

**Report of the Trustees and  
Unaudited Financial Statements for the Year Ended 31 January 2025  
for  
Switch The Play Foundation**

Harts Limited  
Westminster House  
10 Westminster Road  
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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 2025

The trustees present their report with the financial statements of the charity for the year ended 31 January 2025. 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 athlete thrives through and beyond sport.

**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

There is a hidden majority of high performing sportspeople who need our support.

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. The evidence is overwhelming:

- 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 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 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

## **Switch The Play Foundation**

### **Report of the Trustees for the Year Ended 31 January 2025**

#### **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 the development of a Psychological Care Pathway (launched in July 2024) providing access to BACP accredited counsellors to support those in need..
  - 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 2025 the charity had commenced year 2 of an agreement with The Football Association regarding the management of a performance and wellbeing grant on behalf of elite para footballers in England. In season 1 of this programme a total of £126,800 was awarded to 59 para footballers. In season 2 of the programme 70 players were awarded a total of £163,000 in grants. \*

Additionally in season 2 a Support Fund was introduced as a result of an underspend of £17,200 from season 1. The aim of the fund was to allow players to apply for a small sum of funding to help with emergencies and support during tournaments.

\* Note - due to the way that the agreement and timelines were agreed with The FA, two seasons of grants fell within one financial year for the charity.

## **Switch The Play Foundation**

### **Report of the Trustees for the Year Ended 31 January 2025**

#### **OBJECTIVES AND ACTIVITIES**

##### **Volunteers**

The charity has previously operated with two advisory groups of senior volunteers to support both the athlete facing and fundraising activities of the charity. During the year a decision was taken to disband these two groups and work with volunteers in a more targeted task and finish approach. 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.

As of January 2025 there were a total of 5 volunteers actively supporting the work of the charity.

## Switch The Play Foundation

### Report of the Trustees for the Year Ended 31 January 2025

#### ACHIEVEMENTS AND PERFORMANCE

##### Charitable activities

##### 2025 OVERVIEW

2024 has been an exciting year of growth, collaboration and impact for the charity, highlighted by a significant grant secured via the Jacobs Futura Foundation to deliver transition support programmes following the 2024 Paris Olympic Games and Paralympic Games. This grant was a collaborative bid alongside Dame Kelly Holmes Trust (DKHT) and The Mintridge 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 proud to be their first athlete support grant recipient and have been excited to work with the partners on these programmes throughout the year. A major part of this has been the development and launch of the Evolve to Thrive programme in collaboration with (DKHT), a 12 month transition programme which has attracted 35 athletes from 19 different sports to sign up. The programme formally launched in February 2025.

Continued positive progress has been made with regards to building the financial resilience of the charity and following the challenges of Covid, we have now been able to post a net operating surplus for a second consecutive year, whilst continuing to reduce the deficit on the balance sheet. This is enabling the Trustees and executive to more effectively map out the strategic direction of the charity with a new 5 year strategy under development (to be completed May 2025). In itself this highlights the significant transformation that the charity has been through over the last couple of years.

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 grown our beneficiary numbers by over 30% from the previous year, with 3,585 current or former athletes receiving support from the charity. Key to that growth has been partnerships such as that with the GLL Sport Foundation, The FA via their Para and Disability National football teams, and the Premier League. We have over 500 members of our Switched On network receiving personalised wellbeing and transition support, and we facilitated 46 masterclasses across the year covering a wide range of topics.

There is still much to be done and the themes are not new. We need to increase our visibility so more athletes are aware of and can access the support we provide. We are working hard to be a go-to for athletes and recognise that in some cases the impact we can have could simply be helping to navigate an athlete to another organisation who is offering what that individual needs. Our person-centred approach remains a guiding principle in our decision making.

We also want to go deeper with the support we can provide to individuals, which has historically been limited by the resources available to us. Growing our fundraising strategy to enable us to achieve this is a key pillar of our work.

It is important to thank 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 ongoing commitment to ensure we deliver impactful support for athletes. The hard work behind the scenes has been invaluable to the impact we are able to have. And finally, to our executive team and our 'Team Mates', the impact we deliver continues to punch well above our size and it is testament to the group of people who care passionately about the cause and work with courage, compassion and curiosity to help support current and former athletes.



