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REGISTERED CHARITY NUMBER: 1187733

Report of the Trustees and
Unaudited Financial Statements for the Year Ended 31 January 2024
for
Switch The Play Foundation

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Switch The Play Foundation

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Switch The Play Foundation

Report of the Trustees for the Year Ended 31 January 2024

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 January 2024. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

OBJECTIVES AND ACTIVITIES

Objectives and aims

Switch the Play Foundation is the UK's only charity dedicated to supporting all sportspeople - irrespective of their sport, background or stage of their sporting career - with their successful transition into life outside of sport. Having been established as a social enterprise in 2014 we converted to charitable status in February 2020 with the aspiration of further growing our impact. We are proud over that time to have built a reputation as a credible and trusted supporter, partner and collaborator for sporting organisations and sportspeople alike.

Our vision is a world where every sportsperson fulfils their potential at every stage of their lives.

Our mission is to empower all sportspeople to be their best through and beyond sport, providing best-in-class person-centred training, learning and support.

Our charitable purpose is to:

- Advance education by supporting the education and training of sportspeople who require assistance financially or otherwise to help them to pursue careers outside sport.
- Support sportspeople both retired and who are active in competitive sport, who are at risk of experiencing or are experiencing poor mental health.

Why we are needed

In striving for Olympic and Paralympic success or the highest performances in professional sport, fans, sporting organisations, and brands expect a huge amount from athletes. They make huge sacrifices to pursue a sporting goal. They put their bodies on the line, give up careers and make huge personal compromises for medals or sporting success that benefit the nation as well as the athletes themselves. Contrary to popular belief these sacrifices rarely lead to long and successful sporting careers that also set people up for their lives beyond sport.

There is a hidden majority of sportspeople playing sport at a professional / elite level who need our support.

- Most young sportspeople on a talent pathway fail to reach the top level in their sport.
- For example, 97% of former elite academy footballers now aged 21-26 failed to make a single Premier League appearance.
- Most sportspeople don't make life changing sums of money through playing sport.
- For example, a recent BBC Survey of British Elite Sportswomen highlighted that more than 40% earn less than £10,000 per annum through playing sport with 60% earning less than £20,000 pa. Athletes are earning less than the national living wage to play at the very top of their sport nationally and sometimes internationally.
- The sporting careers of most sportspeople do not end on their end terms.
- Over 70% of sportspeople retire through injury, de-selection or their contract not being renewed.
- Making the transition to life beyond sports is challenging and impacts upon the mental health and wellbeing of sportspeople.
- 52% of those who played sport professionally reported financial difficulties in the five years after stopping playing.
- 54% of former professional sportspeople have had concerns about their mental or emotional wellbeing since retiring, with 3 in 5 of those who have an issue with their mental/emotional wellbeing not seeking help.
- A recent survey of Olympic and Paralympic world class funded athletes found that 60% don't feel prepared for life after sport and 55% don't know where to turn to.

It doesn't have to be this way. With the right support in place sportspeople can be set up to thrive both through their sporting careers and beyond. They do not have to sacrifice the latter in pursuit of their sporting dreams.

We are passionate about contributing to a sporting ecosystem that nurtures well rounded, healthy human beings who can achieve success in sport as well as in their lives beyond sport. One of our key mantras is 'Better people make better athletes.'

Switch The Play Foundation

Report of the Trustees for the Year Ended 31 January 2024

OBJECTIVES AND ACTIVITIES

Objectives and aims (cont..)

Our Values

- **Excellence** - excellence is at the heart of everything we do with pride in the quality of our delivery and striving to be the best we can be in all of our interactions with beneficiaries, donors and stakeholders.
- **Passion** - we exist because we care. Passion is infectious. Our passion will help us to deliver the excellence that we strive for.
- **Person Centred** - an unrelenting focus on the needs of the individual and having a positive impact.
- **Collaboration** - we are part of the solution; we can't do it all alone. We seek to find the common ground with others.
- **Independent** - we work with the sporting system but we are independent. Our independence will help build trust with our beneficiaries.

Significant activities

Switch the Play Foundation delivers the following services:

- **Learning and Development Programmes** - covering a range of life skills topics to support the personal development of sportspeople including self-awareness, emotional resilience, personal branding, maximising your network, and transferable skills. These are delivered individually to clubs and sporting organisations or through programmes that take specific cohorts of athletes through group based sessions as well as personalised mentoring and coaching.
- **Switched On** community for individual sportspeople. This includes:
 - **Personalised on-boarding process** structured around the Athlete Transition Bridge getting to know the person and build a personal action plan for them.
 - **Mental Wellbeing support** - information and resources to promote and support positive mental wellbeing for sportspeople. This includes an emotional support helpline.
 - **Personalised one to one coaching or mentoring support** for every member.
- **Switched On Inspires**, a one stop platform of information, support and resources to help sportspeople prepare for life outside of sport.
- **Career Pathways support** offering access to business mentors, experience days, work experience, shadowing and other opportunities to enable sportspeople to explore their options and put a plan in place in line with a chosen path.
- **Social Impact programmes** - helping sportspeople to identify their social purpose aligned to their interests and passions and supporting them to have a positive impact on society. This is via masterclasses, through one-to-one support as part of Switched On, or research projects where we have been able to take an evidence-based approach to inform social impact programmes.

