
Notes to the Financial Statements	11

parkrun Trading Limited

Company Information for the Year Ended 31 January 2023

DIRECTORS:

J C Townsend
R J Jefferys

REGISTERED OFFICE:

Frameworks
2 Sheen Road
Richmond
TW9 1AE

REGISTERED NUMBER:

06053983 (England and Wales)

AUDITORS:

Sayer Vincent LLP, Statutory Auditor
Invicta House
108-114 Golden Lane
London
EC1Y 0TL

parkrun Trading Limited (Registered number: 06053983)

Directors' Report for the Year Ended 31 January 2023

The directors present their report with the financial statements of the company for the year ended 31 January 2023.

PRINCIPAL ACTIVITY

The principal activity of the company in the year under review was that of the development, maintenance and support of the Global parkrun technology platform, provision of event services to all parkrun entities, the management of international parkrun territories and the commercial activities of parkrun Global Ltd and its subsidiaries.

REVIEW OF BUSINESS

The financial year saw the return of all UK events, after the pandemic had significantly impacted the previous two years.

As a consequence our turnover increased to £3,329,514. We also saw an increase in overheads to £3,164,153.

Our partners and commercial sponsors continued to play a vital role in supporting parkrun.

During the financial year we made the decision to bring the Contra clothing range back into the parkrun Trading Limited entity and ceased trading in the subsidiary PSH Retail Ltd.

parkrun continues to dedicate itself to providing accessibility to physical activity and volunteering opportunities, free of charge, through local, community, volunteer delivered events and has already begun to expand, with new events starting across most territories in 2022.

DIRECTORS

The directors shown below have held office during the whole of the period from 1 February 2022 to the date of this report.

J C Townsend
R J Jefferys

DONATIONS

The directors are pleased to confirm that during the year they were able to distribute under gift aid £255,335 (2022 : £103,000) during the year to the parent charitable company parkrun Global Limited to enable it to pursue its charitable objectives. The directors intend to distribute the 2023 profits by way of gift aid in the current year.

GOING CONCERN

The directors have considered the future viability of the Company and its ability to continue as a going concern, and regularly monitor cash flow forecasts. Having reviewed the makeup of current liabilities at the year end the directors are confident that the majority of items included will have little impact on the cashflow of the company going forward and therefore, the directors are satisfied that, for the foreseeable future, the Company can continue with its operations and seek to achieve its objectives. Consequently, the financial statements have been prepared on a going concern basis

STATEMENT AS TO DISCLOSURE OF INFORMATION TO AUDITORS

So far as the directors are aware, there is no relevant audit information (as defined by Section 418 of the Companies Act 2006) of which the company's auditors are unaware, and each director has taken all the steps that he ought to have taken as a director in order to make himself aware of any relevant audit information and to establish that the company's auditors are aware of that information.

AUDITORS

Sayer Vincent LLP were appointed as auditors in September 2019.

Pursuant to section 487 of the Companies Act 2006 the auditor will be deemed to be reappointed and Sayer Vincent will therefore continue in office.

parkrun Trading Limited (Registered number: 06053983)

**Directors' Report
for the Year Ended 31 January 2023**

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

ON BEHALF OF THE BOARD:

.....
R J Jefferys - Director

Date 25 October 2023

parkrun Trading Limited

Statement of Directors' Responsibilities for the Year Ended 31 January 2023

The directors are responsible for preparing the Directors' Report and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law they have elected to prepare the financial statements in accordance with applicable law and Section 1A of FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (UK Generally Accepted Accounting Practice applicable to Smaller Entities).

Under company law the directors 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 company and of the profit or loss of the company for that period. In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent ; and
- assess the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern; and
- use the going concern basis of accounting unless they either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are responsible for such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error, and have general responsibility for taking such steps as are reasonably open to them to safeguard the assets of the company and to prevent and detect fraud and other irregularities.

**Independent Auditors' Report
to the Members of
Parkrun Trading Limited (Registered number: 06053983)**

Opinion

We have audited the financial statements of parkrun Trading Limited (the 'company') for the year ended 31 January 2023 which comprise the Statement of Income and Retained Earnings, Balance Sheet and Notes to the Financial Statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the company's affairs as at the 31 January 2023 and of its result for the year then ended ;
- have been properly prepared in accordance with United Kingdom Generally Accepted accounting Practice;
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

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

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the directors' 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 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 directors with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the directors' annual report other than the financial statements and our auditor's report thereon. The directors 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.

Opinions on other matters prescribed by the Companies Act 2006

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

- the information given in the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Directors' Report has been prepared in accordance with applicable legal requirements.

**Independent Auditors' Report
to the Members of
Parkrun Trading Limited (Registered number: 06053983)**

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified material misstatements in the Directors' Report.

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

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

Responsibilities of directors

As explained more fully in the Statement of Directors' Responsibilities set out on page four, the directors 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 directors determine 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 directors are responsible for assessing the 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 directors either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

Auditors' responsibilities for the audit of the financial statements

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

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

Capability of the audit in detecting irregularities

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We enquired of management, which included obtaining and reviewing supporting documentation, concerning the company's policies and procedures relating to:
 - Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
 - Detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected, or alleged fraud;
 - The internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations.
- We inspected the minutes of meetings of those charged with governance.
- We obtained an understanding of the legal and regulatory framework that the company operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the company from our professional and sector experience.
- We communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.
- We reviewed any reports made to regulators.
- We reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.
- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.
- In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed whether the judgements made in making accounting estimates are indicative of a potential bias and tested significant transactions that are unusual or those outside the normal course of business.

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

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our Auditors' Report.

**Independent Auditors' Report
to the Members of
Parkrun Trading Limited (Registered number: 06053983)**

Use of our report

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

Fleur Holden (Senior Statutory Auditor)
for and on behalf of Sayer Vincent LLP, Statutory Auditor
Invicta House
108-114 Golden Lane
London
EC1Y 0TL

30 October 2023

parkrun Trading Limited**Statement of Income and Retained Earnings
for the Year Ended 31 January 2023**

	Notes	2023 £	2022 £
TURNOVER		3,329,514	2,064,358
Administrative expenses		<u>(3,164,153)</u>	<u>(1,812,131)</u>
OPERATING PROFIT	4	165,361	252,227
Interest payable and similar expenses		<u>(730)</u>	<u>(1,312)</u>
PROFIT BEFORE TAXATION		164,631	250,915
Tax on profit		<u>-</u>	<u>-</u>
PROFIT FOR THE FINANCIAL YEAR		164,631	250,915
Retained earnings at beginning of year		241,157	93,242
Distribution to parent charity under gift aid		<u>(255,335)</u>	<u>(103,000)</u>
RETAINED EARNINGS AT END OF YEAR		<u><u>150,453</u></u>	<u><u>241,157</u></u>

The notes on pages 11 to 13 form part of these financial statements

parkrun Trading Limited (Registered number: 06053983)

**Balance Sheet
31 January 2023**

	Notes	2023 £	2022 £
FIXED ASSETS			
Tangible assets	5	-	-
Investments	6	<u>1</u>	<u>1</u>
		<u>1</u>	<u>1</u>
CURRENT ASSETS			
Stocks		829,028	-
Debtors	7	501,303	1,178,653
Cash at bank		<u>495,526</u>	<u>204,992</u>
		1,825,857	1,383,645
CREDITORS			
Amounts falling due within one year	8	<u>(1,674,405)</u>	<u>(1,141,489)</u>
		<u>151,452</u>	<u>242,156</u>
NET CURRENT ASSETS			
		<u>151,452</u>	<u>242,156</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			
		<u><u>151,453</u></u>	<u><u>242,157</u></u>
CAPITAL AND RESERVES			
Called up share capital		1,000	1,000
Retained earnings		<u>150,453</u>	<u>241,157</u>
SHAREHOLDERS' FUNDS			
		<u><u>151,453</u></u>	<u><u>242,157</u></u>

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

The financial statements were approved by the Board of Directors and authorised for issue on 25 October 2023 and were signed on its behalf by:

.....
R J Jefferys - Director

parkrun Trading Limited

Notes to the Financial Statements for the Year Ended 31 January 2023

1. STATUTORY INFORMATION

parkrun Trading Limited is a private company, limited by shares, registered and incorporated in England and Wales. The company's registered number and registered office address can be found on the Company Information page.

2. ACCOUNTING POLICIES

Basis of preparing the financial statements

These financial statements have been prepared in accordance with Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" including the provisions of Section 1A "Small Entities" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Going concern

The directors consider the company to be a going concern. No material uncertainties that may cast significant doubt about the ability of the company to continue as a going concern have been identified by the directors. The directors have considered current financial information and forecasts and are satisfied that the company has sufficient reserves to continue as a going concern for the next financial year. The company has long term relationships with partners, commercial sponsors and Sport England covering the next 12 months and the directors have no reason to believe that this commercial support will change going forward.

Critical accounting judgements and key sources of estimation uncertainty

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. Although these estimates are based on management's best knowledge of the amount, events or actions, actual results ultimately may differ from these estimates.

The directors have considered the significant judgements applicable to the financial statements, and have concluded that these are limited to;

- A requirement to allow for a provision relating to old or slow moving items of Contra clothing stock. All ranges of clothing were considered and reviewed and based on current sales figures the directors identified areas where a write down in value was required.

Turnover

Turnover is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Computer equipment - 50% on reducing balance

Investments in subsidiaries

Investments in subsidiary undertakings are recognised at cost.

parkrun Trading Limited owns the whole of the share capital of PSH Retail Ltd. parkrun Trading Limited has taken exemption from the requirement to prepare group accounts because it is itself a subsidiary of parkrun Global Limited whose registered office is at Frameworks, 2 Sheen Road, Richmond, TW9 1AE. The accounts of parkrun Global Limited can be downloaded from the Charity Commission website.

Stocks

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items.

parkrun Trading Limited

Notes to the Financial Statements - continued for the Year Ended 31 January 2023

2. ACCOUNTING POLICIES - continued

Taxation and deferred tax

The company is a subsidiary of parkrun Global Limited a registered charity and as such no taxation charge is expected to arise as all profits will be distributed to the charity under Gift Aid. Also as a result no provision is required for deferred tax.

Research and development

Expenditure on research and development is written off in the year in which it is incurred.

Foreign currencies

Assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate of exchange ruling at the date of transaction. Exchange differences are taken into account in arriving at the operating result.

3. EMPLOYEES AND DIRECTORS

The average number of employees during the year was 2 (2022 - 2).

4. OPERATING PROFIT

The operating profit is stated after charging:

	2023	2022
	£	£
Depreciation - owned assets	-	563
Auditors remuneration	<u>7,500</u>	<u>6,200</u>

5. TANGIBLE FIXED ASSETS

	Computer equipment £
COST	
At 1 February 2022 and 31 January 2023	<u>1,687</u>
DEPRECIATION	
At 1 February 2022 and 31 January 2023	<u>1,687</u>
NET BOOK VALUE	
At 31 January 2023	<u>-</u>
At 31 January 2022	<u>-</u>

parkrun Trading Limited

Notes to the Financial Statements - continued for the Year Ended 31 January 2023

6. FIXED ASSET INVESTMENTS

	Shares in group undertakings £
COST	
At 1 February 2022 and 31 January 2023	<u>1</u>
NET BOOK VALUE	
At 31 January 2023	<u><u>1</u></u>
At 31 January 2022	<u><u>1</u></u>

7. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023 £	2022 £
Trade debtors	398,450	419,361
Amounts owed by group undertakings	29,424	688,186
Other debtors	<u>73,429</u>	<u>71,106</u>
	<u><u>501,303</u></u>	<u><u>1,178,653</u></u>

8. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023 £	2022 £
Trade creditors	16,021	91,889
Amounts owed to group undertakings	889,837	558,974
Taxation and social security	158,357	97,361
Other creditors	<u>610,190</u>	<u>393,265</u>
	<u><u>1,674,405</u></u>	<u><u>1,141,489</u></u>

9. RELATED PARTY DISCLOSURES

parkrun Trading Limited is a member of a group of companies that has as its parent company parkrun Global Limited, a registered charity, whose registered office is Frameworks, 2 Sheen Road, Richmond, TW9 1AE. The accounts of parkrun Global Limited can be downloaded from the Charity Commission website.

REGISTERED NUMBER: 11222647 (England and Wales)

**Directors' Report and
Financial Statements for the Year Ended 31 January 2023
for
PSH Retail Ltd**

PSH Retail Ltd

Contents of the Financial Statements for the Year Ended 31 January 2023

	Page
Company Information	1
Directors' Report	2
Statement of Directors' Responsibilities	3
Independent Auditors' Report	4
Statement of Income and Retained Earnings	8
Balance Sheet	9
Notes to the Financial Statements	10

PSH Retail Ltd

Company Information for the Year Ended 31 January 2023

DIRECTORS:

P Sinton-Hewitt
R J Jefferys

REGISTERED OFFICE:

Frameworks
2 Sheen Road
Richmond
TW9 1AE

REGISTERED NUMBER:

11222647 (England and Wales)

AUDITORS:

Sayer Vincent LLP, Statutory Auditor
Invicta House
108-114 Golden Lane
London
EC1Y 0TL

PSH Retail Ltd (Registered number: 11222647)

**Directors' Report
for the Year Ended 31 January 2023**

The directors present their report with the financial statements of the company for the year ended 31 January 2023.

PRINCIPAL ACTIVITY

PSH Retail Ltd is committed to providing top quality, ethically produced sports clothing designed in an extensive range of sizes to fit everyone and at affordable prices. All our sportswear garments are manufactured in European factories, using high quality, technical fabrics where we can guarantee staff are paid a fair wage.

REVIEW OF BUSINESS

A decision was made part way through the financial year to move stock and subsequent sales of the Contra range back into parkrun Trading Limited as at the 1 November 2022. As a consequence, PSH Retail Ltd has ceased trading and the company accounts are no longer prepared on a going concern basis. This has had no effect on the values stated within the financial statements.

The company has since paid all remaining outstanding creditors at the year end in full, and it will be formally struck off as a Company in 2023.

DIRECTORS

The directors shown below have held office during the whole of the period from 1 February 2022 to the date of this report.

P Sinton-Hewitt
R J Jefferys

DONATIONS

The company is a subsidiary of parkrun Global Limited a registered charity. The directors are pleased to confirm that during the year they were able to distribute under gift aid £9,929 to the parent charitable company parkrun Global Limited to enable it to pursue its charitable objectives.

STATEMENT AS TO DISCLOSURE OF INFORMATION TO AUDITORS

So far as the directors are aware, there is no relevant audit information (as defined by Section 418 of the Companies Act 2006) of which the company's auditors are unaware, and each director has taken all the steps that he ought to have taken as a director in order to make himself aware of any relevant audit information and to establish that the company's auditors are aware of that information.

AUDITORS

Pursuant to section 487 of the Companies Act 2006 the auditor will be deemed to be reappointed and Sayer Vincent LLP will therefore continue in office.

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

ON BEHALF OF THE BOARD:

.....
R J Jefferys - Director

Date 25 October 2023

PSH Retail Ltd

Statement of Directors' Responsibilities for the Year Ended 31 January 2023

The directors are responsible for preparing the Directors' Report and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law they have elected to prepare the financial statements in accordance with applicable law and Section 1A of FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (UK Generally Accepted Accounting Practice applicable to Smaller Entities).

Under company law the directors 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 company and of the profit or loss of the company for that period. In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent ; and
- assess the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern; and
- use the going concern basis of accounting unless they either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are responsible for such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error, and have general responsibility for taking such steps as are reasonably open to them to safeguard the assets of the company and to prevent and detect fraud and other irregularities.

**Independent Auditors' Report
to the Members of
PSH Retail Ltd (Registered number: 11222647)**

Opinion

We have audited the financial statements of PSH Retail Ltd (the 'company') for the year ended 31 January 2023 which comprise the Statement of Income and Retained Earnings, Balance Sheet and Notes to the Financial Statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the company's affairs as at the 31 January 2023 and of its result for the year then ended ;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

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

Emphasis of matter - going concern

Without modifying our opinion, we draw attention to the disclosures in the directors' annual report and note 2 of the financial statements that it is the directors' intention to strike this entity from the Register of Companies. As the company's ongoing operations are ceasing the directors have not prepared these financial statements on a going concern basis.

Other information

The other information comprises the information included in the directors' annual report other than the financial statements and our auditor's report thereon. The directors 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.

Opinions on other matters prescribed by the Companies Act 2006

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

- the information given in the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Directors' Report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified material misstatements in the Directors' Report.

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

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

Responsibilities of directors

As explained more fully in the Statement of Directors' Responsibilities set out on page three, the directors 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 directors determine 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 directors are responsible for assessing the 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 directors either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

Auditors' responsibilities for the audit of the financial statements

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

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

Capability of the audit in detecting irregularities

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We enquired of management, which included obtaining and reviewing supporting documentation, concerning the company's policies and procedures relating to:
 - Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
 - Detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected, or alleged fraud;
 - The internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations.
- We inspected the minutes of meetings of those charged with governance.
- We obtained an understanding of the legal and regulatory framework that the company operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the company from our professional and sector experience.
- We communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.
- We reviewed any reports made to regulators.
- We reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.
- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.
- In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed whether the judgements made in making accounting estimates are indicative of a potential bias and tested significant transactions that are unusual or those outside the normal course of business.

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

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our Auditors' Report.

**Independent Auditors' Report
to the Members of
PSH Retail Ltd (Registered number: 11222647)**

Use of our report

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

Fleur Holden (Senior Statutory Auditor)
for and on behalf of Sayer Vincent LLP, Statutory Auditor
Invicta House
108-114 Golden Lane
London
EC1Y 0TL

30 October 2023

PSH Retail Ltd**Statement of Income and Retained Earnings
for the Year Ended 31 January 2023**

	Notes	2023 £	2022 £
TURNOVER		101,167	338,887
Cost of sales		<u>(74,621)</u>	<u>(400,088)</u>
GROSS PROFIT/(LOSS)		26,546	(61,201)
Administrative expenses		<u>(26,515)</u>	<u>(2,400)</u>
		31	(63,601)
Other operating income		<u>-</u>	<u>73,555</u>
OPERATING PROFIT	4	31	9,954
Interest payable and similar expenses		<u>(22)</u>	<u>(25)</u>
PROFIT BEFORE TAXATION		9	9,929
Tax on profit		<u>-</u>	<u>-</u>
PROFIT FOR THE FINANCIAL YEAR		9	9,929
Retained earnings at beginning of year		9,929	73,795
Distribution to parent charity under gift aid		<u>(9,929)</u>	<u>(73,795)</u>
RETAINED EARNINGS AT END OF YEAR		<u>9</u>	<u>9,929</u>

The notes form part of these financial statements

PSH Retail Ltd (Registered number: 11222647)

**Balance Sheet
31 January 2023**

	Notes	2023 £	2022 £
CURRENT ASSETS			
Stocks		-	706,603
Debtors	5	-	82,577
Cash at bank and in hand		<u>29,533</u>	<u>79,213</u>
		29,533	868,393
CREDITORS			
Amounts falling due within one year	6	<u>(29,523)</u>	<u>(858,463)</u>
NET CURRENT ASSETS		<u>10</u>	<u>9,930</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>10</u>	<u>9,930</u>
CAPITAL AND RESERVES			
Called up share capital		1	1
Retained earnings		<u>9</u>	<u>9,929</u>
		<u>10</u>	<u>9,930</u>

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

The financial statements were approved by the Board of Directors and authorised for issue on 25 October 2023 and were signed on its behalf by:

.....
R J Jefferys - Director

1. STATUTORY INFORMATION

PSH Retail Limited is a private company, limited by guarantee, registered and incorporated in England and Wales. The company's registered number and registered office address can be found on the Company Information page.

2. ACCOUNTING POLICIES

Basis of preparing the financial statements

These financial statements have been prepared in accordance with Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" including the provisions of Section 1A "Small Entities" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Going concern

The company ceased to trade on the 1 November 2022 following the directors decision to move the stock and subsequent sales of the Contra range to another company within the group.

The company has since paid all remaining outstanding creditors at the year end in full, and it will be formally struck off as a Company in 2023. As such the financial statements have not been prepared on a going concern basis but this has had no effect on the stated balance sheet values.