Craig Donaldson  
Chair

## Switch The Play Foundation

### Report of the Trustees for the Year Ended 31 January 2025

## ACHIEVEMENT AND PERFORMANCE

### Charitable activities

Highlights from the year include:

- We supported over **3,500 beneficiaries** across over 60 sports, a 30% growth in the number of athletes supported from the previous year.
- As noted above, in partnership with DKHT and The Mintridge Foundation we were successfully awarded a grant to deliver a number of athlete support programmes with a specific focus on athletes transitioning following the Paris 2024 Olympic and Paralympic Games cycle. This includes:
  - Providing dedicated funding into our Switched On community which now totals **over 500 members of our Switched On community** receiving personalised support including one to one coaching or mentoring, and attendance at career pathway events.
  - In June 2024 we were proud to launch our **Psychological Care Pathway** providing access to BACP accredited therapists as an embedded part of the Switched On offer. Demand for support has been high and 66% of those completing to date have 'reliably recovered' according to industry recognised assessment tools. This compares favourably with the NHS target for reliable recovery from NHS Talking Therapies of 48%.
  - Launch of our **Evolve to Thrive** transition programme in collaboration with DKHT. The programme formally launches in February 2025. As of January 2025 35 athletes from 19 sports had signed up to the programme.
- We delivered **46 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 sixth season on the **Premier League's Life Skills Programme**, and for the third season with the **League Football Education** delivering life skills education to EFL clubs. We were also proud to continue to deliver 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 Wasserman, providing a unique opportunity for 20 athletes from 14 sports to learn about careers in the sport industry. The feedback on this has again been incredible with athletes going on to progress with work experience and internship opportunities!
- In **women's sport** we were excited to deliver our **Women in Sport Mentoring Programme** with 19 athletes from 10 different sports. 100% of attendees said they would recommend Switch the Play Foundation to a friend.
- We completed year 2 and entered into year 3 of our partnership with the **GLL Sport Foundation** providing their **2,500 athletes** with access to a Life Skills programme covering resources and online masterclasses based on personal development topics selected by the athletes themselves. Furthermore, pathways were created for over 50 athletes to access deeper support where needed.
- We completed season 1 and commenced season 2 of our partnership with **The Football Association** to administer a performance and wellbeing grant for their **Para and Disability national teams**. Feedback from the players has highlighted how invaluable this financial support has been.

We are proud of the reach and impact we are having. We know there is lots more to do. Looking ahead, we want to build even more robust approaches to data capture and measuring impact as we understand how critical it is that we demonstrate the successes from our work. This includes how we measure the number of beneficiaries intensively supported as we recognise that is where the transformational impact is more likely to occur. We also want to work more UK wide than at present to ensure we are working with a diverse range of beneficiaries by sport, geography and protected characteristics.

### Bringing our impact to life

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

## WOMEN IN SPORT MENTORING PROGRAMME

- 19 participants across 10 different sports supported across the 6 month programme.
- The programme comprised of online masterclasses (5), free access to 2 day Everything in Sport Conference at Wembley Stadium, and a mentor (6 sessions).
- 76 mentoring sessions completed.
- 100% of participants would recommend Switch the Play and were happy with the quality of mentoring they received.
- 80% participants consider themselves to have clearer career goals as a result of the programme.

## **Switch The Play Foundation**

### **Report of the Trustees for the Year Ended 31 January 2025**

"Having someone to listen non judgmentally, always clear action points and summary of what was discussed too. Holding space for what I need and allowing me to go at a pace that's comfortable for me. It's really meaningful and I feel genuinely supported. I feel valued, cared for and respected."

(I learnt that) "I have the skills, mindset and drive to become successful in my post athlete career. I know what success looks like to me and have a clearer direction of where to go to achieve that success."

#### **FA PARA FOOTBALL PERFORMANCE AND WELLBEING GRANTS**

- In the first year of the programme a total of 59 applications were received with £126,800 awarded. Following the assessment process all applicants successfully received a grant.
- The grant has had a positive impact on the performance and wellbeing of players:
- 61% reported an improvement in their well-being following receipt of the grant.
- 60% of the applicants reported that they were less worried about their finances since receiving the grant.
- 57% say that their mental wellbeing has improved as a result of the grant.
- 83.7% say that the grant has made a positive contribution to their playing and performance objectives.
- 69% reported feeling that the funding will help them to continue playing longer than would previously have been possible.