Public benefit

The trustees confirm that they have had regard to the guidance issued by the Charity Commission on public benefit.

Grantmaking

As of January 2024 the charity had finalised an agreement with The Football Association regarding the management of a performance and wellbeing grant on behalf of elite para footballers in England. The delivery of year one of this agreement commenced in February 2024.

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Report of the Trustees for the Year Ended 31 January 2024

OBJECTIVES AND ACTIVITIES

Volunteers

The charity has two advisory groups of senior volunteers to support both the athlete facing and fundraising activities of the charity. Both Advisory Boards have trustee representation to ensure there is a direct line of reporting to board. The approach also forms part of the charity's succession planning for potential future trustees.

The primary function of the Athlete Services Advisory Group is to support the team in the development and evolution of our Athlete Services to ensure our offer is needs led, informed by the latest industry and academic insight, and helps to have a positive impact on the beneficiaries of our charity - current and former sportspeople. The Board helps to advise the Executive Team to ensure that the athletes needs are at the heart of every decision. The main functions of this Athlete Services Advisory Group are to;

- Support and challenge the Executive team in continually reviewing our current service offer to help inform areas of potential development.
- Advise on the development of new potential services.
- Share new insights and perspectives, to help challenge the Executive Team, to encourage innovation and collaboration, all with the purpose of fulfilling our core charitable objects.

The primary function of the Fundraising Advisory Group is to support and enable opportunities for Switch the Play Foundation to unlock new fundraising opportunities and ultimately, help us to reach more sportspeople who need support with their transition to life outside of sport. The main functions of this group are to:

- Support the delivery of our fundraising strategy.
- Identify potential new sources of charitable income.
- Advise and support on the delivery of planned fundraising events and relationships with corporate partnership prospects.
- Share new insights and perspectives to help challenge Switch the Play's Executive Team and to encourage further innovation and collaboration.
- Champion the work of Switch the Play across their personal and professional networks.
- Introduce Switch the Play to potential, relevant donors and corporate partnership prospects.
- Prompt engagement with specific Switch the Play campaigns, appeals and activities.
- Invite prospective donors and supporters to our fundraising events.

As of January 2024 there were 5 senior volunteers on the Athlete Services Advisory Group and a further 5 volunteers on the Fundraising Advisory Group. The groups have evolved to operate more as a task and finish and advisory network as opposed to more formal boards. This evolution has been through learning about what works and how best to engage people in the work so they can feel like they are adding value.

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Report of the Trustees for the Year Ended 31 January 2024

ACHIEVEMENT AND PERFORMANCE

Charitable activities

2023 OVERVIEW

2023 has been a landmark year for the charity because it has finally been able to secure an improved financial position to go alongside the ongoing growth of its athlete facing work and the evidence of the positive impact the charity has had on the lives of sportspeople.

The financial challenges that were reported in the 2022 annual report were a major focus for the Trustees throughout the financial year with the aim to address the deficit on the balance sheet and set the charity up with a more sustainable mix of fundraising income going forwards. I am pleased to report that the update provided on the 2023 financial year within the 2022 annual report has continued to trend positive. Those reported developments included the conversion of loans from a key supporter of the charity into a charitable donation alongside the development of a significant new strategic partnership with the Omnia Sports Group which included agreement for immediate investment into the charity as part of its initial commitment towards a long-term partnership. The charity has posted a surplus for the year ended 31st January 2024 and has helped to reduce the net deficit on the balance sheet.

There is more work to be done to secure the level of reserves that the charity needs to build its financial resilience, but as a result of the actions undertaken across the year, the charity is able to look forward with real optimism. This is further driven by the confirmation in February 2024 of a significant new grant from a newly established charitable Foundation. This follows a formal request for proposals and the development in the final quarter of the 2023 financial year of a funding proposal in partnership with the Dame Kelly Holmes Trust and the Minto Foundation. The presence of a new charitable foundation with a specific focus on athlete transition and wellbeing has the potential to be transformative for work in this area and we are excited to build our relationship with them over the long term.

From a beneficiary perspective we have continued to build on our reputation as a trusted charity delivering a positive impact for athletes supporting their personal development, wellbeing and preparation for life beyond sport. Over the last 12 months we have successfully more than doubled our beneficiary numbers from the previous year, with 2,702 current or former sportspeople receiving support from the charity. Key to that growth has been new partnerships such as that with the GLL Sport Foundation. We have over 500 members of our Switched On network receiving personalised wellbeing and transition support, and we delivered over 40 life skills masterclasses across the year.

