

Charity Registration No. 1177250

Company Registration No. CE013322 (England and Wales)

BEHIND EVERY KICK
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MAY 2021

BEHIND EVERY KICK

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Mr Adam Wilson	
	Mr Andrew Soning	
	Ms Helen James	
	Mr Nicholas Green	
	Mr Timothy Yarnell	(Appointed 19 January 2021)
	Mr Richard Cummins	(Appointed 19 January 2021)
Charity number	1177250	
Principal address	18 Great Portland Street London W1W 8QP	
Independent examiner	FSPG 21 Bedford Square London WC1B 3HH	

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CONTENTS

	Page
Board Of Trustees report	1 - 5
Statement of Board of Trustees responsibilities	6
Independent examiner's report	7
Statement of financial activities	8
Balance sheet	9
Notes to the financial statements	10 - 15

BEHIND EVERY KICK

BOARD OF TRUSTEES REPORT

FOR THE YEAR ENDED 31 MAY 2021

The Trustees present their annual report and financial statements for the year ended 31 May 2021.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the Charity's CIO Foundation dated 20 February 2018, the Charities Act 2011 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (as amended for accounting periods commencing from 1 January 2016)

Objectives and activities

The Charity's objects are to promote the education, including social and physical training, of people under the age of 21 in such ways as the Charity Trustees think fit.

The main activities in furtherance of these objects include:

- Delivering personal development and life skills training
- Delivering mentoring schemes at sports clubs which build self - esteem, resilience, time management skills, ambition, commitment and discipline.

The trustees confirm that they followed the Charity Commission in complying with public benefit and the trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the Charity should undertake.

BEHIND EVERY KICK

BOARD OF TRUSTEES REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MAY 2021

Achievements and performance

A message from the Chairman of Behind Every Kick and Executive Director of Behind Every Kick:

We are proud of what we have managed to achieve over the course of our 2020/21 'Season'. Against a backdrop of extended and unpredictable lock down periods, many of our young people were unable to participate in any sports or sports related activities and were mostly kept out of the physical classroom with little autonomy over how they could spend their time.

Like so many, as a charity, this required us to draw on our creativity and agility to be able to adapt our offering in ways that would be both accessible and achievable. This meant prioritising the ways that we could remain relevant - and proactive in how we reached our young people - wholly adapting how we had previously delivered the BEK programme. We are grateful to those teachers and sports coaches who went the extra mile to support us to do this.

The following highlights stand out, although this is not an exhaustive list:

- 1) We have continued to increase the number of young people coming into the BEK programme by being able to offer our 'syllabus' online during lockdown periods and thereafter offering the option of a more condensed programme delivered over an intensive two-day period (which we call our 'Boot Camp' model). This runs as an alternative to our traditional model, which is delivered bi-monthly over approximately three to four months. As part of our 2020/21 Season, we worked with The Harris Academy Tottenham, Willowfield School, Sporting Hackney FC, Bloomsbury FC and Rap Aide FC.
- 2) We continue to maintain and build on our successful partnership with EYLane4, who offer ongoing pro bono expertise and guidance which underpins much of what we do. This includes content creation, communication & engagement, and piloting a new mentor offering which offers our programme participants the chance to be matched to an EYLane4 mentor. It also includes the facilitation and development of BEK's long-term strategy & our Board as both individual Trustees and one high performing team.
- 3) On that note, we have enhanced our Trustee Board so that is more diverse & high performing, with an increasingly broad range of expertise and experience. We have benefitted from the guidance and expertise of this enlarged board to evolve a set of values which will guide and underpin our strategic direction moving forwards (over the course of the next four years).
- 4) We delivered effective BEK Connect sessions with our corporate 'partners' - which we are motivated to grow as part of our 2021/22 Season.
- 5) We have progressed our plans to host a corporate talent development and networking community ('The BEK Clubhouse') - which were disrupted as a result of COVID.
- 6) We have continued to evolve, develop and implement our social media strategy to grow our reach across schools and grass roots teams, as well as to engage those in our network with fundraising campaigns.
- 7) We have benefitted from a range of fundraising initiatives, including The Big Give.
- 8) We have improved our operational effectiveness by way of implementing a business tool ('Notion') that enables greater operational efficiencies & collaboration.
- 9) We have worked with a cohort of four teams for the 2021/22 Season, recruiting from both schools and sports clubs.
- 10) As referenced previously, we have delivered a 'Boot Camp' and virtual pilot, which by nature of being a more condensed programme, we hope will enable us to grow our reach quicker.