Turnover

Turnover is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes.

Stocks

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items.

Taxation and deferred taxation

The company is a subsidiary of parkrun Trading Limited which in turn is a subsidiary of parkrun Global Limited a registered charity and as such no taxation charge is expected to arise as all profits will be distributed to the charity under Gift Aid. Also as a result no provision is required for deferred tax.

Foreign currencies

Assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate of exchange ruling at the date of transaction. Exchange differences are taken into account in arriving at the operating result.

3. EMPLOYEES AND DIRECTORS

The average number of employees during the year was 2 (2022 - 2).

4. OPERATING PROFIT

The operating profit is stated after charging:

	2023	2022
	£	£
Auditors' remuneration	<u>1,500</u>	<u>1,800</u>

PSH Retail Ltd

Notes to the Financial Statements - continued for the Year Ended 31 January 2023

5. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023	2022
	£	£
Amounts owed by group undertakings	-	451
Other debtors	-	<u>82,126</u>
	<u>-</u>	<u>82,577</u>

6. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023	2022
	£	£
Trade creditors	-	93,027
Amounts owed to group undertakings	28,023	763,186
Other creditors	<u>1,500</u>	<u>2,250</u>
	<u>29,523</u>	<u>858,463</u>

7. RELATED PARTY DISCLOSURES

PSH Retail Limited is a member of a group of companies that has as its parent company parkrun Global Limited, a registered charity, whose registered office is Frameworks, 2 Sheen Road, Richmond, TW9 1AE. The accounts of parkrun Global Limited can be downloaded from the Charity Commission website.

PARKRUN GLOBAL LIMITED

England & Wales - Charity number 1175062

Accounts

20

parkrun

PARKRUN GLOBAL
LIMITED

21

**ANNUAL
REPORT**

- 20

**AND
FINANCIAL
STATEMENTS**

22

CONTENTS

1	Section one: Introduction	3
2	Section two: Our values	5
3	Section three: Mission and vision	6
4	Section four: Annual review of achievements and performance	8
5	Section five: Governance summary	13
6	Section six: Auditor's report	20
7	Section seven: Financial statements	24
8	Section eight: Reference and administrative information	40

SECTION ONE: INTRODUCTION

Our primary focus during the 2021-22 financial year (February 2021 – January 2022) was to re-establish events around the world as the Covid-19 pandemic began to recede and as territories felt it safe for their populations to attend outdoor events once again.

At the start of the financial year (February 2021) we had events operating in Australia, Guernsey, Isle of Man, Japan, Namibia, New Zealand and The Falkland Islands. This amounted to 420 events and approximately 60,000 participants each week.

The six months from April through to September 2021 saw events return in all territories except Singapore and Malaysia. By the end of the financial year (January 2022), we were delighted to have 2,100 events back up and running worldwide – 276,000 participants and volunteers took part in 2,101 parkrun events in 19 territories over the weekend of the 22nd January 2022.

It proved immensely challenging to re-establish parkrun. The UK, our original and largest territory in terms of events and participant numbers, was particularly difficult. The sheer size of parkrun in the UK meant that we took the operational decision to require over 700 5k events (the entirety of parkrun UK) to restart on the same date to avoid any single event being overwhelmed with eager participants travelling

further than their local parkrun to take part.

We are hugely grateful for the support of our volunteer teams, landowners (land on which our parkrun events are located) and for the many high profile public figures who championed our cause at what was an immensely challenging time.

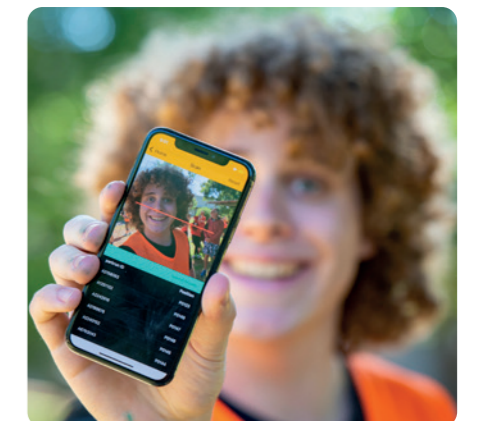
While much of our energy over the year was spent in restarting parkrun events around the globe, at the start of the financial year we were still in the midst of the pandemic with the majority of events suspended. We created the 'parkrun resolution' campaign to keep our communities engaged and united through the fostering of togetherness and the continued promotion of the benefits of movement.

Our small and dedicated team truly excelled in these most testing circumstances, pulling together to find innovative operational solutions and implement creative digital communication strategies to keep our communities engaged, connected and active while the events were suspended. In parallel, the team needed to consider and support our commercial partners in all activities and we are pleased to report that our partners were delighted with how parkrun continued to deliver against their objectives.

With every employee deployed either working to return events around the world at the earliest opportunity, or managing core commercial activity, we maintained the decision not to take advantage of the furlough scheme.

A number of initiatives resulted from the periods of lockdown which our communities particularly appreciated and which we have committed to retaining, such as the popular (not)parkrun. The provision for parkrunners to log a 5k walk, jog or run that they have completed at anytime, on parkrun's adapted website proved a winning formula for both those already familiar with parkrun and for many who had never attended a parkrun event and were looking for some motivation to keep them exercising while their normal routine or place of exercise was disrupted.

Over the course of the financial year our Virtual Volunteer app was rolled out to events worldwide, revolutionising timekeeping and barcode scanning at events. The





app provides volunteers with the ability to timekeep and barcode scan using their own smartphones and is part of our strategy to reduce barriers to event delivery (removing the requirement for events to need specific hardware to function) and ensuring a smarter, leaner, more cost efficient approach to launching new events and establishing parkrun in new territories.

Alongside supporting our tremendous volunteer community with technology that better serves their roles, we have introduced new volunteer specific milestone t-shirts, allowing volunteers to join the same milestone clubs as those who walk, jog or run, ensuring all participants are able to proudly display their achievements.

At the same time, we took the decision to introduce a charge for the previously free-to-receive milestone t-shirts. Giving away over one hundred thousand t-shirts every year was a significant cost and liability for the Charity, and one we had long sought to address. Introducing the cost plus admin charge has resulted in a positive shift in our balance sheet, and has removed a financial burden which threatened the business model.

During the financial year we took the opportunity to simplify our global structure, with parkrun Australia (responsible for managing our operations across Asia Pacific) becoming a subsidiary of parkrun Global. Parkrun Australia formerly operated under a licence agreement.

Towards the end of the year we embarked on a company-wide culture review, designed to understand how the organisation could improve and better position

itself for the future, seeking feedback directly from employees around the world.

During this period, our CEO Nick Pearson announced he would be stepping down, and trustees set in place a process that saw Global Head of Communications Russell Jefferys taking over from 1 February 2022.

Shortly after Pearson's departure we were shocked and disappointed to discover the existence of an unapproved and undisclosed consultancy agreement he had in place with a supplier. This arrangement – that sat off the parkrun balance sheet – was not known of nor approved by the parkrun Board or any other staff within the charity. It saw Pearson receive payments related to the CONTRA clothing brand dating back to the founding of the business.

The consultancy agreement was a replica of an agreement that had been approved for parkrun and CONTRA Founder Paul Sinton-Hewitt, but at no point had Pearson ever declared that he had created the same agreement for himself. As soon as we became aware of the existence of Pearson's arrangement, the Board undertook a full investigation involving external solicitors and independent auditors. This included exploring both criminal and civil action. We were advised that urgently recovering the funds should be the priority. We are pleased to report that this was subsequently achieved, with Pearson also agreeing to cover the investigation costs.

Since this incident came to light we have implemented a number of changes which will protect the organisation in the

future, including stronger financial controls and a renewed focus on governance. Additionally, and to avoid any potential conflict of interest, Paul resigned as a Trustee, and his consultancy agreement with the CONTRA supplier ended in June 2022.

Despite the disruption as a result of the Covid-19 pandemic, we are delighted that 61,687 parkrun events were successfully delivered in 2,248 locations, with 1,074,807 people participating during the financial year. All of this was made possible by the efforts of an incredible 195,422 volunteers.

Through the considerable efforts of parkrun employees, ambassadors and event day volunteers we emerge from 2021-22 in the strongest financial and governance position in parkrun's history. For this, we owe a debt of gratitude to all participants, supporters, commercial and funding partners who have continued to support the work we do. Their support has allowed us to protect the organisation in highly uncertain times, and to look ahead with confidence as we plan for the next phase of parkrun.

Gavin Megaw
Chair of Trustees
parkrun Global



2 SECTION TWO: OUR VALUES



RECOGNITION

We recognise and respect each other.

We see and hear each other. We respect ourselves and others, support and help one another, listen attentively, and celebrate the uniqueness, strengths and diversity of our family.



AUTHENTICITY

We are honest, authentic, and accountable.

Trustworthiness, honesty and integrity are foundational to our family. We're honest about what we know and what we don't know. We hold each other to account. We communicate with transparency and empathy, acknowledging that communication influences behaviours, emotions and feelings, and underpins effective collaboration.



FAIRNESS

We act with kindness, compassion, and fairness.

We're kind, caring, compassionate and empathetic. We assume others mean well. We're aware of our actions and how what we do impacts others. We apply our founding principles of equality and inclusivity to every situation and opportunity.



FAMILY

We act with humility and always put the family first.

We're humble. We know a lot but not everything. We take responsibility, acknowledge personal errors, and are open to learning, developing and improving. There's no room for ego and no one is bigger than the family. We lead by example, and we share in our successes.



BRAVERY

We are brave, bold, and creative.

We're ambitious and dynamic. We dream big, make bold decisions, challenge the status quo and get things done. We're not afraid to question, innovate and be different.



SECTION THREE: MISSION AND VISION

OUR VISION

A healthier and happier planet.

What do the terms health and happiness mean to us at parkrun? Although seemingly simple, the terms health and happiness are personal and contextual and are incredibly difficult to define succinctly.

To some, health relates to their level of fitness or the ability to cope with stress, anxiety and depression. To others it is about being part of a community and feeling valued and supported. Some people might refer to the state of their marriage or quality of their friendships whilst, to some, having a good work/life balance is what matters. These varied views and perspectives make clear that good health is about so much more than simply the absence of illness or disease, and instead relates to our entire social, emotional and physical state.

Our health status is also dynamic and influenced by a variety of factors – many of which are beyond our control – and

include our environment and surroundings, income and social status, education, employment and working conditions, social support networks, customs, traditions and beliefs, gender and age, genetics and access to health services. Our characteristics and behaviours also have a role to play.

Happiness, like health, is also a nebulous term. It is an emotion that underpins our wellbeing. Our wellbeing is influenced by our engagement in enjoyable and challenging activities; our relationships and our ability to set and accomplish goals and give meaning to our lives. Health and wellbeing are also intimately linked: health underpins wellbeing and higher levels of wellbeing have been associated with decreased risk of disease, illness, and injury; better immune functioning; speedier recovery and longer life spans.

Research suggests that happy people tend to live longer and

experience better health than their unhappy peers. Happiness and health go hand in hand.

We know from extensive research and insight that parkrun supports people to be happier and healthier. It engenders better mental and physical health, improves confidence and self-esteem, promotes the application and building of skills, fosters the development of meaningful connections and helps people better manage long term conditions.

Imagine a world where thousands more communities come together every week and millions more people experience the physical and mental health benefits provided by parkrun.

Together, we can help create a healthier, happier planet.

OUR MISSION

To transform health and happiness by empowering people to come together, to be active, social and outdoors.

For our founder Paul Sinton-Hewitt CBE, parkrun was never really about the run. It was a social occasion with a 5k as the hook and, most importantly, this event made him feel more positive and connected to his friends and the natural world. In short, parkrun improved his health and wellbeing and, above all, it made him happier.

This has been reflected in comments the world over. As one parkrunner made clear “The actual ‘running’ part has become almost incidental to the community support, friendships made, post-parkrun brunches and laughs along the way”.

Our simple, standardised and scalable operational model is deliberately designed to remove barriers to the provision of physical activity opportunities (supply side) and barriers to participation (demand side).

On the supply side, opportunities need to exist for people to be active, yet providers frequently face difficulties in actually launching and sustaining physical activity opportunities. By nurturing local community assets parkrun makes it simple and

easy for communities the world over to deliver events in a low cost, replicable and sustainable way, whilst also enriching and empowering the very communities of which they are a part.

On the demand side, parkrun’s model purposely aims to remove many of the structural barriers to sustained participation, and makes being active, with others, outdoors, more accessible to more people the world over.

In the 18 years since Paul first realised the benefits of social, physical activity in a park, parkrun and junior parkrun has made a real impact on people’s health and wellbeing. Whether they walk, jog, run or volunteer – regularly or once in a blue moon – participation in parkrun changes lives.

But we don’t have all the answers. And, as much as we try to remove barriers to participation and encourage everyone to take part, we know that parkrun can’t be the whole solution. We are still finding our way, asking questions and talking to people from all walks of life: parkrunners who are the lived reality, professionals

in their field, those who set policies, those we agree with and those with whom we might not see eye to eye. We will continue to test and challenge ourselves and others, strive to deepen our understanding and to apply this to making the world a healthier and happier place through parkrun.

With targeted, incremental steps parkrun can continue to improve health and happiness, **by empowering people to come together, to be active, social and outdoors.**

Every single parkrun barcode represents a life. And we can impact that life in a significant and positive way.

In doing so we can create a healthier and a happier planet, for everyone.

SECTION FOUR: ANNUAL REVIEW OF ACHIEVEMENTS AND PERFORMANCE

We began the 2021-22 financial period in February 2021 with the majority of our events still suspended due to the Covid-19 pandemic restrictions. However, with a commitment to keep our

communities engaged and to support togetherness and the continued promotion of the benefits of movement, parkrun was far from dormant in this time, with many innovative 'virtual'

activities and creative digital communications in place to keep our communities engaged and active.

(NOT)PARKRUN

One such activity, (not)parkrun, which launched in June 2020, proved highly effective, providing the incentive for people to complete a 5k run, jog or walk in their own time, logging each event on the adapted parkrun website.

parkrun and those who had never attended a parkrun event, who were motivated by logging and tracking their 5k efforts. Just under 100,000 individuals logged around 1.6 million (not)parkruns over the period that parkrun events were suspended.

use to positively engage the wider parkrun community.

We have maintained the (not)parkrun initiative, despite the return of our events, as many parkrunners, unable to attend the Saturday morning events as often as they would wish, enjoy the flexibility of logging a 5k anytime and still feeling part of parkrun.

The success of (not)parkrun also generated news and personal stories that we could

COMMERCIAL PARTNERS DURING PANDEMIC

We were very fortunate that our commercial partners remained so supportive throughout the pandemic, despite the disruption to parkrun events. We worked hard to maintain high levels of brand awareness and positive feeling towards our partner brands amongst the parkrun audience, committing to additional support and exposure on our digital platforms.

Our regular brand surveying and tracking demonstrated that a partner's continued presence on our digital channels with appropriate content and messaging that supported the parkrun community translated to an increase in key performance indicators (for example brand awareness, positivity and liking, intent to purchase), demonstrating the huge value in the digital sponsorship rights associated with parkrun.

This insight has allowed us to further refine our partnership model, placing a much greater emphasis on the opportunity that exists within digital rights, and to remove some of the more traditional rights such as event branding which comes with logistical challenges and an associated financial cost and environmental impact.

RETURN OF EVENTS WORLDWIDE

Every week for 15 months we sent an update to participants and event teams, to update on any progress being made with our attempts to return events at the earliest possible opportunity, and the other ways we were able to engage and support the parkrun community.

Throughout the Covid-19 pandemic we hugely increased the amount of survey and insight work we undertook with parkrun communities across all territories. Close to 200,000 survey responses were collected over this period, insight that was used to help us understand how parkrunners were feeling throughout this exceptional time, capturing attitudes towards their parkrun event returning within a particular time frame.

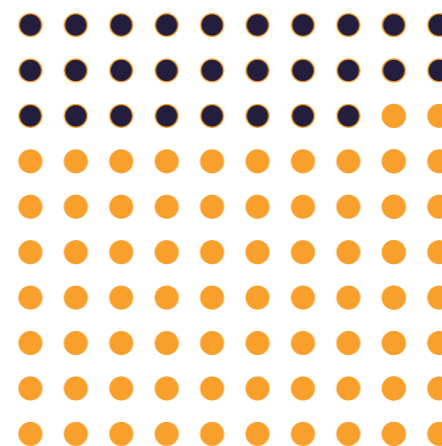
The feedback gathered from this representative cohort of participants, including a regular survey of their 'intent to return' to parkrun, combined with results of parkrun's commissioned scientific research into virus transmission rates at outdoor events and our operational Covid Framework designed to minimise transmission risks even further at events, was invaluable in terms of informing our decisions and providing

evidence for discussions with key stakeholders regarding the timing of return of events as the pandemic began to recede.

We continued to lobby for the return of events as the levels of Coronavirus infection were declining. Recognising the negative impact on people's mental and physical health stemming from restrictions placed on activity and



Almost twice as many new events were delivered in 2022 compared to the previous year



More than one million people participated in 2022, 28% more than 2021

socialising during the pandemic, we felt that it was essential that parkrun events were allowed to return, and that individuals and communities had the opportunity to participate at parkrun events once again, to experience the benefits of free, weekly, socially focussed, outdoor, physical activity.

At the start of 2021, with Coronavirus restrictions beginning to lift around the world, events were operating in New Zealand, the Falkland Islands, parts of Australia, Japan, Guernsey, the Isle of Man, Namibia and Russia.

In April 2021 we were able to return junior parkrun events in the UK. Initially we took the



Nearly 150% increase in new participants in 2022 compared to 2021

decision to keep participation numbers smaller at these events by only allowing 4-10 year olds to log a finish time. 11-14 year olds were welcome to volunteer and subsequently to log a junior parkrun finish time when 5k events returned.

By the end of the financial year there were 379 junior events, 45 of which were new and 135,000 junior parkrunners completed almost 575,000 2k walks or runs supported by 35,000 volunteers.

There was huge support from our communities and stakeholders across the world for parkrun to return at the earliest possible moment. However, given the number of parkrun events in England, and our desire for all events to return at the same time to avoid issues of overcrowding, it was much more challenging to return our 5k events here.

However, with support from senior government ministers including the former Prime Minister Boris Johnson, former Sports Minister Nigel Huddleston, The London Mayor Sadiq Khan, David Davis, Chair of the All Party Parliamentary Group for parkrun Nick Smith, Lord Sebastien Coe and other high profile athletes, our 5k events series returned in England on 24 July 2021.

By July 2021 the majority of parkrun events around the world had restarted.

PARTICIPATION POST COVID:

- Events delivered in the year – 61,687
- Unique events delivered in the year – 2,248
- People participated in the year – 1,074,807. 1,034,942 finishers. 195,422 volunteers.
- Finishes in the year – 6,245,144.
- Volunteer instances/ occasions in the year – 945,310



APP ONLY AROUND THE WORLD

We used the lockdown period to review aspects of our event delivery, and when we were able to return, we did so with every event team using the new Virtual Volunteer App in all territories.

The app has made the process of timing and barcode scanning easier and quicker, removing more barriers to volunteering, with people who had previously been reluctant to help, daunted

by the prospect of using the old equipment now feeling confident to take up the roles using their phones.

The app also ensures a smarter, leaner approach to launching new events and establishing parkrun in new territories.

In conjunction with the worldwide use of the Volunteer App it seemed a logical step to

enable scanning of barcodes from mobile devices (such as when a participant presents a barcode on their phone for scanning rather than having a printed version of their participant barcode). Early evidence suggests this introduction has removed a tension and frustration that some parkrunners had at the point of scanning.

17TH ANNIVERSARY – OCTOBER 2021

With events settling back into a normal routine, our 17th anniversary in October 2021 provided the perfect excuse to celebrate one of our biggest success stories: volunteers.

Since the first parkrun event in 2004, more than 500,000 people have volunteered at 2,200 locations in 23 countries around the world, clocking up a staggering six million instances of volunteering between them.



parkrun is fundamentally good for our physical and mental health. It also revealed that the biggest benefits were experienced by those who volunteered in addition to walking and running. An incredible 84% of volunteers said parkrun improved their happiness.