We know there is much to be done in terms of meeting the transition and wellbeing needs of sportspeople. This includes increasing our visibility so more sportspeople are aware of and can access the support we provide. We also want to go deeper with the support we can provide to individuals, which is often limited by the resources available to us. We also acknowledge that whilst we are constantly improving, there is more we need to do in terms of demonstrating the impact that we have.

It is important to conclude by thanking those people that make this a reality. Firstly, to all our donors and supporters without whom we would not be here. We never take for granted the decision to support our cause amongst all the worthwhile charitable causes that individuals and companies could choose to support. I also wanted to thank my fellow trustees for their continued commitment in helping to navigate times of challenge and ensuring we continue to deliver impactful support for athletes. The role of trustee has not always been easy but the hard work behind the scenes has been invaluable to the impact we are able to have. And finally, to our small team. The impact we deliver punches well above our size and it is testament to the group of people who care passionately about the cause and work tirelessly to help support current and former athletes.

**Craig Donaldson
Chair**

Switch The Play Foundation

Report of the Trustees for the Year Ended 31 January 2024

Charitable activities

There is much for the charity to be proud of during the year in terms of delivering its charitable activities. Highlights from the year include:

- We supported over 2,700 beneficiaries across 61 sports, more than doubling our reach from the previous year.
- We have over 500 members of our Switched On community receiving personalised support including one to one coaching or mentoring, and attendance at career pathway events.
- We delivered over 40 life skills masterclasses predominantly to younger athletes on a talent pathway, helping to support their holistic development at the start of their sporting journey.
- We were retained for a fifth season on the Premier League's Life Skills Programme, and for the second season with the League Football Education delivering life skills education to EFL clubs. We also started delivering similar life skills education to Women's Super League Academy players via the Loughborough College led Diploma in Sporting Excellence programme.
- We delivered another Athlete Experience Day with our partners GSM Sport and Entertainment (now Wasserman), providing a unique opportunity for 15 athletes from 7 sports to learn about careers in the sport industry. The feedback on this has again been incredible!
- Our work in women's sport continues to grow including:
- Our continued partnership with the Netball Players Association .
- Delivering an experience day for 9 sportswomen at the Everything In Sport; Women's Edition event in London in June 2023.
- With thanks to the Hypatia Foundation in May 2013 we secured funding for a 12 month programme of support for 35 current and former sportswomen. As of the end of the year the funding had supported 19 individual sportswomen across 14 sports. 10 have received one to one mentoring support with a further 9 attending career pathway events. In early 2024 we will be going live with a learning and development transition programme for 12-20 sportswomen at or approaching their transition from sport.
- In April 2023 we commenced our partnership with the GLL Sport Foundation providing their 1,600 athletes with access to a Life Skills programme covering resources and online masterclasses based on personal development topics selected by the athletes themselves. Furthermore, c300 of those athletes (aged 18+) were provided with access to a mental wellbeing triage call service to help support where they were struggling with their wellbeing.
- We are proud to have partnered with The Football Association to deliver our first dedicated disability athlete support programme with the launch of a 'Player to Practitioner' programme for Para footballers who were keen to explore careers in coaching, sports administration or sports governance. 10 Para footballers are engaged on this programme received both group based and 1 to 1 mentoring support.

Whilst there is much to be proud of, not everything has gone exactly as we would have hoped. For instance, with our Life Skills delivery, we have been on a journey to challenge ourselves and evolve and improve our delivery. It is pleasing to see that the average rating of our delivery from beneficiaries has increased to 4.9/5. However, this is balanced by the fact that the number of sessions we delivered was a decrease on the previous year. This has presented some healthy challenge to the team about how we improve take up whilst maintaining the positive impact we have had.

Looking ahead, there were a number of new agreements put in place during the financial year that will come to fruition in 2024 alongside the continuation of existing partnerships and programmes. For instance:

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- In February 2024 we had confirmation that we had been successful in a significant grant application to a new Charitable Foundation that was being established to support the transition and wellbeing of sportspeople at the end of their sporting careers. This bid was developed in partnership with Dame Kelly Holmes Trust and the Mintridge Foundation and will see investment going into providing enhanced capacity and depth of support to sportspeople through Switched On, alongside a newly developed Transition Programme anchored around the Paris 2024 Olympic Games and Paralympic Games.
- In disability sport, we have secured an ambitious new partnership with the FA to manage a new Para Football Performance and Wellbeing Grant for over 60 of the best Para Footballers in England. This complements the existing Player to Practitioner transition programme, with year 1 of that concluding in 2024.
- In 2024 we enter Year 2 of our agreement as the charity partner of the Everything in Sport: Women's Edition Conference, with the event taking place at Wembley in May 2024. The team are exploring how this event could become part of the Hypatia Foundation funded Women in Sport Career Transition Programme which is launching in the early part of 2024 as a pilot programme.
- Working with Loughborough College on the development of resources and career pathways support for talented young athletes across 14 sports who are undertaking their Diploma in Sporting Excellence.
- We are excited to continue our existing partnerships with The Netball Players Association, The Premier League, League Football Education, Loughborough College, and GLL Sport Foundation building on our existing delivery.