Year 2 of the programme commenced in November 2024 with the inclusion of a 'support/hardship' fund, based on the lessons provided from year 1.

#### **SWITCHED ON**

##### **Mentoring**

- It's been life changing for me and I am ever so grateful to STP for helping me. If there is anything I can do for STP or get involved in some way to give back"

- Thank you so much for all your help. Switch the Play and speaking to Tobi has helped me massively and couldn't praise him any more for all the help he gives me."

- I got set up with a fantastic mentor and went through a really interesting journey with him. I had an idea of the skills I had but I needed to find a career that made a really good use of those skills."

##### **Career experience days**

- Wasserman Sport Industry Experience Day and National Sales Conference (NSC) delivered in November 2024.
  - With regards the Wasserman event there 20 athletes from 14 different sports.
  - Feedback highlights that the event significantly increased the confidence of attendees that they had the skills and support to transition effectively into a career in the sports industry.
  - On a scale from 0-10, 'how likely are you to recommend them to a friend or colleague?' - the average score was 9.67 / 10.

" Switch the Play Foundation provided the most helpful and inspiring athlete experience day and support I have ever been a part of."

" An unbelievable day spent with Wasserman x StPF. I'm currently starting the journey transitioning out of elite sport and this day offered an invaluable insight into the sports industry and different roles that exist. Staff at Wasserman and StPF are so friendly and want to help."

" The transition from being an elite athlete to life after sport is notoriously challenging and what Switch the Play are doing to assist athletes going through this is admirable and very valuable"

- Before today, when I was thinking about finishing my sport(ing) journey I was scared. Now I can't wait. I'm feel(ing) very encouraged. I really appreciate this day, how (it) makes me very empowered."



## **Switch The Play Foundation**

### **Report of the Trustees for the Year Ended 31 January 2025**

" I'm grateful for this opportunity to get to meet other athletes in similar positions with shared passions and ideas on how they want to take the next steps in their career. The collaboration with Wasserman gives great insight into what jobs are available in the sports industry."

#### **Psychological Care Pathway (PCP)**

- In the first 6 months of establishing the PCP, 9 beneficiaries successfully completed their funded programme of counselling with a further 10 currently in process.
- All beneficiaries diagnosed to be suffering with anxiety and/or depression with specific challenges people were facing including burnout, financial concerns, isolation post sport, identity crisis, alcohol issues, new diagnosis of autism, complex PTSD, bullying, and family or relationship issues.
- 6/9 (66%) have reliably recovered. This significantly exceeds the NHS Talking Therapies reliable recovery benchmark.

" Honestly, thank you so much, I felt very supported and genuinely heard at a time of vulnerability which allowed me to open up."

" Amid a summer of stress and emotional overload having someone to talk to - without any agenda but to listen - was invaluable in helping me regain perspective and stay grounded, enabling me to keep moving forwards"

" Monday was my last therapy session funded by STP. The therapy has made a huge difference to me, I've made some transformational progress in the sessions. The journey is ongoing and I will be staying with the therapist, another indication of how beneficial it has been. I've never found a therapist that has worked in the past...It is my hope to pay this all forward one day."

#### **EVOLVE AND THRIVE (in collaboration with Dame Kelly Holmes Trust)**

The programme formally launches in February 2025. 35 athletes from 19 sports have been recruited onto the programme and the following outlines what they will hope to gain from the programme.