Our insight is further supported by the fact that 34% of healthcare

professionals who have prescribed parkrun (in a UK partnership initiative with the Royal College of General Practitioners) recommended volunteering to their patients, as well as walking, jogging or running, an indication that healthcare professionals recognise the value and positive physical and mental health benefits of volunteering.

We now understand that volunteering isn't a sacrifice, or about 'giving up your time,' rather it's a hugely positive form of participation that can have a transformative impact on so many people's lives. Some people need to volunteer as much as others need to walk, jog or run. As such, we now promote volunteering as an act of choice and look to maximise volunteering opportunities at events.

MILESTONE T-SHIRTS

Shortly after our 17th anniversary and the celebration of volunteering we launched a range of new milestone t-shirts. For the first time, we recognised volunteering as an equal form of participation to walking, jogging and running, with the same milestone t-shirts available for all forms of participation.

At the same time, and due to the ever-increasing numbers of parkrunners reaching milestones, we introduced a charge for the t-shirts, to cover costs and to remove what was becoming a significant financial liability.

This decision means we are now able to protect our financial

reserves from the impact of this cost. This will allow us to invest in other areas of the business (such as technology, support and event delivery), rather than the provision of free t-shirts.

NEW COMMERCIAL PARTNERS

In autumn 2021, we welcomed two new UK commercial partners to the fold: Skinner's dog food and iPRO the healthy hydration drinks brand.

A survey by Skinner's and parkrun found that dog owners like to get active with their dogs.

In addition to regular walks, 70% of dog-owners regularly went for a run or long jog with their dog and 25% of respondents took their dogs to parkrun events.

In October 2021 iPro became parkrun's Global Hydration

partner in a first-of-its-kind six-year global partnership.

Both Skinners and iPRO share parkrun's values and goals and are passionate about encouraging healthy, active lifestyles and we look forward to working together over the coming years.

FOUR YEARS IN CUSTODIAL SITES ANNIVERSARY

We proudly celebrated our fourth year of parkrun events within the custodial estate in November 2021. Every Saturday hundreds of people in prisons, young offender institutions, and correctional facilities are walking, jogging, running and volunteering as part of the global parkrun family.

Since the launch of the very first custodial event, Black Combe parkrun at HMP Haverigg in November 2017, a further 37 events have been established

on custodial estates in the UK, Australia and Ireland, with around 7,000 different people completing the 5k and almost 2,000 different people volunteering.

Custodial events create a structure and routine which can be aligned with families and is a habit that can continue upon release. Participants have spoken of the positive impact of the event on their health and wellbeing but also on the relationships between those in custody and prison staff.

Reducing reoffending is an important aim of the initiative, with parkrun providing a welcoming, non-judgemental, and positive community that can help support reintegration into society.

After four years of parkrun in the custodial estate we are excited about what the future holds. More custodial events, more people taking part and yet more evidence that parkrun is truly open to all and can be life changing.

CHANGE OF CEO AND ORGANISATIONAL REVIEW

Towards the end of the year we embarked on a company-wide culture review, designed to understand how the organisation could improve and better position itself for the future, seeking feedback directly from employees around the world.

During this period, our CEO Nick Pearson announced he would be stepping down, with Global Head of Communications Russell Jefferys taking over from 1 February 2022.

The culture review confirmed something we knew to be true:

that, like many organisations, we had suffered greatly from not being able to interact with each other in person, or spend time together focused on the work we love: getting people active, outdoors, and, most importantly of all, social.



SECTION FIVE: GOVERNANCE SUMMARY

The independent report sought to understand what we could do better as an employer and as colleagues, and what the most important things were that we needed to do in order to maximise our own work-based health and happiness.

All of our employees were interviewed in-depth and given the opportunity to feedback anonymously on areas that were causing them issues or concern. Whilst most people still thoroughly

enjoyed working at parkrun and got on brilliantly with their colleagues, this piece of work was directly targeted at the things that we weren't getting right and what therefore could be done better. In some cases much better.

In March this year, the full internal culture report was shared, in confidence, with our entire team including the Trustees, alongside a detailed plan of action to take the organisation forward. In the seven months that have followed

START WITH . . . PARKRUN

Our new year campaign 'Start with parkrun' encouraged parkrunners to introduce a friend or family member to parkrun, sharing advice for what to expect at parkrun for prospective first timers.

We know that during the 18 months where most events were suspended, in the UK alone

over 500,000 individuals did not complete their first parkrun who otherwise would have. Recency of registration has a big impact on participation numbers, since 19% of our weekly participants began parkrunning in the previous 12 months.

We can confidently predict therefore that these 500,000

LOOKING AHEAD

Taking the decision to suspend or close events is something we take very seriously, and try to avoid unless there is simply no other option. parkrun is a health and wellbeing charity and an apolitical organisation, with a remit and focus that is all about providing communities with access to free, weekly opportunities to be physically active, social and outside. We believe that, in principle, everyone, everywhere should have the opportunity to participate at our events.

However, as was the case during the lockdowns associated with the Covid-19 pandemic, sometimes exceptional circumstances mean that we must suspend or cancel our events.

In March 2022 we took the decision to suspend events in Russia, following the invasion of Ukraine. At the time of publishing this report there is unfortunately no short or medium term prospect of parkrun events returning in Russia.

In June 2022 we took the decision to suspend events in France due to the lack of clarity around the requirement for parkrun events to ask for and collect medical certificates.

Since suspension in France we have been working with our legal representatives and partners in France to gain the clarity we need to resume operations. At the time of publishing this report, we remain optimistic that we will be

we have implemented a raft of changes in response to the feedback received.

Our ambition is for parkrun to be a truly global movement and a world class organisation. To that end, we will continue to work hard ensuring we are following best practice, fully aware of our responsibilities as a global charity and as an employer, exceeding expectations and challenging ourselves to be better.

'lost' parkrunners would have accounted for 3 million instances of participation over 2 years and 7 million over 5 years.

We continue to monitor the impact of Covid-19 on participation at parkrun events and, whilst average participation is lower than it was pre-pandemic, demand for new events remains strong.

able to resume events in the not-too-distant future.

Despite the challenges, we look ahead to the 2022-23 financial year and beyond in a position of strength and with optimism. The majority of our wonderful communities are once again delivering events every weekend. We have exciting plans for the future, fantastic support from commercial partners and key stakeholders and we look forward to extending the reach of our events and to further engage with communities **to transform health and happiness by empowering people to come together, to be active, social and outdoors**, wherever they are in the world.

The Trustees present their report and the audited financial statements for the year ended 31 January 2022. Reference and administrative information set out on page 40 forms part of this report. The financial statements comply with current statutory requirements, the memorandum and articles of association and the Statement of Recommended Practice – Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102.

parkrun Global Limited is a charitable company limited by guarantee, incorporated on 28 January 2015 in England and Wales (with company number 09411750) and registered the Charity Commission for England and Wales (with registered number 1170562) as a charity on 10 October 2017.

The company was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed under its articles of association.

The charitable company's objects are to promote community participation in health recreation by:

- Organising and providing running events, and
- Creating opportunities for members of the community to participate in and/or volunteer at such running events.

Trustees are appointed in accordance with Sport England's Code for Sport Governance and the Charity Governance Code. The Nominations Committee handles new Trustee recruitment, and new Trustees are appointed by an ordinary resolution of the members or by co-option by the Trustees. The minimum number of Trustees is three and the maximum number is 7 (increasing to 12 by a special resolution (27th July 2022)).

In line with our ambition to create a truly global movement and a world class organisation, we are currently (October 2022) recruiting new Trustees with a view to having a number of new Trustees in post by January 2023.

On joining the organisation, new Trustees meet the Chair, the other Trustees and the Executive team before their first meeting. In addition, they are invited to join the Operations team on location visiting event teams and meeting volunteers. They are given full access to the Executive team to develop their understanding of the organisation. They are also given a copy of the Charity Commission's guidance to becoming a new Trustee (CC3).

The Global Board meets six times a year with occasional additional meetings as needed. The Trustee role is unremunerated, but Trustees are able to claim expenses where relevant.

The Global Board is accountable for the work of The Charity. The matters reserved for parkrun's Global Board include the approval of strategy, the budget, holding the senior leadership team to account for the delivery of the business plan and the Annual Report and Accounts. The Board also retains oversight of management controls and corporate governance, along with the appointment of Trustees and the Chief Executive.



SUB-COMMITTEES

parkrun Global has appointed five committees to help with the execution of its responsibilities. Members are appointed by the Global Board. The committees meet regularly and members are:

Nominations

Gavin Megaw (Chair),
Jeremy Townsend,
Christine Gibbons

Remuneration

Gavin Megaw (Chair),
Jeremy Townsend,
Christine Gibbons

Safeguarding

Gavin Megaw (Chair),
Clare Fowler,
Helen Dickens,
Tom Williams

Finance and Audit

Jeremy Townsend (Chair),
Jonathan Cooke,
Russell Jefferys

Governance and Risk

Christine Gibbons (Chair),
Russell Jefferys,
Paul Sinton-Hewitt

The parkrun Global Board has delegated authority to the Chief Executive who leads the Senior Leadership team for oversight of parkrun Global and its subsidiaries.

The Senior Leadership Team comprises the Chief Executive,

Chief Operating Officer, Head of Finance, Head of Health and Wellbeing, Head of People and Culture, Head of Communications, Managing Director APAC and the Founder and Executive Director.

During the financial year, the Board reviewed and agreed

organisational pay through the annual budget, and the Remuneration Committee considered and approved the appointment and remuneration of new roles in the Executive Team in consideration of good practice in the charity sector.

continue to, improve its own governance where necessary in accordance with the Code, and has an action plan in place to ensure full compliance.

THE CHARITY GOVERNANCE CODE

parkrun Global fully supports the Charity Governance Code, recognising its importance in promoting good governance. parkrun Global does, and will



SUBSIDIARIES

parkrun Global Ltd has the following subsidiaries:

- parkrun Ltd
- parkrun Australia Ltd
- parkrun South Africa NPC
- parkrun US
- parkrun Canada

Each subsidiary is registered in its country of incorporation and has its own board, which is responsible for delivering parkrun in line with the global framework within that territory.

In addition to the territorial subsidiaries listed above, parkrun Global Ltd has a wholly-owned non-charitable subsidiary, parkrun Trading Limited, which undertakes parkrun's commercial activities. parkrun Trading Limited is incorporated as a company to conduct trading activities to support parkrun's charitable objectives. It donates its profits to The Charity via a distribution. The payment from parkrun Trading Limited to The Charity in 2020/21 was £103,000 (2019/20 £92,000).

parkrun Trading Ltd has a subsidiary company, PSH Retail Ltd (incorporated in England and

Wales with company number 11222647), which works with suppliers to manufacture and sell the CONTRA range of ethically produced running apparel.

parkrun Trading Limited is incorporated in England and Wales (with company number 06053983).

The Group Consolidated Statements include The Charity and its subsidiaries. The financial results for 2021/22 of all subsidiaries are summarised in Note 14a to the Financial Statements.

RISK MANAGEMENT

The Governance and Risk Committee has responsibility for oversight and review of the risk management policy and process, and reviews the risk register on a quarterly basis. The Board reviews the risk register on an annual basis following reports by the committee.

The Risk Manager, working with the Senior Leadership Team, is responsible for the risk register, reviewing the significant

operational and organisational risks on a regular basis, and ensuring that appropriate internal controls and actions are in place and aimed at mitigating risks.

The risk register considers the impact and likelihood of the risks. Ownership of the risks is assigned to a member of the Senior Leadership Team who is accountable for ensuring controls, policies and procedures are implemented and improved.



The Trustees consider the principal risks to the Charity and its subsidiaries to be in the following areas:

1. Closure of all events in a region over the short, medium, or long term. (Blanket cancellations)

The vast majority of parkrun events around the world have returned after the Covid-19 pandemic. However, a resurgence in the virus (or the discovery of a new virus) and a return to restrictions that require further cancellations of events continues to be a threat. parkrun will continue

to work with national bodies and health organisations to ensure that any future event cancellations are minimised and events can return where appropriate as quickly as possible.

2. Economic risks

The worsening economic environment, increasing cost of living, rising prices and associated economic pressures creates a risk to

the organisation. Inflation and price rises increase our cost base and cost of delivery, either directly with suppliers or indirectly through our ability to maintain an appropriately sized and skilled workforce. The parkrun community, our supporters and wider stakeholders who provide vital income to the organisation through regular donations, retail purchases, grants and sponsorship, are all feeling the effects of the economic

downturn. There is therefore a risk of a reduction in our income which would further limit our ability to deliver our strategic objectives. The Board deem it sensible therefore to maintain a high level of reserves and an appropriate investment plan to offset these pressures should they arise, and to ensure the commercial strategy is based on achieving a diverse revenue stream.

3. Data security

As parkrun grows in popularity around the world, with thousands more people registering every week, we are aware that we face increasing threats and challenges in relation to cyber-crime and data protection. Additionally, there is an increased risk to the organisation from failure to manage our data, information systems and processes appropriately. A successful cyber attack or significant data breach could lead to loss of data, an inability to deliver events and services and ultimately lead to reputational impact and damage for the organisation as well as possible regulatory non-compliance and fines. We continue to review our IT security policies and procedures, implementing enhancements wherever necessary, work which will continue during 2022-2023.

4. Organisational growth

One of the impacts of the Covid-19 pandemic is the negative impact on our health and wellbeing. Coupled with the deteriorating economic climate and the cost of living crisis, parkrun (as a regular, free to access health and wellbeing initiative) has never been needed more. Since returning post-Covid, we have seen strong demand for new events in existing territories, and in new locations around the world. The organisation needs to be able to respond to this demand, to be able to expand, but to do so sustainably. The risk is that our limited resources and small back office team is overwhelmed by an increasing and unmanageable workload. The strong cash reserves and clarity around a new 5-year strategy give us the confidence we need to invest in the team and resources in order to respond to these opportunities and challenges in a sustainable way.

5. Safeguarding and medical

Given the size and scale of parkrun, with thousands of children and vulnerable adults participating every week, there is a risk of a serious safeguarding or medical incident occurring at any time. Around 75% of all global parkrun events



have access to an Automated External Defibrillator (AED), with 100% coverage across the UK, Ireland, and Australia, all events have a basic first aid kit, and we record and review all global safeguarding and medical incidents within a single, centralised, global incident reporting system. We undertake regular reviews of safeguarding and medical incidents and processes, and ensure that we have suitable safeguarding controls and checks in place for event volunteers.

6. Reputational risks

The Trustees work hard to ensure parkrun has a robust set of policies and agreements in place (such as whistleblowing, volunteer agreements, health and safety, safeguarding, social media and cyber security) which help to mitigate against damage to reputation that could result from failures in these areas.

FINANCIAL REVIEW

During the financial year to 31 January 2022 parkrun Global continued to focus on the challenges of the global COVID pandemic. Events began to return safely during 2021, with a significant percentage of events operational by the year end.

As events returned throughout the year, costs rose, as expected, and have increased compared to the previous year. Total expenditure was £4,339,988 (2021 £3,898,862).

Our total income increased significantly to £5,590,956 (2021 £4,260,970) which was largely due to the net assets of our Australian subsidiary being donated to Global (£1,460,387). Income without this donation was £4,130,569.

RESERVES POLICY

The Trustees have considered the future viability of the group and its ability to continue as a going concern, while regularly monitoring cash flow forecasts. Having reviewed the makeup of the group's working capital and net current assets position at the year-end, the Trustees are confident that the group has sufficient resources to continue with its operations and seek to achieve its objectives. Consequently, the financial statements have been prepared on a going concern basis.

FUNDRAISING

With Covid restrictions now lifted, parkrun has and will continue to expand and therefore the costs associated with supporting events, ensuring consistency and safety, and maintaining the key founding principle that participation should

We expect to see continued growth in income and expenditure as parkrun continues to grow around the world in line with our new 5-year strategy (2023-28).

The group has net assets of £3,375,217 (2021 £2,124,249), represented by unrestricted funds of £2,992,672 (2021 £547,132) and restricted funds of £382,545 (2021 £1,577,117).

The Trustees are pleased with the significant improvement in the position between the percentage of unrestricted and restricted reserves, for which there are a number of contributing factors.

The inclusion of parkrun Australia into the group has notably increased the unrestricted reserves, whilst the Sport England grant, which was fully

The current reserves position has improved materially since the prior year. Restricted funds total £382,545 (2021 £1,577,117) and General funds total £2,992,672 (2021 £547,132). The detail of the funding provided is given in Note 21 of the accounts.

The reserves policy is calculated and assessed according to an overall risk policy. Due to fixed assets being required for the functional operation of the charity, the general reserves after deducting the fixed assets

utilised during the year, has had a substantial impact on the reduction of restricted reserves at the end of the financial year.

The Trustees constantly monitor cash flow requirements and are pleased to see the cash held at the end of the year has increased to £1,792,980 (2021 £430,690).

Funds provided through parkrun donations continue to help support costs at individual events. The Trustees are grateful for the continued support from the participants themselves. At the year end, an increase in funds to £382,545 from the 2021 position of £377,117 (per note 22a of the accounts), were available to support individual event specific funding requirements going forward.

figure is £2,473,041. Of this, we calculate that £1.9m is required to maintain our working capital commitments, while also ensuring we have sufficient funds in reserve to continue the financial sustainability of the global organisation.

The Trustees consider it appropriate to hold a higher level of unrestricted reserves to support our growth investment strategy and as such we have isolated a designated fund for operational investment.

be at no cost to the individual, will inevitably increase significantly too.

The Trustees support a responsible approach to increasing scale, however it is important that

parkrun continues to develop a range of commercial strategies to raise funds to support growing overheads. The Trustees continue to pursue a strategy of building self sufficiency through a diverse range of revenue streams.



In the 2021 financial year, over 80% of parkrun Global's revenue was generated in the UK. Funds are generated from four main revenue streams.

Sponsorship

Historically this has been the main source of revenue for parkrun, and in 2021-22 accounted for around 31.6% of revenue, down from around 40% in 2020-21. parkrun partners with commercial organisations to promote their products to the parkrun community, through digital marketing and visits to parkrun events (activations). Sponsorship income continued to be particularly resilient during the period of event closures due to strong commercial relationships and parkrun's ability to continue to deliver value across digital channels, even in the absence of live events.

Grant Funding

parkrun works with organisations to further health

and participation objectives and receives grant funding to support these activities. During the financial year, parkrun worked with Sport England on specific projects. In the financial year, parkrun secured a £5m grant from Sport England, for the five year period 2022-2027.

Retail

Retail continues to be an important and growing part of our commercial strategy, as parkrun seeks to avoid an over-reliance on one revenue stream. Merchandise sales were significantly impacted by the suspension of events, with a decline in sales (especially ID wristbands and the apricot range of running apparel) directly related to the drop in weekly participation as a consequence of ongoing cancellations.

Donations

In 2019 parkrun launched the online donations platform parkrun Forever, which gives the community the opportunity to

set up small regular donations to support the central overheads and costs that maintain the broader parkrun infrastructure and systems. In the financial year parkrun Forever continued to be an important part of parkrun's revenue mix with over £451,069 raised in 2021-22, (£445,411 2020-21).

parkrun Global Ltd is not currently registered with the Fundraising regulator but the Trustees are taking professional advice in relation to this matter. In the year, parkrun Global Ltd received no complaints in relation to fundraising (2020-21: none).

We ensure that both our staff and our partners protect vulnerable people and others from unreasonable intrusion on a person's privacy, unreasonably persistent approaches or undue pressure to give.



FUTURE PLANS

As parkrun emerges from the global Covid-19 pandemic we are extremely well placed to deliver vital free, weekly, low barrier to delivery and participation, physical activity events. Our strong financial position means we can invest in the organisation with confidence, and to develop a new strategy which will set out how we intend to grow as an organisation over the next five years, with an

ambition to transform parkrun into a truly global movement, and world-class organisation, positively impacting the health and happiness of millions of people across increasingly diverse communities.

Whilst we do expect the wider economic climate of high inflation and increasing energy costs to have an impact on our cost base

(increased expenditure on salaries and some supplier costs), with specific investment and focus, and as the parkrun community grows, we expect to see increases in revenue, particularly in retail, sponsorship and donations. We therefore expect a significant increase in the scale and income and expenditure of the organisation in the year ahead.