Beyond the numbers and the programmes that we deliver, we are proud of the impact that the charity is having in terms of high-quality service delivery which is contributing positively towards the wellbeing and supporting people to put plans in place for their future.

Case Study - Donnie Mcfadyen, former Scottish Rugby Union player

"I was lost. I didn't know who would help me or who would care but as soon as I got in touch with Switch the Play I felt supported."

Donnie Macfadyen is a former Scotland International Rugby Union player who made over 100 appearances for Glasgow Warriors from 1999 to 2008. Following a series of back to back injuries along with emotional and psychological burnout, he retired from the sport aged 28. Some 14 years later, around Christmas 2022 after years of feeling lost, he reached out to Switch the Play Foundation for support.

Donnie shared that back then when he retired there was no structure in place for post career planning. He wasn't remotely prepared for the huge life change he was about to go through. "What I went through after retirement was a huge identity crisis because being an athlete wasn't just what I did, it was who I was. I was so mission focussed on rugby I had no idea who I was without it. It was an incredibly difficult thing to go through." For years after retiring he pursued a career as a personal trainer, which never felt right for him. He knew he needed to make a change but didn't have a clear idea of what to do next. It was at this point he got in touch with Switch the Play.

He had a Discovery Call with Switch the Play and offloaded what had been bubbling away for many years. "There was real power in speaking with somebody, with a shared experience, who understood the journey I'd been through, but also a realisation that I wasn't alone in going through this - it's not a weakness, it's a really common thing. I had felt alone for a really long time but all of sudden I felt that I had a team who were really invested in supporting me, backing me up - and that was huge. From the outset, Switch the Play had a massive positive impact on me. I got set up with a fantastic mentor and went through a very interesting journey with him. I had an idea of the skills I had but I needed to find a career that made good use of those skills."

Donnie went on to meet with other members of the Switch the Play team and through a combination of meetings, discussions and introductions he landed on the career that he is now pursuing in Close Protection, providing physical personal security as a bodyguard for people who need protection or might be at risk of harm. It's something he knew he would be good at, and knew he had the right skills and attributes for and Switch the Play set about opening the doors and making the introductions to get him on track.

"I wanted to say a huge thank you to Tom and everyone at Switch the Play. You have made a life changing impact on me. Not only the financial aid but the mentorship, support and the belief you have in me."

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The following summarises some examples of feedback received from beneficiaries over the last 12 months aligned to our key targeted impacts:

Impact 1 - Improving preparedness to transition effectively to life beyond sport.

This includes:

- Improving awareness that developing yourself outside of sport is something to act on

We deliver a lot of life skills education to young sportspeople. Instilling awareness at the beginning of their sporting journey is an important emphasis. When asked about the most important things players have learned through our sessions the following summarise some key themes::

- "It is important for the future to make sure people have the perception you want them to have of you" - Anon, 16/03/2023
- "Try and learn skills that develop yourself in all areas." - Anon, 20/03/2023
- "It's okay to focus on other things than football and be productive" - Anon, 11/01/2024
- "How transitional support doesn't have to cause dissonance with pursuing sporting excellence" - Player Care Manager, 04/09/2023

- Increased confidence that they have the skills, tools, and support to transition effectively

"Sending a very late thank you to Switch the Play for allowing me to attend the Everything In Sport conference 2023-Women's Edition! It was a great experience with the rest of switch the play and there were some fantastic speakers there too.

Since then I have made some amazing connections which wouldn't have been possible without Switch the Play. Such as finding out about the Fearless Women and going to the Premiere of Game On! Where I met all the amazing people behind the Netflix Doc. Since then we actually collaborated on an amazing project called Authentic Athletic a magazine giving athletes a space to be their true, authentic selves in the media where I was able to share my experiences with RED-S and my passion for raising awareness for younger athletes at grassroots.

There were many other amazing people I connected with too! After being quite nervous to begin with as I'd never been to a networking event before and being the youngest there. It was an amazing opportunity and Switch the Play were super supportive and welcoming, along with helping us set some great goals for the day!" (Everything In Sport; Women's Edition attendee)

- Improved understanding of self, including values, strengths, skills and passions

"The workshop seamlessly blended insightful discussions, engaging activities, and practical exercises, creating a holistic approach to personal and professional development. One of the most remarkable aspects was witnessing the genuine interaction from the players as they delved into understanding values and exploring the concept of role models." (Player Care Manager feedback on Masterclass delivery)

"It has been an absolute pleasure working with John, the experience and insight he has been able to offer has really allowed me to take the next steps with confidence within my journey. We worked on understanding my personality and strengths, and more importantly using different tools to work out what I want to do. Looking at options, from key contacts John knows, to discovering the resources and routes available and how these would fit in within my life has been invaluable. John spent the time to really understand who I was, and always made himself feel available to talk about anything. I can't thank John enough for the role he has had in supporting and guiding me through this transition." (Switched On member approaching the end of their sporting career)

- Establishing clear plans for how to prepare for the future with support to take positive action

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"I have been so impressed with Kelly and her way of working towards my goals. The way she breaks stuff down for me is brilliant and the tools I have already learnt from our sessions have been more than valuable. She's also reached out to people for me and put me in touch with them to discuss further about the industry I am aiming for which has been very helpful also. Kelly is amazing at what she does and I've been very grateful for all her help so far." (Switched On member discussing the value of the coach/ mentor relationship)

"It's given me the kick up the backside to do something and really consider what life after sport looks like. Rather than just talk about it. Action it." (Sport Industry experience day, November 202)

- Improved employability.