" The program hopefully would help me focus on something. I'm in a stuck mind set on whether to retire from repeated concussion injury or have at least one more go because my body is fine and I am still more than capable.... it's just my head. I've been a funded athlete but mainly a dual-career athlete and I'm not sure who I am without sport. I've got a lot of soft transferable skills but no direction... I'm stuck on a goal, which is to say, I don't have one at the moment and I don't know what I'm doing. I've created a Limited Coaching Company with my partner and I know there's potential to develop that further. I've got a willingness to learn and an 'itch' to compete. I'm just stuck in the sense of which direction to go and where. " (Rebekah, Netball)

" I would like to have conversations that help lead me to making the best decisions possible moving into the next stage of my life. Hearing others and not feeling like the only person trying to find their way post career. Finding potential opportunities that I knew nothing about. Also making friends and meeting new people that all share a common theme of professional sport, but all with various routes and careers depending on the sport." (Dan, Tennis Player)

" A sense of continuity between my boxing self and post boxing self. Feeling at one with myself and my body and working out the right amount of training for me now. Having a plan for adapting to life post boxing in a way that balances wellbeing with 'catching up' with the financial and career progress I missed out on." (Ella, Boxer)

#### **LIFE SKILLS PROGRAMMES**

Our Lifeskills offering continues to be a fundamental part of our offering, working in collaboration with The Premier League, League Football Education and Loughborough College, where we support their Department in Sporting Excellence (DiSE) athletes in women's football.

- 30 masterclasses delivered across the portfolio
- 327 athletes in attendance
- 4.76 (out of 5) average rating across our masterclasses.

## Switch The Play Foundation

### Report of the Trustees for the Year Ended 31 January 2025

" 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. Neil Clark demonstrated a commitment to creating an environment that encouraged open dialogue and self-reflection. It was evident that they had a profound understanding of the unique challenges and opportunities that young athletes face, especially at the U18 level. The content was not only relevant but also tailored to resonate with the aspirations and concerns of these talented individuals." Nathan Baker, Player Care at Bamsley FC

This work all contributes towards two main impacts we track:

**- 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
  - This is a prevalent theme in our life skills programmes and our GLL Sports Foundation partnerships in particular given these are predominantly delivered to current athletes.

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

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

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

- Improved employability.

- These are central themes as part of the support provided within Switched On, via Mentoring and career pathways opportunities in particular, and through all of our learning and development programmes.

**- Impact 2 - Protecting and improving individual wellbeing**

- This is a core theme underpinning all of our work. This has been a key outcome from the Para Football Performance and Wellbeing grants for instance with 57% of grant recipients saying that their mental wellbeing has improved as a result of receiving the grant.

- We have also been proactive to put in place an enhanced offer and pathway as part of Switched On through the newly developed Psychological Care Pathway.

## FINANCIAL REVIEW

### Financial position

The charity was able to generate a small operating surplus of £21,245 during the financial year whilst reducing the cumulative deficit on the balance sheet to £118,353. Revenue increased by significantly by over 150% driven largely through:

- The Jacobs Futura Foundation partnership. This is a restricted grant to deliver transition support programmes over a 12 month period.

- The FA Para and Disability Football Performance and Wellbeing Grants. There is a slight anomaly in that the financial year includes two years of grants payments which wouldn't typically be the case. As a new programme it started a little later than the FA would ordinarily want it to run.

- Fundraising income increased by nearly 40% from the previous year.

In line with the revenue growth, expenditure increased by over 150% from the previous year. The main reasons for this are:

- Increase service delivery costs as the breadth of the offer has expanded over the last 12 months.

- 17% increase in wages amounting to a small growth in the staff team.

- The distribution of Athlete Grants for the FA Performance and Wellbeing Grants.

With regards the cumulative deficit, the vast majority (over 27 %) 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. £22,929 is outstanding at the year end.

- The charity is further supported by loans and the CEO (total amount £24,433). The agreement on these loans are that they would only start to be repaid as the charity is able to and with a proportionate repayment plan.

- In addition there remains £45,000 of the interest free loan from the Omnia Sports Group (originally loaned in the previous financial year's). This has a repayment agreement of 5 + years.