BEHIND EVERY KICK

BOARD OF TRUSTEES REPORT (CONTINUED) **FOR THE YEAR ENDED 31 MAY 2021**

The Year Ahead

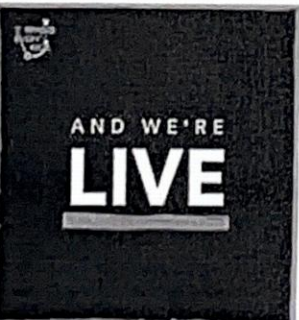
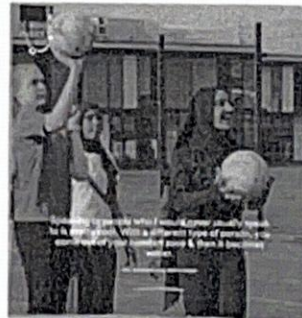
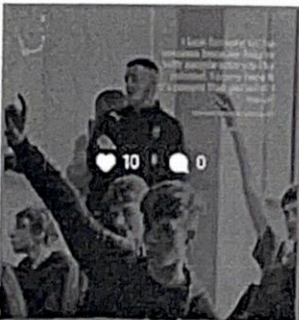
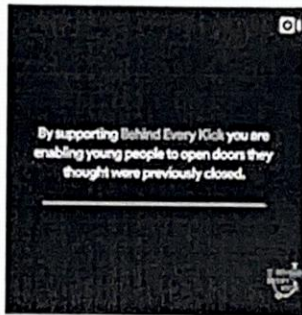
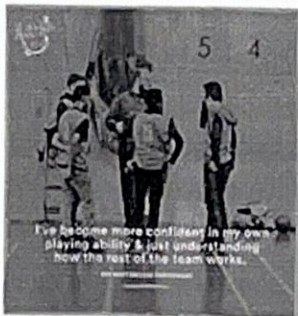
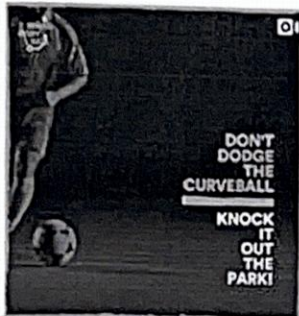
It is intended that by this time next year, we will have:

- Continued to enhance our Board so that it is even more diverse & high performing, with an increasingly broad range of expertise and experience.
- Delivered our Development Sessions to at least at six teams.
- Delivered a mixture of Boot Camps and traditional Development Sessions across a range of schools and sports clubs.
- Gathered data to be able to understand the impact and differences between the different delivery models referenced above.
- Continued to develop our BEK Connect offering so that it is relevant & fit for purpose for our young people.
- Launched The BEK Clubhouse and proven its ability to support our Partnership Strategy, as well as helping us to build towards greater financial suitability.
- Started to implement our next four-year strategic plan.
- Clearly articulated our purpose, vision & values so that they are well understood and aligned to everything that we do.
- Grown the BEK Operational Team, in line with our long-term plans.

BEHIND EVERY KICK

BOARD OF TRUSTEES REPORT (CONTINUED) FOR THE YEAR ENDED 31 MAY 2021

Sample social media content:



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BOARD OF TRUSTEES REPORT (CONTINUED) FOR THE YEAR ENDED 31 MAY 2021

Financial review

During the year the Charity received Donations of £98,876 (2020: £128,308) and total income was £98,907 (2020: £128,310). Total resources expended were £91,933 (2020: £125,904) with net movement of funds of £6,974 (2020: £2,407).

The Charity is still in its early stages of development and has not reached a position where it is able to instigate a specific reserves policy. The Trustees are in the process of agreeing the longer-term strategy for the Charity and will look to establish a reserves policy with the aim of safeguarding the activities of the Charity into the future.

The Trustees have assessed the major risks to which the Charity is exposed, and are satisfied that systems are in place to mitigate exposure to the major risks.

Structure, governance and management

The Charity is governed by a CIO Foundation dated 20 February 2018.