The year ahead is forecast to include:

- Simplification of our global organisational structure
- Development of new 5-year strategy

- Increased staff costs resulting from organisational restructure and investment in key roles
- Increased income from retail and sponsorship with more certainty around event delivery post-Covid

We are confident therefore that post-pandemic and with a new strategy and leadership team, we are well placed to deliver our objectives in 2022-2023.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

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

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and group and of the incoming resources and application of resources, including the income and expenditure, of the charitable company or group for that period. In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charities SORP
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards and statements of recommended

- practices have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation

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

Each of the Trustees confirms that:

- So far as the Trustee is aware, there is no relevant audit information of which the charitable company's auditor is unaware.
- The Trustee has taken all the steps that he/she ought to have taken as a Trustee in

order to make himself/herself aware of any relevant audit information and to establish that the charitable company's auditor is aware of that information.

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

The Trustees' annual report has been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

The Trustees' annual report has been approved by the Trustees on 28 October 2022 and signed on their behalf by

Gavin Megaw
Chair of Trustees
parkrun Global Limited

SECTION SIX: AUDITOR'S REPORT

Independent auditor's report to the members of parkrun Global Limited

OPINION

We have audited the financial statements of parkrun Global Limited (the 'parent charitable company') and its subsidiaries (the 'group') for the year ended 31 January 2022 which comprise the consolidated statement of financial activities, the group and parent charitable company balance sheets, the consolidated statement of cash flows and the notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation

is applicable law and United Kingdom Accounting Standards, including FRS 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 group's and of the parent charitable company's affairs as at 31 January 2022 and of the group's 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
- Have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act 2011

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 group financial

statements section of our report. We are independent of the group and parent charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and

we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

CONCLUSIONS RELATING TO GOING CONCERN

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

Based on the work we have performed, we have not identified

any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on parkrun Global Limited's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

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

OTHER INFORMATION

The other information comprises the information included in the trustees' annual report other than the group 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 group 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 group 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 group 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.

OPINIONS ON OTHER MATTERS PRESCRIBED BY THE COMPANIES ACT 2006

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

- The information given in the trustees' annual report for

the financial year for which the financial statements are prepared is consistent with the financial statements

- The trustees' annual report has been prepared in accordance with applicable legal requirements

MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

In the light of the knowledge and understanding of the group and the parent charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and Charities Act 2011 requires us to report to you if, in our opinion:

- Adequate accounting records have not been kept by the

parent charitable company, or returns adequate for our audit have not been received from branches not visited by us; or

- The parent charitable company financial statements are not in agreement with the accounting records and returns; or
- Certain disclosures of trustees' remuneration specified by law are not made; or

- We have not received all the information and explanations we require for our audit; or
- The directors 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' annual report and from the requirement to prepare a strategic report.





RESPONSIBILITIES OF TRUSTEES

As explained more fully in the statement of trustees' responsibilities set out in the trustees' annual report, the trustees (who are also the directors of the parent 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 group's and the parent 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 group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

AUDITOR'S RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS

We have been appointed auditor under the Companies Act 2006 and section 151 of the Charities Act 2011 and report in accordance with those Acts.

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 are set out below.

CAPABILITY OF THE AUDIT IN DETECTING IRREGULARITIES

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We enquired of management, and the Finance and Audit Committee, which included obtaining and reviewing supporting documentation, concerning the group's policies and procedures relating to:
- Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
- Detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected, or alleged fraud;
- The internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations.



- We inspected the minutes of meetings of those charged with governance.
- We reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.
- We obtained an understanding of the legal and regulatory framework that the group operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the group from our professional and sector experience.
- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.
- We communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.
- In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed whether the judgements made in making accounting estimates are indicative of a potential bias and tested significant transactions that are unusual or those outside the normal course of business.
- We reviewed any reports made to regulators.

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 is available on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

USE OF OUR REPORT

This report is made solely to the charitable company's members as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and section 144 of the Charities Act 2011 and regulations made under section 154 of that Act. 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 the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

**for and on behalf of Sayer Vincent LLP, Statutory Auditor
Invicta House, 108-114 Golden Lane, LONDON, EC1Y 0TL**

Sayer Vincent LLP is eligible to act as auditor in terms of section 1212 of the Companies Act 2006

**Fleur Holden (Senior statutory auditor)
28 October 2022**

SECTION SEVEN: FINANCIAL STATEMENTS



Consolidated statement of financial activities (incorporating an income and expenditure account) For the year ended 31 January 2022

	Note	2022			2021		
		Unrestricted £	Restricted £	Total £	Unrestricted £	Restricted £	Total £
Income from:							
Donations	2	451,069	116,037	567,106	445,411	56,077	501,488
Charitable activities							
Event related income	3	433,407	-	433,407	336,741	1,200,000	1,536,741
Other trading activities	4	3,129,064	-	3,129,064	2,222,608	-	2,222,608
Investments	5	992	-	992	133	-	133
Other	6	1,460,387	-	1,460,387	-	-	-
Total income		5,474,919	116,037	5,590,956	3,004,893	1,256,077	4,260,970
Expenditure on:							
Raising funds	7	1,040,349	-	1,040,349	907,931	-	907,931
Charitable activities							
Event related expenses	7	1,989,030	1,310,609	3,299,639	1,943,377	1,047,554	2,990,931
Total expenditure		3,029,379	1,310,609	4,339,988	2,851,308	1,047,554	3,898,862
Net income / (expenditure) for the year	8	2,445,540	(1,194,572)	1,250,968	153,585	208,523	362,108
Transfers between funds		-	-	-	-	-	-
Net movement in funds		2,445,540	(1,194,572)	1,250,968	153,585	208,523	362,108
Reconciliation of funds:							
Total funds brought forward		547,132	1,577,117	2,124,249	393,547	1,368,594	1,762,141
Total funds carried forward		2,992,672	382,545	3,375,217	547,132	1,577,117	2,124,249

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 22 to the financial statements.

Balance sheets As at 31 January 2022

Company No. 09411750

	Note	The group		The charity	
		2022 £	2021 £	2022 £	2021 £
Fixed assets:					
Tangible assets	13	519,631	270,296	-	-
Investments	14	-	-	1,000	1,000
		519,631	270,296	1,000	1,000
Current assets:					
Stock	16	1,192,260	729,104	-	-
Debtors	17	896,923	2,156,069	907,651	629,346
Cash at bank and in hand		1,792,980	430,690	240,859	280,832
		3,882,163	3,315,863	1,148,510	910,178
Liabilities:					
Creditors: amounts falling due within one year	18	(991,577)	(1,461,910)	(24,149)	(94,937)
Net current assets		2,890,586	1,853,953	1,124,361	815,241
Total assets less current liabilities		3,410,217	2,124,249	1,125,361	816,241
Creditors: amounts falling due after one year	19	(35,000)	-	-	-
Total net assets		3,375,217	2,124,249	1,125,361	816,241
Funds:	22a				
Restricted income funds		382,545	1,577,117	-	-
Unrestricted income funds		2,992,672	547,132	1,125,361	816,241
Total funds		3,375,217	2,124,249	1,125,361	816,241

Approved by the trustees on 28 October 2022 and signed on their behalf by

Gavin Megaw
Chair of Trustees
parkrun Global Limited



Consolidated statement of cash flows
For the year ended 31 January 2022

	2022		2021	
	£	£	£	£
Cash flows from operating activities				
Net income for the reporting period (as per the statement of financial activities)	1,250,968		362,108	
Depreciation charges	124,883		132,159	
Interest from investments	(992)		(133)	
Cash received on acquisition of subsidiary	(1,197,426)		-	
Increase in stocks	(463,156)		(246,918)	
Decrease/(increase) in debtors	1,259,146		(453,164)	
(Decrease)/increase in creditors	(431,592)		222,505	
Net cash provided by operating activities		541,831		16,557
Cash flows from investing activities:				
Cash received on acquisition of subsidiary	1,197,426		-	
Interest received	992		133	
Purchase of fixed assets	(374,218)		(42,314)	
Net cash used in investing activities		824,200		(42,181)
		1,366,031		(25,624)
Cash flows from financing activities:				
Repayments of borrowing	(3,741)		-	
Cash inflows from new borrowing	-		50,000	
Net cash (used in) / provided by financing activities		(3,741)		50,000
Change in cash and cash equivalents in the year		1,362,290		24,376
Cash and cash equivalents at the beginning of the year		430,690		406,314
Cash and cash equivalents at the end of the year		1,792,980		430,690

Analysis of cash and cash equivalents and of net Debt

	At 1 February 2021	Cash flows	Other non-cash changes	At 31 January 2022
	£	£	£	£
Cash at bank and in hand	430,690	1,362,290	-	1,792,980
Loans	(50,000)	3,741	-	(46,259)
Total	380,690	1,366,031	-	1,746,721

Notes to the financial statements
For the year ended 31 January 2022

1. ACCOUNTING POLICIES

a. Statutory information

parkrun Global Limited is a charitable company limited by guarantee, incorporated and registered in England and Wales. The company's registered office address and principal place of business is Frameworks, 2 Sheen Road, Richmond, TW9 1AE.

b. Basis of preparation

The financial statements have been prepared in accordance with Accounting

and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) – (Charities SORP FRS 102), The Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006

Basis of consolidation

These financial statements consolidate the results of the charity and its wholly-owned subsidiaries parkrun Limited, parkrun Trading Limited, Parkrun South Africa NPC and parkrun Australia Ltd from 1 July 2021 on a line by line basis. The results of PSH Retail Limited which is a wholly owned subsidiary of parkrun Trading Limited are also included. Transactions and balances between the

charity and its subsidiaries have been eliminated from the consolidated financial statements. Balances between the five entities are disclosed in the notes of the charity's balance sheet. A separate statement of financial activities, or income and expenditure account, for the charity itself is not presented as a summary of the result for the year is disclosed in the notes to the accounts.

Under Section 408 of the Companies Act 2006 the Company is exempt from the requirement to present its own profit and loss account.

Two subsidiaries are not consolidated within the financial statements, as their inclusion within the consolidation have no significant bearing on the results for the year.

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

In applying the financial reporting framework, the trustees have made a number of subjective judgements, for example in respect of significant accounting estimates. Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. The nature of the estimation means the actual outcomes could differ from those estimates. Any significant estimates and judgements affecting these financial statements are

detailed within the relevant accounting policy below.

c. Public benefit entity

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

d. Going concern

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

The charity continues to operate in an uncertain global environment. Government restrictions around the world meant parkrun events were severely restricted until the middle of 2021 although parkruns in all countries are now fully operational. parkrun events themselves do not directly generate income and the trustees are pleased to report that sponsors, partners and authorities around the world continue to remain supportive of parkrun and as such the trustees believe that the level of financial support that they are expecting over forthcoming months is sufficient to enable parkrun to continue as a going concern. The inclusion of parkrun Australia as a group company within this years accounts has also boosted cash reserves further assuring parkrun can continue as a going concern.

The Trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

e. Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the

income have been met, it is probable that the income will be received and that the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Income received in advance of the provision of a specified service is deferred until the criteria for income recognition are met.

f. Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

g. Fund accounting

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

h. Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:



- Costs of raising funds relate to the costs incurred by the charity in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose

- Expenditure on charitable activities includes the costs of running events undertaken to further the purposes of the charity and their associated support costs

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

i. Allocation of support costs

Resources expended are allocated to the particular activity where the cost relates directly to that activity.

Support and governance costs are re-allocated to each of the activities on the following basis which is an estimate, based on staff time, of the amount attributable to each activity.

Organising parkrun events	88%
Commercial sponsorship	12%

Governance costs are the costs associated with the governance arrangements of the charity. These costs are associated with constitutional and statutory requirements and include any costs associated with the

strategic management of the charity's activities.

j. Operating leases

Rental charges are charged on a straight line basis over the term of the lease.

k. Tangible fixed assets

Items of equipment are capitalised where the purchase price exceeds £500. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

Plant and machinery	33% on cost and 10% on cost
Fixtures and fittings	20% on cost
Computer equipment	50% reducing balance and 33% on cost

l. Investments in subsidiaries

Investments in subsidiaries are at cost.

m. Stocks

Stocks are stated at the lower of cost and estimated

selling price. In general, cost is determined on a first in first out basis and includes transport and handling costs. Provision is made where necessary for obsolete, slow moving and defective stocks.

Stocks of Milestone T shirts are now shown within the year end stock figure at the lower of cost and estimated selling price. Previously Milestone T shirts were provided free to qualifying participants and the value of T shirts held at the year end was not shown in the balance sheet although costs were prepaid in order to match the cost of providing the shirts, with the relevant period in which they were awarded.

n. Debtors

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

o. Cash at bank and

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

p. Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle

the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

q. Financial instruments

The charity only has financial assets and financial liabilities

of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured

at amortised cost using the effective interest method.

r. Pensions

The group operates a defined contribution pension scheme. Contributions payable to the group's pension scheme are charged to profit or loss in the period to which they relate.

2. INCOME FROM DONATIONS

	2022			2021		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	£	£	£	£	£	£
Gifts and donations	451,069	116,037	567,106	445,411	56,077	501,488
	451,069	116,037	567,106	445,411	56,077	501,488

3. INCOME FROM CHARITABLE ACTIVITIES

	2022			2021		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	£	£	£	£	£	£
Event related income UK	318,850	-	318,850	7,728	-	7,728
Event related income Overseas	109,216	-	109,216	309,013	-	309,013
Grants	5,341	-	5,341	20,000	1,200,000	1,220,000
Total income from charitable activities	433,407	-	433,407	336,741	1,200,000	1,536,741

The detail of restricted grants is given in Note 22.

4. INCOME FROM OTHER TRADING ACTIVITIES

	2022			2021		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	£	£	£	£	£	£
Retail sales and advertising	1,360,741	-	1,360,741	516,866	-	516,866
Corporate sponsorship	1,768,323	-	1,768,323	1,705,742	-	1,705,742
	3,129,064	-	3,129,064	2,222,608	-	2,222,608

5. INCOME FROM INVESTMENTS

	2022			2021		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	£	£	£	£	£	£
Bank Interest	992	-	992	133	-	133
	992	-	992	133	-	133

6. OTHER INCOME

	2022			2021		
	Unrestricted £	Restricted £	Total £	Unrestricted £	Restricted £	Total £
Recovery of retail commission	73,555	-	73,555	-	-	-
Fair value of net assets received on the acquisition of parkrun Australia. (see note 14)	1,386,832	-	1,386,832	-	-	-
	1,460,387	-	1,460,387	-	-	-

7. ANALYSIS OF EXPENDITURE

7a. (current year)

	Charitable activities				2022 Total £	2021 Total £
	Raising funds £	Event related £	Governance costs £	Support costs £		
Staff costs (Note 9)	258,379	1,238,437	-	490,337	1,987,153	1,627,404
Retail and advertising costs	449,815	-	-	-	449,815	331,774
Direct event costs	-	632,465	-	-	632,465	665,804
Event equipment depreciation	-	114,206	-	-	114,206	121,269
Office and admin	56,077	320,923	-	180,803	557,803	532,994
Consultancy and agency fees	186,847	185,404	-	-	372,251	403,013
Software and IT costs	-	55,859	-	13,965	69,824	113,527
Travel and staff expenses	-	50,757	-	9,553	60,310	52,051
Legal and professional	-	47,226	39,842	9,093	96,161	51,026
	951,118	2,645,277	39,842	703,751	4,339,988	3,898,862
Support costs	84,450	619,301	-	(703,751)	-	-
Governance costs	4,781	35,061	(39,842)	-	-	-
Total expenditure 2022	1,040,349	3,299,639	-	-	4,339,988	
Total expenditure 2021	907,931	2,990,931	-	-		3,898,862

7b. (prior year)

	Charitable activities				2021 Total £
	Raising funds £	Event related £	Governance costs £	Support costs £	
Staff costs (Note 9)	194,511	1,045,601	-	387,292	1,627,404
Retail and advertising costs	331,774	-	-	-	331,774
Direct event costs	-	665,804	-	-	665,804
Event equipment depreciation	-	121,269	-	-	121,269
Office and admin	56,964	312,802	-	163,228	532,994
Consultancy and agency fees	251,084	151,929	-	-	403,013
Software and IT costs	-	90,822	-	22,705	113,527
Travel and staff expenses	-	43,233	-	8,818	52,051
Legal and professional	-	19,754	25,820	5,452	51,026
	834,333	2,451,214	25,820	587,495	3,898,862
Support costs	70,499	516,996	-	(587,495)	-
Governance costs	3,098	22,722	(25,820)	-	-
Total expenditure 2021	907,931	2,990,931	-	-	3,898,862

8. NET INCOME / (EXPENDITURE) FOR THE YEAR

This is stated after charging:

	2022 £	2021 £
Depreciation	124,883	132,159
Interest payable	1,653	1,566
Operating lease rentals:		
Property	84,702	89,743
Auditor's remuneration (excluding VAT):		
Audit of Charity	3,400	2,260
Audit of subsidiary companies	19,200	15,300
Foreign exchange gains or losses	990	643

9. ANALYSIS OF STAFF COSTS, TRUSTEE REMUNERATION AND EXPENSES, AND THE COST OF KEY MANAGEMENT PERSONNEL

Staff costs were as follows:

	2022 £	2021 £
Salaries and wages	1,684,998	1,374,259
Social security costs	145,723	135,273
Employer's contribution to defined contribution pension schemes	149,965	111,231
Other forms of employee benefits	6,467	6,641
	1,987,153	1,627,404





The following number of employees received employee benefits (excluding employer pension costs and employer's national insurance) during the year between:

	2022	2021
	No.	No.
£60,000 – £69,999	3	3
£70,000 – £79,999	1	1
£90,000 – £99,999	1	1
£100,000 – £109,999	1	1
£150,000 – £159,999	1	1

The only employee to fall into the £150,000-£159,000 category, was the former CEO Nick Pearson.

The total employee benefits (including pension contributions and employer's national insurance)

of the key management personnel were £621,655 (2021: £559,897).

The charity trustees were neither paid nor received any other benefits from employment with the charity in the year (2021: £nil). No charity trustees received

payment for professional or other services supplied to the charity (2021: £nil).

No trustees expenses were paid in the year ended 31 January 2022. (2021 : £nil).

10. STAFF NUMBERS

The average number of employees (head count based on number of staff employed) during the year was 34 (2021: 27).

11. RELATED PARTY TRANSACTIONS

Paul Sinton-Hewitt the founder of parkrun and Trustee (resigned as Trustee on 28 June 2022) of parkrun Global was paid £77,654 (2021: £77,654) as an employee for his daily work in promoting parkrun within the UK and Globally and performing ad hoc services to sponsors, grant providers, and the wider community as and when required. Payments to the founder as an employee are allowed under the provisions of the articles of association. Paul Sinton-

Hewitt also received payments totalling £11,668 in the year from a consultancy agreement with a supplier to PSH Limited (2021: £20,180). The consultancy agreement which was approved prior to PSH Retail Ltd becoming a subsidiary and continued to be approved thereafter by the board of Trustees ceased in June 2022.

Jo Sinton-Hewitt the wife of Paul Sinton Hewitt is employed by parkrun Limited in the role of Event

Support Manager and receives a commercial salary of £37,429 for the role (2021: £36,701).

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties.

12. TAXATION

The charity is exempt from corporation tax as all its income is charitable and is applied for

charitable purposes. The charity's trading subsidiaries parkrun Limited, parkrun Trading Limited

and PSH Retail Limited distribute under Gift Aid available profits to the parent charity.

13. TANGIBLE FIXED ASSETS

The group	Fixtures and fittings	Computer equipment	Plant and machinery	Total
Cost	£	£	£	£
At the start of the year	19,712	47,060	1,244,414	1,311,186
Additions in year	-	10,445	363,773	374,218
Disposals in year	-	-	(651,434)	(651,434)
At the end of the year	19,712	57,505	956,753	1,033,970
Depreciation				
At the start of the year	14,442	38,862	987,586	1,040,890
Charge for the year	2,115	8,562	114,206	124,883
Eliminated on disposal	-	-	(651,434)	(651,434)
At the end of the year	16,557	47,424	450,358	514,339
Net book value at the end of the year	3,155	10,081	506,395	519,631
At the start of the year	5,270	8,198	256,828	270,296

All of the above assets are used for charitable purposes.