"I was able to see how my skills learned as an athlete can contribute in different workplace environments." (Sport Industry experience participant, November 2023)

"The CSM x StPF Athlete Experience Day was a great event for an athlete like myself currently moving away from sport. Having the opportunity to spend the CSM staff gave me a tremendous insight into life working in the sports industry, something that's going to go a long way toward helping me develop in my next chapter away from playing sport." (Sport Industry Day participant, November 2023)

"Today's experience was truly remarkable, providing me with a deeper understanding of the community I'm a part of and the extensive support system that surrounds me. This event has played a pivotal role in forging new connections that have the potential to enhance my career, both within my sport and beyond. I'm genuinely thrilled to have had such a fantastic time." (CSM Experience Day attendee)

Impact 2 - Protecting and improving individual wellbeing

Whilst the goal is ultimately to support people to improve their wellbeing, we understand that the change process of leaving sport can be particularly tough and for many the first priority is to protect their wellbeing at a time of high uncertainty. Mental wellbeing is a theme that runs throughout our work. Our coaching and mentoring service is where we particularly see the value come to the fore as highlighted by the following testimonials:

"From the first call I had with Kelly, I felt so comfortable being open and honest with her while we worked through my next phase. We explored things about myself, my career, my pathways and dissected so many different avenues that we could explore. Kelly was extremely understanding of my busy schedule, of my life, and my decisions. I learnt new tools to help me through my transition of careers. I could not have been able to navigate this new path without the help of Kelly. I feel confident entering this next phase of my life all with the help from Kelly who has set me up." - (Switched On member, current professional squash player)

"Neil is a mentor mastermind who has helped me at crucial points in my time with him. Neil has allowed me to be comfortable being myself which contributes to a great connection we both share. If at any point you need someone to listen to what you have to say or help you articulate what you "really" want to say, then Neil is definitely the person for you. I always celebrate when I remember the moment I first met him." - (Switched On member, current Deaflympian)

"This morning's mentoring call with Elra left me feeling "ten feet tall" - just like Ben Stokes felt about Brendan McCullum! Thanks to Switch The Play Foundation, I was able to access free mentoring support. The organisation is doing an amazing job providing support to sportspeople nearing the end of their careers or who have already retired. If you're in the same boat, I highly recommend checking out the services they offer.?" - (Switched On member, former female cricketer)

"He is positive, enthusiastic and seems genuinely kind. I feel I am able to talk through things with him without feeling judged and he makes helpful suggestions on how I can improve my wellbeing. It is the first time I have spoken to someone about my mental health and felt completely comfortable. Although I have only had two meetings with him it's been a real privilege to have met Neil. He has a way of working that leaves me feeling more positive about life." - Anon SwOn athlete

"Neil has been great to listen with an understanding ear to the issue of transitioning from professional sport - there has been an overwhelmingly lonely feeling of hollowness following the end of my sporting career, one my own loving family can hear about but not necessarily help me take control of that feeling and move onto a more positive place. Neil is helping me do that and it's great that lifestyle support has been recognised as an essential service provision for professional sports people." (Switched On member)

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Our partnership with the QLL Sport Foundation has also taken a strong focus on mental wellbeing:

When talking about Switch the Play delivery, "I really liked that QLL valued not just our performances, but our mental health too. It was great to have options to listen to seminars mid-season that prioritised my wellbeing, as in the season it is easy to forget the important things." - anon QLL athlete

Impact 3 - Supporting sportspeople to make a positive change in society.

Sportspeople are role models and they have an opportunity to use their profile and status to help make a positive change in society. This is an important element of building their identity, improving their own wellbeing by giving back, and developing new skills that will help them to prepare for the future.

"The workshop seamlessly blended insightful discussions, engaging activities, and practical exercises, creating a holistic approach to personal and professional development. One of the most remarkable aspects was witnessing the genuine interaction from the players as they delved into understanding values and exploring the concept of role models." (Masterclass attendee)

FINANCIAL REVIEW

Financial position

Within our previous annual report we included an important in-year update on the financial position of the charity as the financial results for 2022 presented a disappointing picture. The focus of the charity in 2023 has been to address the deficit on the balance sheet and set the charity up with a more sustainable mix of fundraising income going forwards. As of January 2024 the charity is now able to present a much more positive financial position. These developments include the conversion of loans from a key supporter of the charity into a charitable donation, the development of a significant new strategic partnership with the Omnia Sports Group, and a significant new grant secured for 2024 which includes investment into some of our core services as well as the delivery of a new programme anchored around the Paris 2024 Olympic Games and Paralympic Games.