The Trustees who served during the year and up to the date of signature of the financial statements were:

Mr Adam Wilson

Mr Andrew Soning

Ms Helen James

Mr Nicholas Green

Mr Timothy Yarnell

Mr Richard Cummins

(Appointed 19 January 2021)

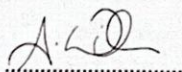
(Appointed 19 January 2021)

The Trustees have the power to appoint further trustees if considered appropriate.

The charity is operated on a day to day basis by two consultants under the instruction of the Trustees.

All trustees have received induction training on their responsibilities and the operations of a charitable institution.

The Board of Trustees report was approved by the Board of Trustees.



Mr Adam Wilson

Trustee

Dated: 31/03/2022

BEHIND EVERY KICK

STATEMENT OF BOARD OF TRUSTEES RESPONSIBILITIES FOR THE YEAR ENDED 31 MAY 2021

The Trustees are responsible for preparing the Board Of Trustees Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England and Wales 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 Charity and of the incoming resources and application of resources of the Charity for that year.

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 accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- 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 sufficient accounting records that disclose with reasonable accuracy at any time the financial position of the Charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

BEHIND EVERY KICK

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF BEHIND EVERY KICK

I report to the Trustees on my examination of the financial statements of Behind Every Kick (the Charity) for the year ended 31 May 2021.

Responsibilities and basis of report

As the Trustees of the Charity you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011 (the 2011 Act).

I report in respect of my examination of the Charity's financial statements carried out under section 145 of the 2011 Act. In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Your attention is drawn to the fact that the charity has prepared financial statements in accordance with Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has now been withdrawn.

I understand that this has been done in order for financial statements to provide a true and fair view in accordance with Generally Accepted Accounting Practice effective for reporting periods beginning on or after 1 January 2015.

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

- 1 accounting records were not kept in respect of the Charity as required by section 130 of the 2011 Act; or
- 2 the financial statements do not accord with those records; or
- 3 the financial statements do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination.

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



David Tropp FCA

FSPG Chartered Accountants

21 Bedford Square
London
WC1B 3HH

Dated: 31 March 2022

BEHIND EVERY KICK

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 MAY 2021

	Notes	Unrestricted funds 2021 £	Restricted funds 2021 £	Total Unrestricted funds 2021 £	Restricted funds 2020 £	Total 2020 £
<u>Income from:</u>						
Donations and legacies	3	28,541	70,335	98,876	97,267	31,042
Investments	4	31	-	31	2	-
Total income		28,572	70,335	98,907	97,269	31,042
<u>Expenditure on:</u>						
Raising funds	5	-	-	-	5,440	-
Charitable activities	6	19,498	72,435	91,933	91,522	28,942
Total resources expended		19,498	72,435	91,933	96,962	28,942
Net income/(expenditure) for the year/						
Net movement in funds		9,074	(2,100)	6,974	307	2,100
Fund balances at 1 June 2020		485	2,100	2,585	178	-
Fund balances at 31 May 2021		9,559	-	9,559	485	2,100

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

All income and expenditure derive from continuing activities.

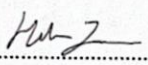
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BALANCE SHEET

AS AT 31 MAY 2021

	Notes	2021 £	£	2020 £	£
Current assets					
Cash at bank and in hand		18,260		2,585	
Creditors: amounts falling due within one year	9	(8,701)		-	
Net current assets			9,559		2,585
Income funds					
Restricted funds	10		-		2,100
Unrestricted funds			9,559		485
			9,559		2,585

The financial statements were approved by the Trustees on 31 March 2022



 Ms Helen James
 Trustee

BEHIND EVERY KICK

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MAY 2021

1 Accounting policies

Charity information

Behind Every Kick is constituted as a Charitable Incorporated Organisation (CIO) Company No. CE013322 and Charity No. 1177250. The principal address from which the charity operates is 18 Great Portland St, London W1 8GF.

1.1 Accounting convention

The financial statements have been prepared in accordance with the Charity's CIO Foundation dated 20 February 2018, the Charities Act 2011 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (as amended for accounting periods commencing from 1 January 2016). The Charity is a Public Benefit Entity as defined by FRS 102.

The Charity has taken advantage of the provisions in the SORP for charities applying FRS 102 Update Bulletin 1 not to prepare a Statement of Cash Flows.

The financial statements have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations but which has since been withdrawn.

The financial statements are prepared in sterling, which is the functional currency of the Charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention, modified to include the revaluation of freehold properties and to include investment properties and certain financial instruments at fair value. The principal accounting policies adopted are set out below.