14. INVESTMENT IN SUBSIDIARY UNDERTAKINGS

The parent charity's investments at the Balance Sheet date in the share capital of companies include the following:

	2022	2021
	£	£
Cost b/fwd and c/fwd	1,000	1,000

The investment above relates to the charity's 100% share holding in parkrun Trading Limited, other subsidiaries do not have share capital but are limited by guarantee and an overview of their results and reserves is shown below.

All activities have been consolidated on a line by line basis in the statement of financial activities. Available profits are distributed under Gift Aid to the parent charity from the UK subsidiaries.

parkrun Limited

The charity is the sole member of parkrun Limited, a company registered in England. The company number is 07289574. The registered office address is Frameworks, 2 Sheen Road, Richmond, TW9 1AE.



parkrun Trading Limited

The charity owns the whole of the issued ordinary share capital of parkrun Trading Limited, a company registered in England. The company number is

Included within turnover below is a management charge of £1,383,333 (2021: £1,620,000) to parkrun trading Ltd for the supply of staff and support services.

06053983. The registered office address is Frameworks, 2 Sheen Road, Richmond, TW9 1AE.

The subsidiary is used for non-primary purpose trading activities.

The trustee J C Townsend is also a director of the subsidiary.

Included within Administrative expenses below is a management charge of £1,383,333 (2021: £1,620,000) from parkrun Ltd who supplies staff and support services to parkrun Trading Limited.

PSH Retail Ltd

parkrun Trading Limited owns the whole of the issued ordinary share capital of PSH Retail Ltd, a company registered in England. The company number is 11222647. The registered office address is Frameworks, 2 Sheen Road, Richmond, TW9 1AE.



The subsidiary is used for non-primary purpose trading activities.

The Trustee (resigned 28/06/22) P Sinton-Hewitt is also a director of the subsidiary.

PSH Retail Ltd incorporates the trading activities relating to the Contra brand of sports clothing.

parkrun South Africa NPC

The charity is the sole member of parkrun South Africa NPC, a company registered in South Africa. The company number is 2011/132302/08. The registered office address is 6

Barkly Road, Parktown, 2193.

parkrun Australia Ltd

The charity became the sole member of parkrun Australia Ltd on the 16th July 2021, a company registered in Australia. The company number is 605 539 213. The registered office address is 6 Unit 10 82-86 Minnie Street Southport QLD 4215. No consideration was paid in respect of the acquisition.

Acquisition of parkrun Australia

	Book values	Fair value adjustments	Fair values at acquisition
	£	£	£
Fixed assets	271,692	-	271,692
Net current assets	1,115,140	-	1,115,140
Net assets acquired	1,386,832	-	1,386,832
Costs of acquisition	-	-	-
Net assets acquired	1,386,832	-	1,386,832

parkrun U.S.

Registered office : Registered in the United States of America.

Nature of business : to provide parkrun events in the USA.

parkrun U.S. is registered as a Non-profit Company and parkrun Global Limited is the sole member.

parkrun U.S. ceased to operate in its current form and accumulated reserves were

transferred to parkrun Ltd during 2021. The directors do not consider the transactions within parkrun USA to be significant enough to warrant consolidation within the Group accounts.

	2022	2021
	£	£
Retained earnings		
Total retained earnings brought forward	-	16,115
(Loss)/Profit for the financial year	-	-
Funds transferred to parkrun Ltd.	-	(16,115)
Total retained earnings carried forward	-	-

The company had no assets or liabilities at the end of 2021 or 2022.

parkrun Canada

parkrun Canada is a not-for-profit corporation incorporated under the Canada Corporations Act and is designated as a non-profit organisation under the Income Tax Act (Canada) and is exempt from income taxes under paragraph 149 (1) (l).

The directors do not consider the transactions within parkrun Canada to be significant enough to warrant consolidation within the Group accounts.



A summary of the results of the subsidiaries is shown below: Amounts owed to/from the parent undertaking are shown in notes 17 and 18.

14a. Results of the subsidiaries: Current year

	parkrun Limited	parkrun Trading Ltd	PSH Retail Ltd	parkrun South Africa NPC	parkrun Australia Ltd. 7 months
	2022	2022	2022	2022	2022
	£	£	£	£	£
Turnover	1,762,396	2,064,358	338,887	160,462	457,091
Turnover from sales to subsidiary	1,383,333	-	-	-	-
Turnover from sales to Charity	100,000	-	-	-	-
Cost of sales	-	-	(400,088)	-	-
Management charge payable to subsidiary	-	(1,383,333)	-	-	-
Gross profit	3,245,729	681,025	(61,201)	160,462	457,091
Administrative expenses	(2,784,588)	(428,798)	(2,400)	(158,414)	(471,191)
Management charge payable to parent undertaking	-	-	-	-	(3,281)
Profit on ordinary activities before interest and taxation	461,141	252,227	(63,601)	2,048	(17,381)
Interest receivable and similar income	-	-	73,555	-	992
Interest payable	-	(1,312)	(25)	-	-
Profit on ordinary activities before taxation	461,141	250,915	9,929	2,048	(16,389)
Taxation on profit on ordinary activities	-	-	-	-	-
Profit for the financial year	461,141	250,915	9,929	2,048	(16,389)
Retained earnings					
Total retained earnings brought forward	168,233	93,242	73,795	14,405	1,386,832
Profit for the financial year	461,141	250,915	9,929	2,048	(16,389)
Distribution under Gift Aid to parent charity	(17,500)	(103,000)	(73,795)	-	-
Total retained earnings carried forward	611,874	241,157	9,929	16,453	1,370,443
The aggregate of the assets, liabilities and reserves was:					
Assets	1,475,964	1,383,646	868,393	22,316	1,574,026
Liabilities	(864,090)	(1,141,489)	(858,463)	(5,863)	(203,583)
Reserves	611,874	242,157	9,930	16,453	1,370,443



14b. Results of the subsidiaries: Prior year

	parkrun Limited	parkrun Trading Ltd	PSH Retail Ltd	parkrun South Africa NPC
	2021	2021	2021	2021
	£	£	£	£
Turnover	1,161,546	2,675,164	358,745	164,328
Turnover from sales to subsidiary	1,620,000	-	-	-
Cost of sales	-	-	(262,938)	-
Management charge payable to subsidiary	-	(1,620,000)	-	-
Gross profit	2,781,546	1,055,164	95,807	164,328
Administrative expenses	(2,820,369)	(952,159)	(2,000)	(160,801)
Management charge payable to parent undertaking	-	-	(20,000)	-
Profit on ordinary activities before interest and taxation	(38,823)	103,005	73,807	3,527
Interest receivable and similar income	41	82	-	-
Interest payable	-	(1,377)	(12)	-
Profit on ordinary activities before taxation	(38,782)	101,710	73,795	3,527
Taxation on profit on ordinary activities	-	-	-	-
Profit for the financial year	(38,782)	101,710	73,795	3,527
Retained earnings				
Total retained earnings brought forward	416,015	83,532	-	10,878
Profit for the financial year	(38,782)	101,710	73,795	3,527
Distribution under Gift Aid to parent charity	(209,000)	(92,000)	-	-
Total retained earnings carried forward	168,233	93,242	73,795	14,405
The aggregate of the assets, liabilities and reserves was:				
Assets	1,202,677	1,424,856	780,557	16,686
Liabilities	(1,034,444)	(1,330,614)	(706,761)	(2,281)
Reserves	168,233	94,242	73,796	14,405

15. PARENT CHARITY

The parent charity's gross income and the results for the year are disclosed as follows:

	2022	2021
	£	£
Gross income	660,975	741,723
Result for the year	309,120	397,858

16. STOCK

	The group		The charity	
	2022	2021	2022	2021
	£	£	£	£
Finished goods	1,192,260	729,104	-	-
	1,192,260	729,104	-	-



17. DEBTORS

	The group		The charity	
	2022	2021	2022	2021
	£	£	£	£
Trade debtors	512,933	619,981	-	-
Other debtors	20,306	20,133	-	23,007
Amounts due from group undertakings	-	-	730,439	492,540
VAT	-	-	2,235	-
Prepayments	87,723	151,285	43,677	34,039
Accrued income	275,961	1,364,670	131,300	79,760
	896,923	2,156,069	907,651	629,346

18. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	The group		The charity	
	2022	2021	2022	2021
	£	£	£	£
Bank Loan	11,259	50,000	-	-
Trade creditors	282,583	476,019	14,318	90,837
Taxation and social security	92,059	56,975	-	-
Other creditors	1,923	16,095	-	-
Accruals	135,037	40,792	9,831	4,100
Deferred income (note 20)	468,716	822,029	-	-
	991,577	1,461,910	24,149	94,937

19. CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR

	The group		The charity	
	2022	2021	2022	2021
	£	£	£	£
Bank Loan	35,000	-	-	-
	35,000	-	-	-

parkrun received a £50,000 unsecured Bounce Back loan guaranteed by the Government and this is being repaid by monthly instalments. £35,000 of this loan is repayable after more than one year and the balance of £11,259 is included within Creditors: amounts falling due within one year (note 18). Interest on the loan is being paid at the rate of 2.5% per annum.

20. DEFERRED INCOME

Deferred income comprises amounts invoiced where the period covered by the agreement/invoice extends beyond the year end and as such the income has been spread over the period to which it relates.

	The group		The charity	
	2022	2021	2022	2021
	£	£	£	£
Balance at the beginning of the year	822,029	603,333	-	-
Amount released to income in the year	(822,029)	(603,333)	-	-
Amount deferred in the year	468,716	822,029	-	-
Balance at the end of the year	468,716	822,029	-	-

21. ANALYSIS OF GROUP NET ASSETS BETWEEN FUNDS

21a. (current year)

	General unrestricted	Restricted funds	Total funds
		£	£
Tangible fixed assets	519,631	-	519,631
Net current assets	2,508,041	382,545	2,890,586
Long term liabilities	(35,000)	-	(35,000)
Net assets at 31 January 2022	2,992,672	382,545	3,375,217

21b. (prior year)

	General unrestricted	Restricted funds	Total funds
		£	£
Tangible fixed assets	270,296	-	270,296
Net current assets	276,836	1,577,117	1,853,953
Net assets at 31 January 2021	547,132	1,577,117	2,124,249

22. MOVEMENTS IN FUNDS

22a. (current year)

	At 1 February 2021	Income & gains	Expenditure & losses	Transfers	At 31 January 2022
		£	£	£	£
Restricted funds:					
Sport England	1,200,000	-	(1,200,000)	-	-
parkrun Events	377,117	116,037	(110,609)	-	382,545
Total restricted funds	1,577,117	116,037	(1,310,609)	-	382,545
Unrestricted funds:					
General funds	547,132	5,474,919	(3,029,379)	-	2,992,672
Total unrestricted funds	547,132	5,474,919	(3,029,379)	-	2,992,672
Total funds	2,124,249	5,590,956	(4,339,988)	-	3,375,217



The narrative to explain the purpose of each fund is given at the foot of the note below.

22b. (prior year)

	At 1 February 2020	Income & gains	Expenditure & losses	Transfers	At 31 January 2021
		£	£	£	£
Restricted funds:					
Sport England	1,007,139	1,200,000	(1,007,139)	-	1,200,000
parkrun Events	361,455	56,077	(40,415)	-	377,117
Total restricted funds	1,368,594	1,256,077	(1,047,554)	-	1,577,117
Unrestricted funds:					
General funds	393,547	3,004,893	(2,851,308)	-	547,132
Total unrestricted funds	393,547	3,004,893	(2,851,308)	-	547,132
Total funds	1,762,141	4,260,970	(3,898,862)	-	2,124,249

Purposes of restricted funds

Sport England has provided funds to increase female participation and to increase participation of communities in areas of high social deprivation.

parkrun event funds represent donations provided by parkrunners to support individual events.

23. OPERATING LEASE COMMITMENTS PAYABLE AS A LESSEE

The group's total future minimum lease payments under non-cancellable operating leases is as follows for each of the following periods:

	2022	Property	2021
	£		£
Less than one year	75,252		80,187
One to five years	94,076		10,560
	169,328		90,747

The charity has no future lease payments under non-cancellable operating leases.

24. LEGAL STATUS OF THE CHARITY

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £1.



SECTION EIGHT: REFERENCE AND ADMINISTRATIVE INFORMATION

PARKRUN GLOBAL LIMITED REFERENCE AND ADMINISTRATIVE INFORMATION FOR THE YEAR ENDED 31 JANUARY 2022

Trustees

Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows:

Gavin Megaw	Chair
Paul Sinton-Hewitt, CBE	(Resigned 28/06/22)
Christine Gibbons	
Jeremy Townsend	
Katee Hui	(Resigned 28/06/21)

Committee membership (current officers):

Nominations Committee

Gavin Megaw (Chair),
Jeremy Townsend,
Christine Gibbons

Remuneration Committee

Gavin Megaw (Chair),
Jeremy Townsend,
Christine Gibbons

Safeguarding Committee

Gavin Megaw (Chair),
Clare Fowler,
Tom Williams

Finance and Audit Committee

Jeremy Townsend (Chair),
Jonathan Cooke,
Russell Jefferys

Governance and Risk Committee

Christine Gibbons (Chair),
Russell Jefferys,
Paul Sinton-Hewitt

CEO Nick Pearson
(Resigned
31/01/22)

CEO Russell Jefferys
(Appointed
31/01/22)

REGISTERED OFFICE AND OPERATIONAL ADDRESS

Frameworks
2 Sheen Road
Richmond
TW9 1AE

Company number 09411750

Country of incorporation United Kingdom

Charity number 1175062

Country of registration England & Wales

Bankers

Santander
2 Triton Square
Regent's Place
London
NW1 3AN

Solicitors

Muckle LLP
32 Gallowgate
Newcastle Upon Tyne
NE1 4BF

Auditor

Sayer Vincent LLP Chartered
Accountants and Statutory
Auditor
Invicta House,
108-114 Golden Lane
LONDON
EC1Y 0TL

PARKRUN GLOBAL LIMITED

England & Wales - Charity number 1175062

Accounts

Company number: 09411750

Charity Number: 1175062

parkrun Global Limited

Report and consolidated financial statements

For the year ended 31 January 2021

Contents

For the year ended 31 January 2021

Reference and administrative information	1
Trustees' annual report	2
Independent auditor's report	25
Statement of financial activities (incorporating an income and expenditure account)	30
Balance sheet	31
Statement of cash flows	32
Notes to the financial statements	33

Reference and administrative information

For the year ended 31 January 2021

Company number 09411750
Country of incorporation United Kingdom

Charity number 1175062
Country of registration England & Wales

Registered office and operational address Unit 3, Lower Deck
Phoenix Wharf
Twickenham
TW1 3DY

Trustees Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows:

Gavin Megaw	Chair
P Sinton-Hewitt	Founder
C Gibbons	
J C Townsend	
K Hui	

Key management personnel	Nick Pearson	Chief Executive
	Tom Williams	Chief Operating Officer
	Russ Jefferys	Global Head of Communications
	Chrissie Wellington	Global Head of Health and Wellbeing
	James Kemp	Global Head of Operations

Bankers Santander
100 Ludgate Hill
London
EC4M 7RE

Solicitors Muckle LLP
32 Gallowgate
Newcastle Upon Tyne
NE1 4BF

Auditor Sayer Vincent LLP
Chartered Accountants and Statutory Auditor
Invicta House,
108-114 Golden Lane
LONDON
EC1Y 0TL

The trustees present their report and the audited financial statements for the year ended 31 January 2021.

Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the memorandum and articles of association, the requirements of a directors' report as required under company law, and the Statement of Recommended Practice – Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102.

Objectives and activities

Purposes and aims

parkrun is a global health and wellbeing initiative that delivers a series of weekly, free community events, designed to encourage engagement with physical activity and volunteering in a social environment.

What began in October 2004 with a single event in Bushy Park, Teddington, parkrun now supports weekly events at over 2,000 locations across 23 countries. The global charity is responsible for delivering parkrun events in a diverse number of locations across the UK, Ireland, Southern Africa, Asia Pacific, mainland Europe, and North America.

The organisation's mission is to make the world healthier and happier, through the provision of regular, community-led, socially-focussed physical activity events. Further, parkrun is committed to those events being free, for everyone, forever.

Appealing to the widest possible demographic, parkrun events are free, weekly, physical activity initiatives that are accessible to people of all abilities and backgrounds and encourage people to take part through walking, jogging, running, or volunteering. It is the belief of parkrun that all human beings have an innate need to be active, social, and outdoors – that these are fundamental building blocks of health and happiness. Therefore parkrun's strategic mission is to use these free, weekly, outdoor, community events to support improved health, wellbeing, and happiness, in communities all over the world.

In pursuit of this mission, parkrun takes a proactive approach to encouraging those that are less active to take part in parkrun events. The charity is particularly focussed on maximising

accessibility to physical activity and volunteering opportunities, free of charge, through local, community-focused, volunteer-delivered events.

parkrun acknowledges that, with regards to accessing physical activity, a multitude of barriers remain, discouraging many people in society from participating. The organisation attempts to remove or reduce these barriers, encouraging more people to become more physically active through either walking, jogging, running, or volunteering. Key to the parkrun philosophy is that parkrun events are free, for everyone, forever.

This clear commitment removes the single biggest barrier to participation in physical activity, that of cost. However, there are many others and parkrun is committed to addressing as many as possible.

Simplicity of engagement (fitness level is not important and little/no specialist equipment is needed) is a key element of parkrun's appeal, offering an informal and more accessible alternative to most other activity providers. Participation at parkrun requires a simple, one-time online registration, the registration then generates a unique identification number, which is all that is required to participate at any parkrun event, anywhere in the world, at any time. Simply printing off the unique identification number, in the form of a barcode, and scanning it at the finish is enough to ensure receipt of a result which includes time and position

The COVID 19 pandemic has led to the cancellation of all global events and limited opportunities to return during the financial year, this has obviously led to a major decrease in participation in parkrun events and a major limitation on the ability to start new events.

...

By mid to late 2021 most parkrun events were back and operating.

...

parkrun events take place, every week, in parks or public spaces. Saturday events are five kilometres in distance and are for anyone aged four or over, Sunday events are for children aged four to fourteen and are 2 kilometres in distance. All events are coordinated by a central support infrastructure, delivery template and technical platform, but are delivered locally by volunteers. parkrun believes that the benefits to an individual of participating at parkrun events

either as a walker, jogger, runner, or volunteer, are significant both in terms of mental and physical health and wellbeing.

The aim of parkrun as a global organisation is to encourage communities to become healthier and happier through regular physical activity and volunteering. Key to this is the belief that individuals and communities that are empowered to provide their own solutions to health and wellbeing challenges are more motivated to continue than those that have solutions imposed upon them.

parkrun empowers volunteer teams to develop and deliver their own local events, encouraging fun and creativity to be added at a local level, and whilst the event template is rigid around areas relating to safety and welfare, it is flexible in many other areas, ensuring each event reflects its community. By creating a simple, low cost template for starting events, parkrun has created a community model for physical activity and volunteering that is rapidly scalable.

The trustees review the aims, objectives and activities of the charity each year. This report looks at what the charity has achieved and the outcomes of its work in the reporting period. The trustees report the success of each key activity and the benefits the charity has brought to those groups of people that it is set up to help. The review also helps the trustees ensure the charity's aims, objectives and activities remain focused on its stated purposes. The trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning its future activities. In particular, the trustees consider how planned activities will contribute to the aims and objectives that have been set.

Achievements and performance

The charity's main activities and who it tries to help are described below.

All its charitable activities focus on delivering parkrun events in the UK and the rest of the world and are undertaken to further parkrun Global Limited's charitable purposes for the public benefit.

As with every charity, business and community, 2020/2021 was defined by the global COVID-19 pandemic. parkrun, as an events based charity, with record numbers of events and

participants in February 2020, had all events suspended by mid-March 2020 as the world went into lockdown.

During the financial year 2019, over 1.3 million new people registered for parkrun globally. During the financial year 2020, interruptions due to the COVID pandemic meant that new registrations dropped to 220,000. Where and when events were able to operate, over 800,000 different people ran, jogged or walked at a parkrun event somewhere in the world and over 110,000 people volunteered. This represents less than 50% of the total participation level of 2019.