As previously reported the charity was able to generate a small operating surplus of £8,290 during the financial year whilst reducing the cumulative deficit to £139,598. Expenditure increased by 16% from the previous year, with an increase in staff costs to deliver services to beneficiaries as well as having a fundraising manager in post for the full year. Revenue increased by over 43% driven largely through corporate donations, individual giving and Trust and Foundation income.

With regards the cumulative deficit, the vast majority (over 80%) falls due beyond 12 months. As previously reported the Business Bounce Back Loan of £50,000 was secured during Covid and has a defined repayment schedule over five years. The charity is further supported by Trustee loans. The Trustees are long term investors in the charity. An additional £60,000 interest free loan was secured from the Omnia Sports Group.

Switch The Play Foundation

Report of the Trustees for the Year Ended 31 January 2024

FINANCIAL REVIEW

Principal funding sources Sources of Income

We are incredibly grateful to our donors and partners for their generous support in 2023. Without them we simply could not deliver our vital work to support athletes. Principle sources of fundraising income over the period were:

- Fundraising events including:**
 - Being one of the charity partners at the 7th Annual Legends Ball held in November 2023, with thanks to the generous support of Alan Graham..**
 - Charity beneficiary of a 'Best of British Lunch' generously supported by Tim Downing in November 2023.**
 - Charity beneficiary of fundraising events supported by M Restaurants.**
 - Charity Partnerships at the Everything In Sport Awards, Women's Edition in June 2023, and the Building Innovation Awards in October 2023.**
- Trusts and Foundations:**
 - Securing a grant funding award of £24,900 from the Postcode Neighbourhood Trust.**
 - Securing a grant of £24,500 to support our women in sport work from the Hypatia Foundation.**
- Partnerships:**
 - Our corporate partnership with CSM Sport and Entertainment (now Wasserman) which included the tremendously successful experience day pilot (outlined above).**
- Individual Giving :**
 - Our role as one of the original charity beneficiaries in the Sporting Chance Prize Draw, the third year of which took place during March 2023. This secured a further £11,000 for the charity. We have since secured agreement for our involvement in year 4 of the initiative.**
 - The generous conversion of loans from a key supporter of the charity into a charitable donation.**

These successes give greater confidence in the future direction of the charity's fundraising strategy.

Reserves policy

The trustees have identified the need for the charity to hold reserves for the following purposes:

- a) The need to fund short-term deficits in a cash budget, e.g. money may need to be spent before a funding grant is received.**
- b) Covering unforeseen day-to-day operational costs, eg employing temporary staff to cover a long-term sick absence.**
- c) To help mitigate the risk of unforeseen emergency or other unexpected need for funds, e.g. finding 'seed-funding' for an urgent project.**
- d) As a source of income to mitigate against risks of a grant or partnership not being renewed.**
- e) Planned commitments that cannot be met by future income alone, e.g. plans for a significant project that requires the charity to provide 'matched funding'.**

Of the five primary areas identified above Trustees have identified a-c being the initial priority areas.

The overall aspiration is to develop a reserves budget that is the equivalent to 6 months of salary and operational running costs. It is recognised given the context provided above that it will take time for the charity to build reserves to this level. The current target identified by Trustees is to have 3 months reserves by the end of the 2024 financial year.

Going concern

The trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence going forwards. This includes taking into account any existing liabilities that the charity has and the significant progress that has made in reducing its deficit during the 2023 financial year and the plans already confirmed heading into 2024.

Principle Risks

Our risk register tracks key organisational risks and is reviewed regularly by trustees. The principal risk facing the charity relates to finances and ensuring the charity is generating sufficient fundraising income to cover its core costs.

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STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity is controlled by its governing document, a constitution, and constitutes a charitable incorporated organisation.

Recruitment and appointment of new trustees

Apart from the first charity trustees who were appointed for an initial one-year period, every trustee is appointed for a term of three years by a resolution passed at a properly convened meeting of the charity trustees.

In selecting individuals for appointment as charity trustees, the charity undertakes a rigorous process to identify the skills, knowledge and experience needed for the effective administration of the CIO.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number

CE020539 (England and Wales)

Registered Charity number

1187733

Registered office

Westminster House
10 Westminster Road
Macclesfield
Cheshire
SK10 1BX

Trustees

Ms E P Mason
Mr C F Donaldson
Mr C Brindley
Mrs E K Allen (resigned 23.5.23)
Mr S C Mitchell
Mrs S Francis (resigned 29.2.24)
Mrs S Knight
Ms A Edwards (resigned 29.2.24)

Company Secretary

Independent Examiner

Melissa Bowers
Harts Limited
Westminster House
10 Westminster Road
Macclesfield
Cheshire
SK10 1BX

Approved by order of the board of trustees on 25 July 2024 and signed on its behalf by:



Mr C F Donaldson - Trustee

Independent Examiner's Report to the Trustees of Switch The Play Foundation

Independent examiner's report to the trustees of Switch The Play Foundation ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 January 2024.