1.2 Going concern

The Trustees have prepared financial forecasts for the Charity for the next twelve months from the date of approval of these financial statements. The forecasts take into account the Charity's plans for the remainder of the 2021/22 season and the 2022/23 season and fundraising received since 31 May 2021. Although Covid-19 continued to cause disruption to the Charity's activities during the year ended 31 May 2021 and to the Charity's fundraising ability, the Trustees have started to successfully implement new fundraising strategies and are closely monitoring costs. The Charity is dependent on its ability to raise additional funds over the next twelve months, and the trustees are confident that the charity has good opportunities to do this, therefore at the time of approving the financial statements, the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

Endowment funds are subject to specific conditions by donors that the capital must be maintained by the Charity.

BEHIND EVERY KICK

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MAY 2021

1 Accounting policies

(Continued)

1.4 Incoming resources

Income is recognised when the Charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the Charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the Charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

1.5 Resources expended

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party.

Expenditure can be classified under the following activity headings:-

- Costs of raising funds
- Expenditure on charitable activities
- Other expenditure

Expenses include VAT where applicable as the charity cannot reclaim it.

Fundraising costs consist of the direct costs of fundraising activities.

Direct charitable expenditure comprises direct expenses incurred on the defined charitable purposes of the charity and includes direct staff costs attributable to charity's activities.

1.6 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.7 Financial instruments

The Charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the Charity's balance sheet when the Charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

BEHIND EVERY KICK

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MAY 2021

1 Accounting policies

(Continued)

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the Charity's contractual obligations expire or are discharged or cancelled.

2 Critical accounting estimates and judgements

In the application of the Charity's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

3 Donations and legacies

	Unrestricted funds	Restricted funds	Total	Unrestricted funds	Restricted funds	Total
	2021	2021	2021	2020	2020	2020
	£	£	£	£	£	£
Donations and gifts	22,073	70,335	92,408	94,297	31,042	125,339
Other - Gift Aid	6,468	-	6,468	2,970	-	2,970
	<u>28,541</u>	<u>70,335</u>	<u>98,876</u>	<u>97,267</u>	<u>31,042</u>	<u>128,314</u>

BEHIND EVERY KICK

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MAY 2021

4 Investments

	Unrestricted funds	Unrestricted funds
	2021 £	2020 £
Interest receivable	31	2
	<u> </u>	<u> </u>

5 Raising funds

	Unrestricted funds	Unrestricted funds
	2021 £	2020 £
<u>Fundraising and publicity</u>		
Fundraising expenses	-	5,440
	<u> </u>	<u> </u>
	<u> </u>	<u> </u>

BEHIND EVERY KICK

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MAY 2021

6 Charitable activities

	Charitable Expenditure 2021 £	Charitable Expenditure 2020 £
Club Sponsorship	1	-
Volunteer Management	-	458
Consultancy	84,230	108,544
Trainers	3,488	9,445
Website and Social Media	3,340	890
Mentor expenses	32	169
Venue hire	-	105
Insurance	752	736
Bank charges	90	117
	<u>91,933</u>	<u>120,464</u>
Analysis by fund		
Unrestricted funds	19,498	91,522
Restricted funds	72,435	28,942
	<u>91,933</u>	<u>120,464</u>

7 Trustees

None of the Trustees (or any persons connected with them) received any remuneration or benefits from the Charity during the year.

8 Employees

There were no employees during the year.

9 Creditors: amounts falling due within one year

	2021 £	2020 £
Trade creditors	<u>8,701</u>	<u>-</u>

BEHIND EVERY KICK

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MAY 2021

10 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Movement in funds			Movement in funds		
	Incoming resources £	Resources expended £	Balance at 1 June 2020 £	Incoming resources £	Resources expended £	Balance at 31 May 2021 £
Consultancy and Trainers	31,042	(28,942)	2,100	70,335	(72,435)	-

11 Analysis of net assets between funds

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £	Unrestricted funds 2020 £	Restricted funds 2020 £	Total 2020 £
Fund balances at 31 May 2021 are represented by:						
Current assets/ (liabilities)	9,559	-	9,559	485	2,100	2,585
	<u>9,559</u>	<u>-</u>	<u>9,559</u>	<u>485</u>	<u>2,100</u>	<u>2,585</u>

12 Related party transactions

There were no disclosable related party transactions during the period.