In the absence of actual parkrun events for the majority of 2020, the organisation had to rapidly refocus its objectives and priorities as a consequence of the unprecedented global situation.

The remainder of the year and beyond, until July 2021, when the majority of events were able to return, was concerned with responding to the exceptional circumstances, maintaining engagement with our parkrun community of volunteers and participants and planning for the return of events in each of our 22 territories.

parkrun, with its key objective of providing inclusive activity for everyone, could have suffered to the point of closure with the inability to host events over such a lengthy period. However, the charity has emerged in a position of strength, with great depth of support from local communities through to parliamentarians, Government ministers and public health officials.

In light of the impact of the pandemic on peoples' mental and physical health, the importance of providing the opportunity for easily accessible activity and/or volunteering with others in an outdoor setting has been further accentuated.

parkrun began the 2020–21 financial period in its strongest ever position, adding new events at a rate, on average, of 10 per week, increasing numbers of participants and volunteers and continuing to open up in new global territories. In the weekend of 1st February 2020 parkrun organised a record total of 2051 events simultaneously across 22 territories worldwide and with the number of participants and volunteers peaking at 403,000 per week.

As the threat of COVID–19 grew through February and into March 2020, we took the decision to close events wherever the territory made it a legal obligation. 15 countries' events were closed

on 13th March 2020; 17th March saw the closure of the Australian and New Zealand events; finally, on 18th March the remaining events in Eswatini, Namibia, Russia, South Africa and UK were cancelled meaning parkrun events were suspended everywhere.

In the UK, where parkrun originated and the majority of events are located, the decision to close was only taken after discussions with Johnathan Van Tam, Deputy Chief Medical Officer and keen supporter of parkrun for its broadly recognised public health benefits. He and his department were eager to keep the events open if possible.

However, the compromises in operations required in the exceptional circumstances, such as limiting numbers of participants, staggered starts and social distancing were felt to be at odds with parkrun's ethos of inclusivity and accessibility. In addition, to operate within these proposed guidelines would have needed significant capital investment for technology to support the events at ground level (e.g timing mats, timing chips etc.) all within a totally volunteer led structure where the volunteers' time commitment has to be respected. Thus the decision was taken, with the parkrun Trustees' agreement, to close the events until time they could be safely reopened, in the usual format and able to follow the same guidelines and safety procedures in every territory.

At this early stage of the pandemic, unaware it would be so long lasting, parkrun operations immediately started work to understand how to bring back the events safely. This included commissioning Professor Mike Weed and Dr. Abby Foad at the Centre for Sport, Physical Education & Activity Research (spear) at Canterbury Christ Church University to review the evidence of outdoor transmission of COVID-19 in a parkrun type setting (Published Sept 2020).

This universally well received piece of original research concluded that outdoor activity, such as a parkrun event, was very safe from a virus transmission perspective. It directly informed the development of parkrun's 'Covid Safe Operating Framework.' The framework provided guidelines by which events could be delivered, in the safest way possible, in a setting where a virus such as COVID-19 is circulating within the community.

Whilst this background work was in hand, parkrun had the responsibility to fill the void of cancelled events for its parkrun community of participants and volunteers, our sponsors and parkrun employees.

A range of initiatives and responses were rapidly activated by our head office teams:

1. Weekly parkrun community updates:

With immediate effect, weekly email updates were circulated to the whole parkrun community explaining the situation worldwide with our commitment to being transparent, honest and as detailed as possible with all communication.

2. Volunteer and Staff engagement and well-being:

- Volunteers

parkrun is a volunteer based charity and as such has a large number of very committed Event Teams working hard to host their parkrun event each weekend. Overseeing the event teams are our Regional Ambassadors who are recruited, still as volunteers but with a closer relationship with the head office teams. We also recruit a number of 'specialist Ambassadors' who have more targeted roles such as encouraging participation in parkrun among communities for whom involvement in mass participation activity is not the norm.

With the events cancelled we wanted to remain as accessible, visible and open to our volunteers as possible with any information and decision making.

From April 2020 calls were organised between Head Office personnel to any Event Team member or Ambassador who requested one. Ultimately around 1000 calls were organised. These calls provided the opportunity to check how individuals were faring on a personal level, provide reassurance, updates and operational advice.

A weekly operations newsletter was initiated for circulation to all Event Teams and Ambassadors to provide regular updates.

Finally there were a number of live Q&A sessions hosted on the parkrun YouTube channel by Nick Pearson CEO and Tom Williams COO for event teams to have their questions answered directly.

– **Staff**

parkrun's staff roles are geared towards delivering parkrun events each weekend so with the events cancelled, jeopardising the very existence of the charity, employees were justifiably anxious about job security. However, we took the decision to not furlough staff.

A fortnightly call was established by our leadership team for all global employees to join. It provided the opportunity to listen to concerns, provide reassurance as to job security and deliver regular updates regarding parkrun's strategy and plans for navigating the pandemic situation.

Where staff members could not necessarily do their normal day to day role, they were deployed to manage and fulfil other tasks and projects.

We circulated **well-being surveys** amongst employees to be completed in confidence. These enabled monitoring of how our personnel were coping with the situation and how they felt the leadership team was managing affairs within the pandemic situation. Overall the responses demonstrated high levels of trust in the organisation.

3. Alternative digital activity:

We quickly needed to adapt our regular digital activity, targeting the parkrun community to plug the gap left by the absence of the Saturday 5km and Sunday 2km junior events. We had a responsibility to remain present and engaged with our community.

Our response culminated in a huge variety of new content aimed at engaging parkrunners of all ages, with something for everyone, across all our digital platforms. Alongside the usual, scheduled weekly newsletter, blog, parkrunner stories, posts on social media and health and well-being campaigns there was the following array of activity:

The Great Big parkrun Quiz: To fill the gap on Saturday mornings, when parkrunners would normally attend their parkrun event, it was felt that an interactive, live experience with broad, family appeal was required. The weekly parkrun Quiz was launched at the end of March 2020 and ran weekly for 36 episodes.

junior parkrun warm-up: To keep the younger parkrun community engaged and active on a Sunday morning, in place of their junior parkrun event, 35 junior parkrun warm-ups were

released on a weekly basis. These warm-ups were led by a variety of contributors from junior parkrun event teams, parkrun staff, through to children and families who normally attended their local event. For the first time ever, we were completely relying on user generated content.

School of parkrun: 16 fun, varied, individual activity based educational tasks were created and released weekly, to engage kids. Themed under traditional school lesson headings such as Maths, Geography and Art they combined some activity tasks with an educational task.

Q&As: A live interview and answering of audience questions with a famous person every Wednesday evening. Over the 22 weeks guests included Olympians, Ultrarunners, TV presenters, Musicians and other celebrities who enjoy parkrun.

For all of these new initiatives, people could watch live on the parkrun YouTube channel or watch the recording at a date and time that suited them better, making them relevant and accessible to our global community.

The number of 'likes' and 'watches' on the various digital platforms provided instant measurement of the success of these activities. As COVID-19 restrictions in a region lessened and people were able to get out and about again, parkrun curtailed these additional activities.

4. Physical activity initiative:

(not)parkrun

Once it was recognised that events would remain closed for a significant period and while people were taking the opportunity to exercise outside as a legitimate reason to be able to leave their homes, we wanted to enable something as close to a parkrun experience as was possible in the circumstances.

(not)parkrun provided the incentive for people to complete a 5km run/jog/walk in their own time and whenever they wished, and log each event on the adapted website.

We created a platform and community of people who were motivated by logging and tracking their 5km efforts with just under 100,000 individuals logging around 1.6million (not)parkruns. The success of (not)parkrun generated news and stories that we could communicate with the wider parkrun community as part of our engagement with them.

As the actual events have returned so the numbers completing (not)parkruns have fallen off, but we will maintain the option as we know that having the flexibility to log a 5k anytime suits many people who are often not free on a Saturday morning.

5. Revenue protection:

Sponsors

With events suspended our sponsors were unsurprisingly concerned about whether in the circumstance parkrun could still generate the desired awareness for them. We worked proactively to guarantee contract extensions and committed to additional support on our digital platforms to maintain their high brand awareness and positive feelings towards their brand amongst our parkrun audience.

Universally our sponsors recognised our endeavours to be flexible. All sponsors were keen to maintain their agreement with parkrun. Even without events, our regular brand surveying and tracking demonstrated that our sponsors managed to increase their key metrics (awareness, intent to purchase etc.) over this time.

We are fortunate to have a very supportive sponsor roster and would like to thank them for their steadfast support during such a challenging period for the charity.

The Apricot T-shirt

The unique 'parkrun Apricot' t-shirt provides a further revenue stream for parkrun from its sales by online retailer Pro Direct. To retain its relevance whilst events were suspended, the option for personalising or adding a bespoke message to your Apricot t-shirt was introduced and well received. It allowed people to find community and connection while the events were closed, with groups often ordering 'team' shirts printed with their specific team name or message.

6. Tracking attitudes and behaviours

We hugely increased the number of parkrunners we surveyed over this time and expanded our survey and insight work across many more territories, in order to track how our parkrun community was feeling throughout the pandemic period and capturing their attitude towards

their parkrun event returning within a particular time frame. The increase in survey frequency and reach equated to close to 200,000 responses over the period of event closure.

The feedback gathered from this representative cohort of participants proved invaluable in terms of informing our decisions and providing evidence for discussions with key stakeholders.

The **Intent to Return surveys** were emailed weekly from July 2020 – July 2021 (and still ongoing in SA) in parkrun's 10 largest territories with some 122,000 responses gathered. The overwhelming expression from our respondents was the positive desire to be able to return to parkrun events as soon as safe to do so, leaving us in no doubt that parkrun events would be welcomed back once given the go ahead to restart.

While these surveys clearly demonstrated the positive attitude of the vast majority of the parkrun community to the return of events, we remained aware of the toll that the pandemic and associated lockdowns were taking on many. To track this impact our **Covid Impact Survey** was initiated across the UK, Ireland, South Africa and New Zealand.

The common thread running through the 10,000 responses was the strong wish to reconnect with people and to feel part of a community again. Respondents expressed how they felt their mental health had been more adversely affected than their physical health by the exceptional circumstances enforced through the pandemic.

This sentiment was echoed in the responses from our **Volunteer Surveys** carried out among those regularly involved in volunteering at UK and Ireland junior parkruns and UK and N.Ireland 5km parkruns. Of those volunteers (often parents of participating children) involved at junior parkrun events, eight out of ten parents felt that their children's connections with their friends had been harmed during the pandemic period.

This strong evidence points to the importance of parkrun providing not only the opportunity for activity, but crucially, for social interaction and the building of local community.

In addition, our regular **brand surveys** allowed us to track the parkrun community's 'trust in parkrun,' their awareness of parkrun's sponsors and intent to purchase the sponsors' products or services. The overwhelmingly positive responses informed our decisions and discussions with the wider parkrun community, sponsors and other key stakeholders.

While the parkrun staff and volunteer teams worked hard to keep the parkrun community updated, engaged and active, some territories were able to restart their events relatively quickly. New Zealand's events were reopened in August 2020 under the guidance of the 'COVID Safe Operating Framework,' which Event Teams found straightforward to implement. It was well received by volunteers and participants alike.

Cape Pembroke Lighthouse (Falkland Islands), Australia, Japan, Guernsey, Isle of Man, Namibia and Russia were all able to reopen their events between September 2020 – January 2021.

Despite initial hopes of a more universal return, the UK and many other countries experienced their second significant wave of COVID-19 infections over the Autumn and Winter 2020-21, with conditions proving inappropriate for the return of parkrun events.

A roadmap out of lockdown was provided in England by the UK government in February 2021 and Wales, Scotland and N. Ireland followed suit, each with their own timeline of restriction release. Within this roadmap and with the support of DCMS (Government Department of Digital, Culture, Media and Sport) and other key stakeholders such as Sport England, we had the permission to re-establish events in England from the end of March 2021.

Initially, the junior 2km events were restarted in England from 12th April 2021 to the overwhelming welcome from their local communities. The age of participants was restricted to 4yrs-10yrs (instead of 4yrs-14yrs) as this cohort were considered to be at lowest risk of adverse COVID-19 infection and also to keep numbers of participants at each event lower.

The 5km event reopening in England (500+ events) proved more complex due to each and every landowner needing to approve the event return on their property, with many varied concerns holding up the decision to proceed. We were able to provide a wealth of gathered evidence and had backing of influential stakeholders to corroborate our view that the close-to-zero risk of COVID-19 being transmitted at a parkrun event is far outweighed by the need for the population to get active, together, for the sake of both mental and physical well-being.

Our supporting evidence and stakeholders were as follows:

– **Scientific evidence** for the low transmission opportunity of COVID-19 in outdoor settings such as parkrun events as demonstrated by research conducted by Prof M. Weed & Dr. A. Foad September 2020. This was further substantiated by modelling, commissioned by parkrun and

conducted by Professor Clive Beggs at Queen Mary University of London, of likely COVID-19 transmission rates in a parkrun event setting, when implementing the Covid Safe Operating Framework, confirming the close-to-zero risk of likely virus transmission.

- **Survey data** demonstrating the overwhelming positive attitude of parkrun participants and volunteers for the events to return in their local communities
- **Key stakeholder support** parkrun events return in England was supported by key National body stakeholders - Deputy Chief Medical Officers Dr Jenny Harries and Jonathan Van Tam, Public Health England, Sport England and The Department for Digital Culture Media and Sport) and received legal consent to re-establish events from Nigel Huddleston MP Minister for Sport and Tourism 21st April 2021.

Our 5km events finally restarted in England 24th July 2021 with 490 events, and 105,000 runners, joggers, walkers and volunteers.

Remaining territories reopened across the late spring and summer 2021: **April** - UK Jersey and England Juniors; **May** - UK Wales, N.Ireland & Scotland juniors, South Africa, USA; **June** - Poland, Denmark, UK N.Ireland; **July** - France, Germany, Canada, UK England & Scottish Islands, Norway, Netherlands, Italy; **August** - Sweden, Finland, UK Scotland & Wales)

parkrun events are on average 10 to 15% down on pre-pandemic levels. Surveying has shown that some of the non-returners have simply changed their habits during the pandemic and are no longer wishing to run, jog or walk at a parkrun event and a small proportion have concerns about COVID-19 and do not wish to attend, currently.

Since re-establishing the majority of events we are working on plans to start new events in current territories and open up in new territories. Having successfully weathered 17 months of event closure puts parkrun in a strong position to react quickly to event suspensions and re-openings should it again become necessary.

There is now opportunity to build upon the many positive outcomes discovered while 'trailing' new ideas and initiatives through the pandemic period. Also, to continue to develop and strengthen relationships with key stakeholders to garner support for parkrun's future plans to extend the reach of its events, providing inclusive, free, weekly, opportunities for activity and

social interaction for everyone, with the objective of improving community health and well-being.

Beneficiaries of our service

parkrun is an organisation that proudly welcomes and encourages total inclusiveness, our culture looks to understand and include and as such parkrun sets out deliberately to target everyone in society as a potential beneficiary of our services through either, running, jogging, walking or volunteering. However, there continues to exist a structural inequality around provision and appetite for physical activity involvement and in an attempt to address this, parkrun works most proactively to encourage participation amongst groups that are least likely to engage in physical activity, or groups that would most benefit from increasing physical activity levels.

More recently this has seen a number of initiatives that target specific groups that are under-represented in physical activity at a general population level, although this has inevitably been impacted by the lack of events and opportunities during COVID restrictions around the world.

When events returned we continued working at a local level, understanding the complex and multi level barriers to involvement allows parkrun to develop unique engagement that has proven extremely successful in raising activity levels.

COVID restrictions themselves however are likely to have impacted the mix of participation and we have been collecting data and insight to understand how restrictions around the world have impacted activity levels for different groups, as we develop that understanding we will also develop initiatives that reflect this.

Some of the more successful historical initiatives that will still be a key part of our engagement strategy include parkrun events within custodial estate facilities. After a successful pilot in 2017, parkrun events now take place on the custodial estate in the UK, Ireland and Australia offering a multitude of benefits to the participants and the participating institutions. To date parkrun events take place in 35 separate institutions and over 7000 different individuals have participated on over 40,000 different occasions, including almost 2000 volunteers.

Parkrun also operates a programme that connects parkrun events with local GP surgeries supporting physical activity and addressing social isolation amongst some of the most

vulnerable members of society. Medical practitioners are able to socially prescribe participation at their local parkrun event as an alternative or supplement to medication, supporting a more preventative and holistic approach to health. A small pilot in the UK in 2018 has quickly grown with the initiative also launching successfully in Ireland and Australia.

parkrun will continue to engage with and understand barriers to participation for groups that are under represented at parkrun and more widely in physical activity and exercise. Where interventions can be created that are scalable and effective, we will deliver them. Work will also continue to support greater participation within groups that parkrun has previously identified as important:

Inactives (as measured by doing 30 minutes of moderate exercise less than once a week over the last 4 week period).

People aged 55 and over. Older participants are increasingly likely to experience positive health outcomes from increased physical activity.

Women. In many parts of the world, there is a large participation gap between females and males. Areas of Social and Economic deprivation Participation in and access to physical activity in the poorest communities is materially underrepresented directly leading to poorer health and wellbeing outcomes.

Financial Review

During the financial year to 31 January 2021 parkrun Global has focused on responding to the unique challenges of the global COVID pandemic, supporting events to return safely as soon as local conditions allow and to protecting the financial position of the charity.

As a consequence of a drastic reduction in parkrun events delivered during the period, overall costs have reduced over the period to £3,898,862 (2020 £4,549,499).

The COVID pandemic also impacted revenues which decreased to £4,260,970 (2020 £5,137,569). A significant percentage of the overall funding is restricted in terms of what the trustees can apply these funds to and as such they constantly seek to increase unrestricted funds. The restricted income related to Charitable activities disclosed within the statement of financial activities includes all income to which the charity is entitled to as at the end of the

year, but may not have received, and it should be noted that £1,200,000 of funding provided by Sport England has only partially been expensed in the current period, with the balance to be used in the next period.

The trustees continue to implement measures to improve reporting procedures to enable them to monitor not only general overheads but also costs associated with restricted funds. The group has net assets of £2,124,249 (2020 £1,762,141), represented by Unrestricted funds of £547,132 and Restricted Funds £1,577,117 (2020 £393,547 and Restricted funds of £1,368,594). The trustees are pleased with the significant improvement of the unrestricted reserves position £547,132 (2020 £393,547) at the end of the financial year and they are seeking to improve this amount to ensure that any short term falls in income are sufficiently covered. The trustees constantly monitor cash flow requirements and are pleased to see the cash held at the end of the year has increased to £430,690 (2020 £406,314). Funds provided through parkrun donations continue to help support costs at individual events. The trustees are grateful for the continued support from the participants themselves. At the year end, an increase in funds to £377,116 from the 2020 position of £361,455, were available to support individual event specific funding requirements going forward.

Reserves policy

The trustees have considered the future viability of the group and its ability to continue as a going concern, and regularly monitor cash flow forecasts. Having reviewed the makeup of the group's working capital and net current assets position at the year-end the trustees are confident that the group has sufficient resources to continue with its operations and seek to achieve its objectives. Consequently, the financial statements have been prepared on a going concern basis.

Restricted funds total £1,577,117 (2020 £1,368,594) and the detail of the funding provided is given in Note 21 to the accounts. General funds total £547,132 (2020 £393,547) and so the position has improved materially since the prior year (39% increase).

Free reserves, after taking into account tangible fixed assets, have shown a dramatic improvement in the financial year as shown in Note 20 to the accounts, the priority of the trustees over the next year is to continue to improve this position by securing additional unrestricted funding. The reserves policy is to hold three months of operating expenditure within reserves and so again, the immediate aim of the trustees is to continue to improve the

financial sustainability of the organisation in order to build up the reserves towards the target level.

The trustees are confident that the growing strength of the financial position will result in parkrun Global meeting its reserves levels in the near future. The trustees note the vulnerability of such limited reserves highlighted by the COVID pandemic and have committed to reviewing these with a view to setting them at an increased level.