Responsibilities and basis of report

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

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

Independent examiner's statement

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

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

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

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



Melissa Bowers

**Harts Limited
Westminster House
10 Westminster Road
Macclesfield
Cheshire
SK10 1BX**

Date: 26/07/24

Switch The Play Foundation

Statement of Financial Activities for the Year Ended 31 January 2024

	Notes	Unrestricted fund £	Restricted fund £	31.1.24 Total funds £	31.1.23 Total funds £
INCOME AND ENDOWMENTS FROM					
Other trading activities	2	<u>277,434</u>	<u>-</u>	<u>277,434</u>	<u>193,650</u>
EXPENDITURE ON					
Charitable activities					
Cost of delivery of services		73,656	-	73,656	81,664
Wages		184,030	-	184,030	140,721
Advertising		80	-	80	130
Office costs		3,322	-	3,322	4,682
Insurance		917	-	917	697
Travel		2,334	-	2,334	225
Bank charges		792	-	792	397
Legal and professional		2,160	-	2,160	2,083
Other		<u>1,853</u>	<u>-</u>	<u>1,853</u>	<u>-</u>
Total		<u>269,144</u>	<u>-</u>	<u>269,144</u>	<u>230,599</u>
NET INCOME/(EXPENDITURE)		8,290	-	8,290	(36,949)
RECONCILIATION OF FUNDS					
Total funds brought forward		(147,888)	-	(147,888)	(110,939)
TOTAL FUNDS CARRIED FORWARD		<u>(139,598)</u>	<u>-</u>	<u>(139,598)</u>	<u>(147,888)</u>

The notes form part of these financial statements

Switch The Play Foundation

Balance Sheet 31 January 2024

	Notes	Unrestricted fund £	Restricted fund £	31.1.24 Total funds £	31.1.23 Total funds £
CURRENT ASSETS					
Debtors	6	19,002	-	19,002	11,881
Cash at bank		14,046	-	14,046	7,084
		<u>33,048</u>	<u>-</u>	<u>33,048</u>	<u>18,965</u>
CREDITORS					
Amounts falling due within one year	7	(65,400)	-	(65,400)	(133,153)
NET CURRENT ASSETS/(LIABILITIES)		<u>(32,352)</u>	<u>-</u>	<u>(32,352)</u>	<u>(114,188)</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>(32,352)</u>	<u>-</u>	<u>(32,352)</u>	<u>(114,188)</u>
CREDITORS					
Amounts falling due after more than one year	8	(107,246)	-	(107,246)	(33,700)
NET ASSETS/(LIABILITIES)		<u>(139,598)</u>	<u>-</u>	<u>(139,598)</u>	<u>(147,888)</u>
FUNDS	10				
Unrestricted funds				(139,598)	(147,888)
TOTAL FUNDS				<u>(139,598)</u>	<u>(147,888)</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 January 2024.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 January 2024 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

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

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

The financial statements were approved by the Board of Trustees and authorised for issue on 25 July 2024 and were signed on its behalf by:



Mr C F Donaldson - Trustee

The notes form part of these financial statements

Switch The Play Foundation

Notes to the Financial Statements for the Year Ended 31 January 2024

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Taxation

The charity is exempt from corporation tax on its charitable activities.

Fund accounting

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

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

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

Pension costs and other post-retirement benefits

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

2. OTHER TRADING ACTIVITIES

	31.1.24	31.1.23
	£	£
Athlete services	32,998	36,769
Projects and programme	-	10,000
Fundraising	244,436	146,881
	<u>277,434</u>	<u>193,650</u>

Switch The Play Foundation

Notes to the Financial Statements - continued for the Year Ended 31 January 2024

3. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 January 2024 nor for the year ended 31 January 2023.

Trustees' expenses

There were no trustees' expenses paid for the year ended 31 January 2024 nor for the year ended 31 January 2023.

4. STAFF COSTS

The average monthly number of employees during the year was as follows:

	31.1.24	31.1.23
Employees	<u>4</u>	<u>4</u>

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

	31.1.24	31.1.23
£60,001 - £70,000	-	1
£70,001 - £80,000	<u>1</u>	<u>-</u>
	<u>1</u>	<u>1</u>

5. 2023 COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund £	Restricted fund £	Total funds £
INCOME AND ENDOWMENTS FROM			
Other trading activities	<u>193,650</u>	<u>-</u>	<u>193,650</u>
EXPENDITURE ON			
Charitable activities			
Cost of delivery of services	81,664	-	81,664
Wages	140,721	-	140,721
Advertising	130	-	130
Office costs	4,682	-	4,682
Insurance	697	-	697
Travel	225	-	225
Bank charges	397	-	397
Legal and professional	2,083	-	2,083
Total	<u>230,599</u>	<u>-</u>	<u>230,599</u>
NET INCOME/(EXPENDITURE)	(36,949)	-	(36,949)
RECONCILIATION OF FUNDS			
Total funds brought forward	<u>(110,939)</u>	<u>-</u>	<u>(110,939)</u>
TOTAL FUNDS CARRIED FORWARD	<u>(147,888)</u>	<u>-</u>	<u>(147,888)</u>