Going concern and financial sustainability

During the financial year 2020, all parkrun events were paused for at least part of the year. The pausing of parkrun events around the world had a negative impact on revenues, however this was mitigated by decisive and immediate action taken to reduce overheads accordingly. The management team pursued a strategy over recent years of keeping fixed costs, particularly staff costs as low as possible, ensuring there was significant flexibility within total overheads and this approach has been vindicated and critical in the management of finances during this period.

Throughout 2021, parkrun events around the world have started to return, and their return, particularly in the UK (where most of the commercial revenue is generated) has seen revenues start to return to pre pandemic levels and a strong sense of confidence return to financial forecasting.

Through long term cash and business forecasts shared by the management team the trustees are able to confidently look forward to the rest of 2021 and beyond with confidence that the charity's financial position is strong and the organisation remains sustainable. The trustees acknowledge the excellent work of the management team in managing the accounts and finances in the face of the global COVID 19 pandemic and this offers additional reassurance heading into the future.

Principal risks and uncertainties

The trustees consider the principal risks to the charitable group to be in the following areas:

~ COVID 19. The majority of parkrun events around the world have returned and this significantly reduces risk to the charity. However, a resurgence in the virus and a return to restrictions that require further cancellations of events continue to be a threat. parkrun will

continue to work with national bodies and health organisations to ensure that any future event cancellations are minimised and events can return where appropriate as quickly as possible.

~ Economic risks. As parkrun continues to grow the costs in administering a universally free service increase significantly, however we continue to successfully develop additional income streams and have managed to establish strong long-term contractual relations with our sponsors, partners and other financial supporters. The fallout of event suspensions during the COVID pandemic have heightened sensitivity to financial shock, to mitigate this parkrun has proactively engaged with commercial partners and supporters to maximise communications and rights opportunities and enhance sponsor value wherever possible, whilst simultaneously minimising expenditure and overheads to support a sustainable business model while events in parts of the world remain closed.

~ Government and Local Authority activity or inactivity. In order to mitigate risks in this area we have established good links with government departments and Sport England, and we are always open to discussions with local authorities and in particular the departments responsible for the upkeep of local parks.

~ Cancellation of Events. Participants are kept informed by way of social media of matters affecting local events and we do not see any significant problems arising in this area.

~ Reputational risks. The trustees work hard to ensure parkrun has a robust health and safety, child and adult safeguarding and cyber security plans which help mitigate against damage to reputation that could result from failures in these areas

Fundraising

parkrun will continue to rapidly expand and therefore the costs associated with supporting events, safely and consistently, and at no cost to participants, will inevitably increase rapidly too.

The trustees support a lean, low cost approach to increasing scale, however it is important that parkrun continues to develop commercial strategies to raise funds to support growing overheads. The trustees continue to pursue a strategy of building self sufficiency through a diverse range of revenue streams.

In the 2020 financial year, over 80% of parkrun Global's revenue was generated in the UK, which is to be expected when market maturity and size are compared against other subsidiary markets. parkrun generates funds in the UK from 3 main revenue streams.

1 Sponsorship.

Historically this has been the main revenue stream, and in 2020 accounted for around 40% of revenue, down from around 44% in 2019, demonstrating a reducing reliance on one single revenue stream. parkrun partners with commercial organisations to promote their products to the parkrun audience, through digital marketing and a very small amount of branding at parkrun events. Sponsorship income proved to be particularly resilient during the period of event closures due to strong commercial relationships and parkrun's ability to continue to deliver value, even in the absence of live events.

2 Grant Funding

parkrun works with organisations to further health and participation objectives and receives grant funding to support these activities. During the financial year, parkrun worked Sport England on specific projects. In 2018 parkrun was awarded a £3M grant from Sport England (2018–2021) to help fund projects designed to increase both female participation and to increase physical activity in areas of high social deprivation.

3 Self Generated Commercial Income (Retail)

More recently the trustees have identified the need for diversification of revenue streams and have supported the development and growth of retail revenue. The trustees believe that the growth of this revenue stream offers the greatest level of protection for parkrun as it strives for sustainability and to deliver on the commitment of being free, for everyone forever. The trustees have set a long term target of generating over 50% of overhead costs from retail income. Merchandise sales were however significantly hit by the cancellation of parkrun events and parkrun saw a significant hit to retail revenue, particularly wristband sales. The trustees were however pleased to see the continued sales growth of the 'Contra' brand, a 28% increase in gross retail sales, delivering £73,000 worth of profit which represented a 20% increase on 2019.

Prior to 2019, charitable fundraising has been limited to individual, local, parkrun events, raising funds for maintenance costs and expenses, the funds raised are restricted for exclusive use by each individual event and have had limited impact on supporting the ongoing costs required to sustain parkrun Global Ltd.

2019 saw the launch of a new digital donations platform, allowing participants, should they choose, to pledge regular monthly donations to support the central overheads and costs that maintain the broader parkrun infrastructure and systems. This has proven to be an important part of parkrun's revenue mix with over £320,000 raised in 2020, an increase of 24%.

parkrun Global Ltd is not currently registered with the Fundraising regulator but the trustees are taking professional advice in relation to this matter. In the year, parkrun Global Ltd received no complaints in relation to fundraising (2020 none).

Plans for the future

Most parkrun events around the world have now returned and the focus of the organisation can return to supporting the health and wellbeing of parkrun communities.

COVID 19 represented the largest health and well being threat of our lifetimes and it is inevitable that as life returns to something like normal, there will be a legacy of health consequences that will need addressing.

parkrun will invest heavily in developing insight, to understand what the post pandemic priorities are and what adaptations and changes are necessary to maximise impact.

parkrun therefore will be cautious and pragmatic when it comes to further International expansion, therefore ensuring that resources are in place for existing events and any necessary investment in existing parkrun communities and not diluted by growth.

Despite the pandemic, 2020 saw the addition of The Netherlands to the parkrun family, and our first event in Austria opened in September 2021, parkrun will take further steps to grow into new territories when the resources and infrastructure allow.

Structure, governance and management

parkrun Global Limited is a charitable company limited by guarantee, incorporated on 28 January 2015 and registered as a charity on 10 October 2017.

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

The charitable company's objects per the articles of association are to promote community participation in health recreation by:

- ~ Organising and providing running events, and
- ~ Creating opportunities for members of the community to participate in and/or volunteer at such running events.

The management of the organisation has been delegated by the trustees to the Chief Executive and Chief Operating Officer. All trustees give their time voluntarily and receive no benefits from the charity. Any expenses reclaimed from the charity are set out in note 8 to the accounts.

Appointment of trustees

The articles of association state that the Founder of the organisation shall be a Trustee. Other trustees are appointed by an ordinary resolution of the members or by co-option by the trustees. The minimum number of trustees is 3 and the maximum number is 7. Trustees are recruited by a Committee, led by the parkrun Global Chair and including parkrun Global trustees. The committee has ultimate approval over the role description and the skills and experience criteria that are published ahead of selection, as well as the final selection.

Trustee induction and training

New trustees meet the Chair, the other trustees and the Executive team before their first meeting. In addition, they are required to join the Operations team on location visiting event teams and meeting volunteers. They are given full access to the Executive team to develop their understanding of the organisation. They are also given a copy of the Charity Commissions guidance to becoming a new trustee (CC3).

Related parties and relationships with other organisations

parkrun Global has two subsidiaries within the UK, parkrun Limited and parkrun Trading. parkrun Global also now operates in the United States of America and South Africa via subsidiary companies and we are working to increase this number of parkrun territories that are operated via subsidiary companies rather than through licences. parkrun Global has also been operating sales of Contra merchandise through the subsidiary PSH Retail from Feb 1st 2020,

the purpose of this move is to offer greater transparency and clarity around associated costs and contribution.

Remuneration policy for key management personnel

The pay of all staff is reviewed annually by the Board of Trustees as part of the budget approval process. The setting of executive pay is overseen by the Remuneration Committee and is made up of the trustees and chaired by the Chair of Trustees. The trustees take the position that parkrun is a hugely complex organisation that presents a myriad of management challenges for its senior leadership.

The senior team is entrusted with overseeing a global movement of volunteers, providing them with the tools and framework to safely and effectively mobilise to make the world healthier and happier. They are also responsible for creating and growing an increasing number of important revenue channels with the objective of making the charity self-sufficient.

Additionally, they develop commercial and strategic partnerships with global organisations that match the values and ambitions of parkrun and deliver public sector partnerships with bespoke objectives attached.

The last eighteen months has presented a challenging period for the parkrun executive, one that has tested their skills, mindset and passion for the organisation. Without exception, they have stepped up when most needed and guided the charity through an existential threat. This has clearly been noted by others outside the organisation, making our top talent targets in an employee led labour market.

The trustees of parkrun Global are clear that while we will not approve pay rewards that are out of keeping with the charitable sector, we do believe that our most important talent should be paid a fair wage for their efforts. Our remuneration committee meets annually to discuss the organisation's outflow of funds regarding staff income. They are clear that we do not expect our full time staff to be operating on a voluntary basis given the challenges and complexities that they face. They benchmark other charitable and private sector organisation's pay to ensure that our approach is in keeping with others. They are confident that this is the case.

The trustees note that unlike many other charities, donations are not the main revenue source for parkrun, accounting for less than 15% of income. It is therefore critical that parkrun utilises appropriate talent to develop commercial revenues.

The trustees also believe that parkrun needs the best talent it can find to provide a global outlook to the challenges and opportunities faced. That includes operational, marketing and online retail experts who can provide a return on investment to help the charity do more on a self sufficient basis. These remain vital areas in our long term strategic plans.

It should be noted that during the financial year, senior management pay was frozen, at the specific request of the executive team, this request was approved by the remuneration committee.

Funds held as custodian trustee on behalf of others

parkrun Global does not hold any funds as custodian trustee on behalf of other organisations.

Statement of responsibilities of the trustees

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

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and group and of the incoming resources and application of resources, including the income and expenditure, of the charitable company or group for that period. In preparing these financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charities SORP
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation

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

In so far as the trustees are aware:

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

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

Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The total number of such guarantees at 31 January 2021 was 6 (2020: 6). The trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

Auditor

Sayer Vincent LLP was re-appointed as the charitable company's auditor during the year and has expressed its willingness to continue in that capacity.

The directors' annual report has been prepared in accordance with the special provisions applicable to companies subject to the small companies' regime.

The trustees' annual report has been approved by the trustees on 27 October 2021 and signed on their behalf by

Gavin Megaw
Chair

Independent auditor's report

To the members of

parkrun Global Limited

Independent auditor's report to the members of parkrun Global Limited

Opinion

We have audited the financial statements of parkrun Global Limited (the 'parent charitable company') and its subsidiaries (the 'group') for the year ended 31 January 2021 which comprise the consolidated and parent charitable company statement of financial activities, the group and parent charitable company balance sheets, the consolidated statement of cash flows and the notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 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 group's and of the parent charitable company's affairs as at 31 January 2021 and of the group's and parent charitable company's 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
- Have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act 2011

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 group financial statements section of our report. We are independent of the group and parent charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Independent auditor's report

To the members of

parkrun Global Limited

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 parkrun Global Limited's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

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

Other information

The other information comprises the information included in the trustees' annual report other than the group 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 group 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 group 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 group 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.

Opinions on other matters prescribed by the Companies Act 2006

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

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

Independent auditor's report

To the members of

parkrun Global Limited

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and the parent charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and Charities Act 2011 requires us to report to you if, in our opinion:

- Adequate accounting records have not been kept by the parent charitable company, or returns adequate for our audit have not been received from branches not visited by us; or
- The parent charitable company financial statements are not in agreement with the accounting records and returns; or
- Certain disclosures of trustees' remuneration specified by law are not made; or
- We have not received all the information and explanations we require for our audit; or
- The directors 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' annual report and from the requirement to prepare a strategic report.

Responsibilities of trustees

As explained more fully in the statement of trustees' responsibilities set out in the trustees' annual report, the trustees (who are also the directors of the parent 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 group's and the parent 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 group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed auditor under the Companies Act 2006 and section 151 of the Charities Act 2011 and report in accordance with those Acts.

Independent auditor's report

To the members of

parkrun Global Limited

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 are set out below.

Capability of the audit in detecting irregularities

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We enquired of management, which included obtaining and reviewing supporting documentation, concerning the group's policies and procedures relating to:
 - Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
 - Detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected, or alleged fraud;
 - The internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations.
- We inspected the minutes of meetings of those charged with governance.
- We obtained an understanding of the legal and regulatory framework that the group operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the group from our professional and sector experience.
- We communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.
- We reviewed any reports made to regulators.
- We reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.
- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.
- In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed whether the judgements made in making accounting estimates are indicative of a potential bias and

Independent auditor's report

To the members of

parkrun Global Limited

tested significant transactions that are unusual or those outside the normal course of business.

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 is available on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's members as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and section 144 of the Charities Act 2011 and regulations made under section 154 of that Act. 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 the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Fleur Holden (Senior statutory auditor)

28 October 2021

for and on behalf of Sayer Vincent LLP, Statutory Auditor
Invicta House, 108-114 Golden Lane, LONDON, EC1Y 0TL

Sayer Vincent LLP is eligible to act as auditor in terms of section 1212 of the Companies Act 2006

Consolidated statement of financial activities (incorporating an income and expenditure account)

For the year ended 31 January 2021

	Note	Unrestricted £	Restricted £	2021 Total £	Unrestricted £	Restricted £	2020 Total £
Income from:							
Donations	2	445,411	56,077	501,488	366,425	276,906	643,331
Charitable activities							
Event related income	3	336,741	1,200,000	1,536,741	779,305	1,100,000	1,879,305
Other trading activities	4	2,222,608	–	2,222,608	2,614,264	–	2,614,264
Investments	5	133	–	133	669	–	669
Total income		3,004,893	1,256,077	4,260,970	3,760,663	1,376,906	5,137,569
Expenditure on:							
Raising funds	6	907,931	–	907,931	771,443	–	771,443
Charitable activities							
Event related expenses	6	1,943,377	1,047,554	2,990,931	2,724,769	1,053,287	3,778,056
Tax payable by subsidiaries	11	–	–	–	–	–	–
Total expenditure		2,851,308	1,047,554	3,898,862	3,496,212	1,053,287	4,549,499
Net income / (expenditure) for the year	7	153,585	208,523	362,108	264,451	323,619	588,070
Transfers between funds		–	–	–	–	–	–
Net movement in funds		153,585	208,523	362,108	264,451	323,619	588,070
Reconciliation of funds:							
Total funds brought forward		393,547	1,368,594	1,762,141	129,096	1,044,975	1,174,071
Total funds carried forward		547,132	1,577,117	2,124,249	393,547	1,368,594	1,762,141

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 20a to the financial statements.

As at 31 January 2021

	Note	The group 2021 £	2020 £	The charity 2021 £	2020 £
Fixed assets:					
Tangible assets	12	270,296	360,141	-	-
Investments	13	-	-	1,000	1,000
		270,296	360,141	1,000	1,000
Current assets:					
Stock	15	729,104	482,186	-	-
Debtors	16	2,156,069	1,702,905	629,346	420,997
Cash at bank and in hand		430,690	406,314	280,832	3,626
		3,315,863	2,591,405	910,178	424,623
Liabilities:					
Creditors: amounts falling due within one year	17	(1,461,910)	(1,189,405)	(94,937)	(7,240)
Net current assets		1,853,953	1,402,000	815,241	417,383
Total net assets		2,124,249	1,762,141	816,241	418,383
Funds:	20a				
Restricted income funds		1,577,117	1,368,594	-	-
Unrestricted income funds		547,132	393,547	816,241	418,383
Total funds		2,124,249	1,762,141	816,241	418,383

Approved by the trustees on 27 October 2021 and signed on their behalf by

Gavin Megaw
Chair

Consolidated statement of cash flows

For the year ended 31 January 2021

	2021 £	£	2020 £	£
Cash flows from operating activities				
Net income for the reporting period (as per the statement of financial activities)	362,108		588,070	
Depreciation charges	132,159		255,294	
Increase in stocks	(246,918)		(259,615)	
Increase in debtors	(453,164)		(394,560)	
Increase in creditors	272,505		234,011	
	<hr/>		<hr/>	
Net cash provided by operating activities		66,690		423,200
Cash flows from investing activities:				
Purchase of fixed assets	(42,314)		(176,359)	
	<hr/>		<hr/>	
Net cash used in investing activities		(42,314)		(176,359)
		<hr/>		<hr/>
Change in cash and cash equivalents in the year		24,376		246,841
Cash and cash equivalents at the beginning of the year		406,314		159,473
		<hr/>		<hr/>
Cash and cash equivalents at the end of the year		430,690		406,314
		<hr/> <hr/>		<hr/> <hr/>
Analysis of cash and cash equivalents				
	At 1 February 2020 £	Cash flows £	Other non- cash changes £	At 31 January 2021 £
Cash at bank and in hand	406,314	24,376	-	430,690
	<hr/>	<hr/>	<hr/>	<hr/>
Total cash and cash equivalents	406,314	24,376	-	430,690
	<hr/>	<hr/>	<hr/>	<hr/>

1 Accounting policies

a) Statutory information

parkrun Global Limited is a charitable company limited by guarantee, incorporated and registered in England and Wales. The company's registered office address and principal place of business is Unit 3 Lower Deck, Phoenix Wharf, Twickenham, Middlesex, TW1 3DY.

b) Basis of preparation

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

Basis of consolidation

These financial statements consolidate the results of the charity and its wholly-owned subsidiaries parkrun Limited, parkrun Trading Limited and Parkrun South Africa NPC on a line by line basis. The results of PSH Retail Limited which is a wholly owned subsidiary of parkrun Trading Limited are also included. Transactions and balances between the charity and its subsidiaries have been eliminated from the consolidated financial statements. Balances between the five entities are disclosed in the notes of the charity's balance sheet. A separate statement of financial activities, or income and expenditure account, for the charity itself is not presented as a summary of the result for the year is disclosed in the notes to the accounts.

Under Section 408 of the Companies Act 2006 the Company is exempt from the requirement to present its own profit and loss account.

One subsidiary is not consolidated within the financial statements as the directors believe the relationship will not continue in its current form and its inclusion within the consolidation has no significant bearing on the results for the year.

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

In applying the financial reporting framework, the trustees have made a number of subjective judgements, for example in respect of significant accounting estimates. Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. The nature of the estimation means the actual outcomes could differ from those estimates. Any significant estimates and judgements affecting these financial statements are detailed within the relevant accounting policy below.

c) Public benefit entity

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

d) Going concern

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

The charity is operating in an uncertain environment. Government restrictions around the world have meant parkrun events have been severely restricted over the accounting year. However existing events themselves do not directly generate income and the trustees are pleased to report that sponsors, partners and authorities around the world have remained supportive of parkrun and as such the trustees believe that the level of financial support that they are expecting over forthcoming months is sufficient to enable parkrun to continue as a going concern.

The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

1 Accounting policies (continued)

e) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Income received in advance of the provision of a specified service is deferred until the criteria for income recognition are met.

f) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

g) Fund accounting

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

h) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds relate to the costs incurred by the charity in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose
- Expenditure on charitable activities includes the costs of running events undertaken to further the purposes of the charity and their associated support costs

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

i) Allocation of support costs

Resources expended are allocated to the particular activity where the cost relates directly to that activity.

Support and governance costs are re-allocated to each of the activities on the following basis which is an estimate, based on staff time, of the amount attributable to each activity

- | | |
|-----------------------------|-----|
| ● Organising parkrun events | 88% |
| ● Commercial sponsorship | 12% |

Governance costs are the costs associated with the governance arrangements of the charity. These costs are associated with constitutional and statutory requirements and include any costs associated with the strategic management of the charity's activities.

j) Operating leases

Rental charges are charged on a straight line basis over the term of the lease.

1 Accounting policies (continued)

k) Tangible fixed assets

Items of equipment are capitalised where the purchase price exceeds £500. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

- | | |
|-------------------------|--------------------------------------|
| ● Plant and machinery | 33% on cost and 10% on cost |
| ● Fixtures and fittings | 20% on cost |
| ● Computer equipment | 50% reducing balance and 33% on cost |

l) Investments in subsidiaries

Investments in subsidiaries are at cost.

m) Stocks

Stocks are stated at the lower of cost and net realisable value. In general, cost is determined on a first in first out basis and includes transport and handling costs. Net realisable value is the price at which stocks can be sold in the normal course of business after allowing for the costs of realisation. Provision is made where necessary for obsolete, slow moving and defective stocks. Donated items of stock, held for distribution or resale, are recognised at fair value which is the amount the charity would have been willing to pay for the items on the open market.