Switch The Play Foundation

Notes to the Financial Statements - continued for the Year Ended 31 January 2024

6. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.1.24	31.1.23
	£	£
Trade debtors	15,392	11,881
VAT	3,610	-
	<u>19,002</u>	<u>11,881</u>

7. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.1.24	31.1.23
	£	£
Bank loans and overdrafts (see note 9)	11,760	11,760
Trade creditors	16,006	19,627
Social security and other taxes	11,692	18,261
VAT	-	1,199
Credit card	942	896
Trustee loans	-	66,133
Pension creditor	813	787
Net wages creditor	13,175	9,581
Other creditors	9,662	3,558
Accrued expenses	1,350	1,351
	<u>65,400</u>	<u>133,153</u>

8. CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR

	31.1.24	31.1.23
	£	£
Bank loans (see note 9)	22,813	33,700
Other loans (see note 9)	84,433	-
	<u>107,246</u>	<u>33,700</u>

9. LOANS

An analysis of the maturity of loans is given below:

	31.1.24	31.1.23
	£	£
Amounts falling due within one year on demand:		
Bank loans	<u>11,760</u>	<u>11,760</u>
Amounts falling between one and two years:		
Bank loans - 1-2 years	<u>11,760</u>	<u>11,760</u>
Amounts falling due between two and five years:		
Bank loans - 2-5 years	11,053	21,940
Other loans - 2-5 years	60,000	-
Trustee loans	<u>24,433</u>	<u>-</u>
	<u>95,486</u>	<u>21,940</u>

Included in other creditors is a loan from Mr R Young amounting to £9,662 (2023 £3,558).

Switch The Play Foundation

Notes to the Financial Statements - continued for the Year Ended 31 January 2024

10. MOVEMENT IN FUNDS

	At 1.2.23 £	Net movement in funds £	At 31.1.24 £
Unrestricted funds			
General fund	(147,888)	8,290	(139,598)
TOTAL FUNDS	(147,888)	8,290	(139,598)

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	277,434	(269,144)	8,290
TOTAL FUNDS	277,434	(269,144)	8,290

Comparatives for movement in funds

	At 1.2.22 £	Net movement in funds £	At 31.1.23 £
Unrestricted funds			
General fund	(110,939)	(36,949)	(147,888)
TOTAL FUNDS	(110,939)	(36,949)	(147,888)

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	193,650	(230,599)	(36,949)
TOTAL FUNDS	193,650	(230,599)	(36,949)

Switch The Play Foundation

Notes to the Financial Statements - continued for the Year Ended 31 January 2024

10. MOVEMENT IN FUNDS - continued

A current year 12 months and prior year 12 months combined position is as follows:

	At 1.2.22 £	Net movement in funds £	At 31.1.24 £
Unrestricted funds			
General fund	(110,939)	(28,659)	(139,598)
TOTAL FUNDS	(110,939)	(28,659)	(139,598)

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	471,084	(499,743)	(28,659)
TOTAL FUNDS	471,084	(499,743)	(28,659)

The general fund deficit brought forward at 4 February 2020 resulted from the conversion of Switch The Play CIC (Company number 09369073) from a Community Interest Company to a Charity Incorporation Organisation.

11. RELATED PARTY DISCLOSURES

Mr Craig Donaldson was owed £8,533 at 31.1.24 (31.1.2023 £66,133) . £57,600 was converted to a donation during the year.

Mr Chris Brindley was owed £15,900 at 31.01.24 (31.01.23 £nil).

Switch The Play Foundation

Detailed Statement of Financial Activities for the Year Ended 31 January 2024

	31.1.24 £	31.1.23 £
INCOME AND ENDOWMENTS		
Other trading activities		
Athlete services	32,998	36,769
Projects and programme	-	10,000
Fundraising	244,436	146,881
	<u>277,434</u>	<u>193,650</u>
Total incoming resources	277,434	193,650
EXPENDITURE		
Charitable activities		
Wages	168,329	130,152
Social security	12,469	8,451
Pensions	3,232	2,118
Cost of delivery of services	73,656	81,664
Insurance	917	697
Office costs	3,322	4,682
Advertising	80	130
Travel and subsistence	2,334	225
	<u>264,339</u>	<u>228,119</u>
Support costs		
Finance		
Bank charges	2,645	397
Governance costs		
Accountancy and legal fees	2,160	2,083
	<u>269,144</u>	<u>230,599</u>
Total resources expended	269,144	230,599
Net income/(expenditure)	8,290	(36,949)

This page does not form part of the statutory financial statements