Stocks of Milestone (Free) T shirts are not shown within the year end stock figure as they have no resale value. However a portion of the costs incurred on their acquisition are included in prepayments if needed to spread the cost of Milestone T shirts appropriately across the period of them being awarded.

n) Debtors

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

o) Cash at bank and in hand

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

p) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

q) Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

r) Pensions

The group operates a defined contribution pension scheme. Contributions payable to the group's pension scheme are charged to profit or loss in the period to which they relate.

Notes to the financial statements

For the year ended 31 January 2021

2 Income from donations

	Unrestricted £	Restricted £	2021 Total £	Unrestricted £	Restricted £	2020 Total £
Gifts and donations	445,411	56,077	501,488	366,425	276,906	643,331
	<u>445,411</u>	<u>56,077</u>	<u>501,488</u>	<u>366,425</u>	<u>276,906</u>	<u>643,331</u>

3 Income from charitable activities

	Unrestricted £	Restricted £	2021 Total £	Unrestricted £	Restricted £	2020 Total £
Event related income UK	7,728	–	7,728	422,219	–	422,219
Event related income Overseas	309,013	–	309,013	309,553	–	309,553
Grants	20,000	1,200,000	1,220,000	47,533	1,100,000	1,147,533
Total income from charitable activities	<u>336,741</u>	<u>1,200,000</u>	<u>1,536,741</u>	<u>779,305</u>	<u>1,100,000</u>	<u>1,879,305</u>

The detail of restricted grants is given in Note 20.

4 Income from other trading activities

	Unrestricted £	Restricted £	2021 Total £	Unrestricted £	Restricted £	2020 Total £
Retail sales and advertising	516,866	–	516,866	849,454	–	849,454
Corporate sponsorship	1,705,742	–	1,705,742	1,764,810	–	1,764,810
	<u>2,222,608</u>	<u>–</u>	<u>2,222,608</u>	<u>2,614,264</u>	<u>–</u>	<u>2,614,264</u>

5 Income from investments

	Unrestricted £	Restricted £	2021 Total £	Unrestricted £	Restricted £	2020 Total £
Bank Interest	133	–	133	669	–	669
	<u>133</u>	<u>–</u>	<u>133</u>	<u>669</u>	<u>–</u>	<u>669</u>

6a Analysis of expenditure (current year)

	Charitable activities				2021 Total £	2020 Total £
	Raising funds £	Event related £	Governance costs £	Support costs £		
Staff costs (Note 8)	194,511	1,045,601	-	387,292	1,627,404	1,456,458
Retail and advertising costs	331,774	-	-	-	331,774	200,846
Direct event costs	-	665,804	-	-	665,804	1,046,507
Event equipment depreciation	-	121,269	-	-	121,269	240,555
Office and admin	56,964	312,802	-	163,228	532,994	505,164
Consultancy and agency fees	251,084	151,929	-	-	403,013	382,884
Software and IT costs	-	90,822	-	22,705	113,527	229,733
Travel and staff expenses	-	43,233	-	8,818	52,051	361,012
Legal and professional	-	19,754	25,820	5,452	51,026	126,340
	834,333	2,451,214	25,820	587,495	3,898,862	4,549,499
Support costs	70,499	516,996	-	(587,495)	-	-
Governance costs	3,098	22,722	(25,820)	-	-	-
Total expenditure 2021	907,931	2,990,931	-	-	3,898,862	
Total expenditure 2020	771,443	3,778,056	-	-		4,549,499

6a Analysis of expenditure (prior year)

	Charitable activities		Governance costs £	Support costs £	2020 Total £
	Raising funds £	Event related £			
Staff costs (Note 8)	167,128	978,628	-	310,702	1,456,458
Retail and advertising costs	200,846	-	-	-	200,846
Direct event costs	-	1,046,507	-	-	1,046,507
Event equipment depreciation	-	240,555	-	-	240,555
Office and admin	93,689	242,199	-	169,276	505,164
Consultancy and agency fees	231,485	151,399	-	-	382,884
Software and IT costs	-	183,786	-	45,947	229,733
Travel and staff expenses	-	314,594	-	46,418	361,012
Legal and professional	-	46,222	54,354	25,764	126,340
	<u>693,148</u>	<u>3,203,890</u>	<u>54,354</u>	<u>598,107</u>	<u>4,549,499</u>
Support costs	71,773	526,334	-	(598,107)	-
Governance costs	6,522	47,832	(54,354)	-	-
Total expenditure 2020	<u>771,443</u>	<u>3,778,056</u>	<u>-</u>	<u>-</u>	<u>4,549,499</u>

Notes to the financial statements

For the year ended 31 January 2021

7 Net income / (expenditure) for the year

This is stated after charging:

	2021 £	2020 £
Depreciation	132,159	255,294
Interest payable	1,566	2,559
Operating lease rentals:		
Property	89,743	81,654
Auditor's remuneration (excluding VAT):		
Audit of Charity	2,260	2,100
Audit of subsidiary companies	15,300	13,400
Under accrual of prior year audit fees	–	10,780
Overseas audit fees	2,808	4,744
Foreign exchange gains or losses	643	1,286
	<u>132,159</u>	<u>255,294</u>

8 Analysis of staff costs, trustee remuneration and expenses, and the cost of key management personnel

Staff costs were as follows:

	2021 £	2020 £
Salaries and wages	1,374,259	1,253,308
Social security costs	135,273	118,671
Employer's contribution to defined contribution pension schemes	111,231	78,952
Other forms of employee benefits	6,641	5,527
	<u>1,627,404</u>	<u>1,456,458</u>

The following number of employees received employee benefits (excluding employer pension costs and employer's national insurance) during the year between:

	2021 No.	2020 No.
£60,000 – £69,999	3	2
£70,000 – £79,999	1	1
£80,000 – £89,999	–	1
£90,000 – £99,999	1	–
£100,000 – £109,999	1	1
£140,000 – £149,999	–	1
£150,000 – £159,999	1	–
	<u>1</u>	<u>–</u>

The total employee benefits (including pension contributions and employer's national insurance) of the key management personnel were £559,897 (2020: £512,214).

The charity trustees were neither paid nor received any other benefits from employment with the charity in the year (2020: £nil). No charity trustees received payment for professional or other services supplied to the charity (2020: £nil).

No trustees expenses were paid in the year ended 31 January 2021. In the year ended 31 January 2020 Trustees' expenses representing the payment or reimbursement of travel and subsistence costs totalling £42 were incurred by one member relating to attendance at meetings of the trustees, and Paul Sinton-Hewitt had travel and subsistence expenses paid on his behalf in relation to his role within parkrun Ltd and these amounted to £3,746.40.

9 Staff numbers

The average number of employees (head count based on number of staff employed) during the year was 24 (2020: 24).

10 Related party transactions

Paul Sinton-Hewitt the founder of parkrun and Trustee of parkrun Global was paid £77,654 (2020: £74,263) for his daily work in promoting parkrun within the UK and Globally and performing ad hoc services to sponsors, grant providers, and the wider community as and when required. Payments to the founder as an employee are allowed under the provisions of the articles of association.

Jo Sinton-Hewitt the wife of Paul Sinton Hewitt is employed full time by parkrun Limited in the role of Event and Customer support and receives a commercial salary of £36,701 for the role (2020: £44,129).

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties.

11 Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes. The charity's trading subsidiaries parkrun Limited and parkrun Trading Limited distribute under Gift Aid available profits to the parent charity.

12 Tangible fixed assets

The group	Fixtures and fittings	Computer equipment	Plant and machinery	Total
Cost	£	£	£	£
At the start of the year	19,712	44,931	1,204,229	1,268,872
Additions in year	-	2,129	40,185	42,314
At the end of the year	19,712	47,060	1,244,414	1,311,186
Depreciation				
At the start of the year	10,609	32,913	865,209	908,731
Charge for the year	3,833	5,949	122,377	132,159
At the end of the year	14,442	38,862	987,586	1,040,890
Net book value				
At the end of the year	5,270	8,198	256,828	270,296
At the start of the year	9,103	12,018	339,020	360,141

All of the above assets are used for charitable purposes.

13 Investment in subsidiary undertakings

The parent charity's investments at the Balance Sheet date in the share capital of companies include the following:

	2021	2020
	£	£
Cost b/fwd and c/fwd	<u>1,000</u>	<u>1,000</u>

parkrun Limited

The charity is the sole member of parkrun Limited, a company registered in England. The company number is 07289574. The registered office address is Unit 3 Lower Deck, Phoenix Wharf, Twickenham, Middlesex, TW1 3DY.

All activities have been consolidated on a line by line basis in the statement of financial activities. Available profits are distributed under Gift Aid to the parent charity.

A summary of the results of the subsidiary is shown below:

	parkrun Limited	
	2021	2020
	£	£
Turnover	1,161,546	1,725,698
Turnover from sales to subsidiary	<u>1,620,000</u>	<u>1,456,667</u>
Gross profit	2,781,546	3,182,365
Administrative expenses (see below)	(2,820,369)	(3,012,463)
Profit on ordinary activities before interest and taxation	(38,823)	169,902
Interest receivable and similar income	41	38
Interest payable	-	(444)
Profit on ordinary activities before taxation	(38,782)	169,496
Taxation on profit on ordinary activities	-	-
Profit for the financial year	(38,782)	<u>169,496</u>
Retained earnings		
Total retained earnings brought forward	416,015	396,519
Profit for the financial year	(38,782)	169,496
Distribution under Gift Aid to parent charity	(209,000)	(150,000)
Total retained earnings carried forward	168,233	<u>416,015</u>
The aggregate of the assets, liabilities and reserves was:		
Assets	1,202,677	921,971
Liabilities	(1,034,444)	(505,956)
Reserves	168,233	<u>416,015</u>

Amounts owed to/from the parent undertaking are shown in notes 16 and 17.

Included within turnover above is a management charge of £1,620,000 (2020: £1,456,667) to parkrun trading Ltd for the supply of staff and support services.

13 Investment in subsidiary undertakings (continued)

parkrun Trading Limited

The charity owns the whole of the issued ordinary share capital of parkrun Trading Limited, a company registered in England. The company number is 06053983. The registered office address is Unit 3 Lower Deck, Phoenix Wharf, Twickenham, Middlesex, TW1 3DY.

The subsidiary is used for non-primary purpose trading activities. All activities have been consolidated on a line by line basis in the statement of financial activities. Available profits are distributed under Gift Aid to the parent charity.

The trustee J C Townsend is also a director of the subsidiary.

A summary of the results of the subsidiary is shown below:

	parkrun Trading Ltd	
	2021	2020
	£	£
Turnover	2,675,164	2,911,075
Management charge payable to subsidiary	(1,620,000)	(1,456,667)
Gross profit	1,055,164	1,454,408
Administrative expenses (see below)	(952,159)	(1,370,119)
Profit on ordinary activities before interest and taxation	103,005	84,289
Interest receivable and similar income	82	111
Interest payable	(1,377)	(922)
Profit on ordinary activities before taxation	101,710	83,478
Taxation on profit on ordinary activities	-	-
Profit for the financial year	101,710	83,478
Retained earnings		
Total retained earnings brought forward	83,532	80,054
Profit for the financial year	101,710	83,478
Distribution under Gift Aid to parent charity	(92,000)	(80,000)
Total retained earnings carried forward	93,242	83,532
The aggregate of the assets, liabilities and reserves was:		
Assets	1,424,856	1,175,280
Liabilities	(1,330,614)	(1,090,748)
Reserves	94,242	84,532

Amounts owed to/from the parent undertaking are shown in notes 16 and 17.

On the 1 February 2020 stock of Contra clothing of £482,186 held by parkrun Trading Limited was transferred to PSH Retail Limited at cost and this amount is included within Turnover above.

Included within Administrative expenses above is a management charge of £1,620,000 (2020: £1,456,667) from parkrun Ltd who supplies staff and support services to parkrun Trading Limited.

13 Investment in subsidiary undertakings (continued)

parkrun South Africa NPC

The charity is the sole member of parkrun South Africa NPC, a company registered in South Africa. The company number is 2011/132302/08. The registered office address is 6 Barkly Road, Parktown, 2193.

A summary of the results of the subsidiary is shown below:

	parkrun South Africa NPC	
	2021	2020
	£	£
Turnover	164,328	239,677
Cost of sales	–	–
Gross profit	164,328	239,677
Administrative expenses	(160,801)	(247,187)
Profit on ordinary activities before interest and taxation	3,527	(7,510)
Interest receivable and similar income	–	497
Interest payable	–	(1,089)
Profit on ordinary activities before taxation	3,527	(8,102)
Taxation on profit on ordinary activities	–	–
Profit for the financial year	3,527	(8,102)
Retained earnings		
Total retained earnings brought forward	10,878	18,980
Profit for the financial year	3,527	(8,102)
Total retained earnings carried forward	14,405	10,878
The aggregate of the assets, liabilities and reserves was:		
Assets	16,686	23,787
Liabilities	(2,281)	(12,909)
Reserves	14,405	10,878

Amounts owed to/from the parent undertaking are shown in notes 16 and 17.

13 Investment in subsidiary undertakings (continued)**parkrun U.S.**

Registered office : Registered in the United States of America.

Nature of business : to provide parkrun events in the USA.

parkrun U.S. is registered as a Non-profit Company and parkrun Global Limited is the sole member.

parkrun U.S. ceased to operate in its current form and accumulated reserves were transferred to parkrun Ltd during the year. The directors do not consider the transactions within parkrun USA to be significant enough to warrant consolidation within the Group accounts.

	2021 £	2020 £
Retained earnings		
Total retained earnings brought forward	16,115	18,657
(Loss)/Profit for the financial year	-	(2,542)
Funds transferred to parkrun Ltd.	<u>(16,115)</u>	<u>-</u>
Total retained earnings carried forward	<u>-</u>	<u>16,115</u>
The aggregate of the assets, liabilities and reserves was:		
Assets	-	16,115
Liabilities	<u>-</u>	<u>-</u>
Reserves	<u>-</u>	<u>16,115</u>

13 Investment in subsidiary undertakings (continued)

PSH Retail Ltd

parkrun Trading Limited owns the whole of the issued ordinary share capital of PSH Retail Ltd, a company registered in England. The company number is 11222647. The registered office address is Unit 3 Lower Deck, Phoenix Wharf, Twickenham, Middlesex, TW1 3DY.

The subsidiary is used for non-primary purpose trading activities. All activities have been consolidated on a line by line basis in the statement of financial activities. Available profits will be distributed under Gift Aid to the parent charity.

PSH Retail Ltd was dormant until the 31 January 2020 from which date it took over the trading activities relating to the Contra brand of sports clothing. Stock of £482,186 was transferred from parkrun Trading Limited and this expense is incorporated within Cost of sales below.

A summary of the results of the subsidiary is shown below:

	PSH Retail Ltd	
	2021	2020
	£	£
Turnover	358,745	-
Cost of sales	(262,938)	-
Gross profit	95,807	-
Administrative expenses	(2,000)	-
Management charge payable to parent undertaking	(20,000)	-
Profit on ordinary activities before interest and taxation	73,807	-
Interest payable	(12)	-
Profit on ordinary activities before taxation	73,795	-
Taxation on profit on ordinary activities	-	-
Profit for the financial year	73,795	-
Retained earnings		
Total retained earnings brought forward	-	-
Profit for the financial year	73,795	-
Distribution under Gift Aid to parent charity	-	-
Total retained earnings carried forward	73,795	-
The aggregate of the assets, liabilities and reserves was:		
Assets	780,557	1
Liabilities	(706,761)	-
Reserves	73,796	1

Amounts owed to/from the parent undertaking are shown in notes 16 and 17.

14 Parent charity

The parent charity's gross income and the results for the year are disclosed as follows:

	2021 £	2020 £
Gross income	741,723	551,101
Result for the year	397,858	406,531

15 Stock

	The group		The charity	
	2021 £	2020 £	2021 £	2020 £
Finished goods	729,104	482,186	-	-
	729,104	482,186	-	-

16 Debtors

	The group		The charity	
	2021 £	2020 £	2021 £	2020 £
Trade debtors	619,981	475,317	-	-
Other debtors	20,133	26,144	23,007	-
Amounts due from group undertakings	-	-	492,540	307,013
Prepayments	151,285	78,722	34,039	34,216
Accrued income	1,364,670	1,122,722	79,760	79,768
	2,156,069	1,702,905	629,346	420,997

17 Creditors: amounts falling due within one year

	The group		The charity	
	2021 £	2020 £	2021 £	2020 £
Trade creditors	476,019	395,779	90,837	-
Taxation and social security	56,975	74,961	-	-
Other creditors	16,095	1,177	-	-
Amounts due to group undertakings	-	-	-	-
Accruals	40,792	114,155	4,100	7,240
Deferred income (note 19)	822,029	603,333	-	-
Bank Loan	50,000	-	-	-
	1,461,910	1,189,405	94,937	7,240

18 Deferred income

Deferred income comprises amounts invoiced where the period covered by the agreement/invoice extends beyond the year end and as such the income has been spread over the period to which it relates.

	The group		The charity	
	2021	2020	2021	2020
	£	£	£	£
Balance at the beginning of the year	603,333	518,993	-	-
Amount released to income in the year	(603,333)	(518,993)	-	-
Amount deferred in the year	822,029	603,333	-	-
Balance at the end of the year	822,029	603,333	-	-

19a Analysis of group net assets between funds (current year)

	General unrestricted £	Restricted funds £	Total funds £
Tangible fixed assets	270,296	-	270,296
Net current assets	276,836	1,577,117	1,853,953
Net assets at 31 January 2021	547,132	1,577,117	2,124,249

19b Analysis of group net assets between funds (prior year)

	General unrestricted £	Restricted funds £	Total funds £
Tangible fixed assets	360,141	-	360,141
Net current assets	33,406	1,368,594	1,402,000
Net assets at 31 January 2020	393,547	1,368,594	1,762,141

20a Movements in funds (current year)

	At 1 February 2020 £	Income & gains £	Expenditure & losses £	Transfers £	At 31 January 2021 £
Restricted funds:					
Sport England	1,007,139	1,200,000	(1,007,139)	-	1,200,000
London Marathon	-	-	-	-	-
parkrun Events	361,455	56,077	(40,415)	-	377,117
Total restricted funds	1,368,594	1,256,077	(1,047,554)	-	1,577,117
Unrestricted funds:					
General funds	393,547	3,004,893	(2,851,308)	-	547,132
Total unrestricted funds	393,547	3,004,893	(2,851,308)	-	547,132
Total funds	1,762,141	4,260,970	(3,898,862)	-	2,124,249

The narrative to explain the purpose of each fund is given at the foot of the note below.

20b Movements in funds (prior year)

	At 1 February 2019	Income & gains	Expenditure & losses	Transfers	At 1 February 2020
	£	£	£	£	£
Restricted funds:					
Sport England	728,064	1,000,000	(720,925)	-	1,007,139
London Marathon	-	100,000	(100,000)	-	-
parkrun Events	316,911	276,906	(232,362)	-	361,455
Total restricted funds	1,044,975	1,376,906	(1,053,287)	-	1,368,594
Unrestricted funds:					
General funds	129,096	3,760,663	(3,496,212)	-	393,547
Total unrestricted funds	129,096	3,760,663	(3,496,212)	-	393,547
Total funds	1,174,071	5,137,569	(4,549,499)	-	1,762,141

Purposes of restricted funds

Sport England has provided funds to increase female participation and to increase participation of communities in areas of high social deprivation

London Marathon has provided funds to increase participation and increase the diversity of participation in parkrun events within London.

parkrun event funds represent donations provided by parkrunners to support individual events.

21 Operating lease commitments payable as a lessee

The group's total future minimum lease payments under non-cancellable operating leases is as follows for each of the following periods:

	Property 2021	2020
	£	£
Less than one year	80,187	80,187
One to five years	10,560	47,981
	90,747	128,168

The charity has no future lease payments under non-cancellable operating leases.

22 Legal status of the charity

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £1.