## **Switch The Play Foundation**

### **Report of the Trustees for the Year Ended 31 January 2025**

#### **FINANCIAL REVIEW**

##### **Principal funding sources**

##### **Sources of Income**

We are incredibly grateful to our donors and partners for their generous support in 2024. 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 8th Annual Legends Ball held in November 2024, with thanks to the generous support of Alan Graham.
  - Charity beneficiary of events delivered by M Restaurants / Gaucho.
  - Charity beneficiary of corporate hospitality events organised by Wasserman.
- Trusts and Foundations:
  - Trusts and Foundations income remains a challenge with the perception of a nice cause competing for massively oversubscribing Funds, the charity did have very significant success with the grant from the Jacobs Futura Foundation .
- Partnerships:
  - Our corporate partnership with Wasserman which included the tremendously successful experience day as well as the corporate hospitality event beneficiary as identified above.
- Individual Giving:
  - Delivery of a challenge cycling event from London to Paris. The event was a great success with 12 cyclists braving the conditions to fundraise over £22,000 for the charity (excluding sponsorship).

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

Fundraising income was supplemented with earned income from sporting organisations contracting Switch the Play Foundation to deliver specific services to support the personal development of sportspeople. The scale of these resources are finite given the financial pressures that many sporting bodies have themselves faced and the historic lack of emphasis on duty of care in sport (acknowledged within government sport policy in the UK). This earned income will always need to be supplemented by fundraising income to be able to ensure that support is available for all sportspeople who need it.

##### **Reserves policy**

As part of developing our new 5 year strategy an updated reserves policy was agreed by Trustees in May 2025:

- By the end of 2025/26 financial year (revised year end of 31 July 2026 to be put in place ) = 2 months operating costs.
- By the end of 2026/27 (July 27) = 3 months operating costs.
- Years 3-5 = maintained at 3 months operating costs (recognising a growth in real terms due to increased costs across the life of the plan.)

##### **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 progress that has made in reducing its deficit during the 2024-25 financial year and the plans already confirmed heading into 2025. These plans were confirmed in July 2025 with the confirmation of a significant 3 year unrestricted grant from the Jacobs Futura Foundation to support the delivery of the charity's new 5 year strategy and business plan.

##### **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.

#### **STRUCTURE, GOVERNANCE AND MANAGEMENT**

##### **Governing document**

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

**Switch The Play Foundation**

**Report of the Trustees  
for the Year Ended 31 January 2025**

**STRUCTURE, GOVERNANCE AND MANAGEMENT**

**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.

Following an extensive recruitment process three new trustees were appointed in October 2024:

- Ben Hawes MBE
- Mary Few
- Martin Bould.

**REFERENCE AND ADMINISTRATIVE DETAILS**

**Registered Charity number**  
1187733

**Principal address**  
74 Heaton Road  
Stockport  
Cheshire  
SK4 4JH

**Trustees**

Ms E P Mason  
Mr C F Donaldson  
Mr C Brindley MBE  
Mr S C Mitchell  
Mrs S Francis (resigned 29.2.24)  
Mrs S Knight  
Ms A Edwards (resigned 29.2.24)  
Ms M Few (appointed 3.10.24)  
Mr B Hawes MBE (appointed 1.10.24)  
Mr M J Bould (appointed 1.10.24)

**Independent Examiner**

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

Approved by order of the board of trustees on 27<sup>th</sup> November 2025 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**

I report to the charity trustees on my examination of the accounts of Switch The Play Foundation (the Trust) for the year ended 31 January 2025.

**Responsibilities and basis of report**

As the charity trustees of the Trust you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Trust's accounts carried out under Section 145 of the Act and in carrying out my examination I have followed all applicable Directions given by the Charity Commission under Section 145(5)(b) of the 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 material 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 Trust as required by Section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts 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 accounts to be reached.



Melissa Bowers  
The Institute of Chartered Accountants in England and Wales

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

Date: 28/11/25

# Switch The Play Foundation

## Statement of Financial Activities for the Year Ended 31 January 2025

	Notes	Unrestricted fund £	Restricted fund £	31.1.25 Total funds £	31.1.24 Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>					
Other trading activities	2	479,321	226,596	705,917	277,434
Investment income	3	571	-	571	-
<b>Total</b>		<u>479,892</u>	<u>226,596</u>	<u>706,488</u>	<u>277,434</u>
<b>EXPENDITURE ON</b>					
<b>Charitable activities</b>	4				
Cost of delivery of services		349,286	89,908	439,194	73,656
Wages		133,980	83,418	217,398	184,030
Advertising		536	4,113	4,649	80
Office costs		7,255	3,563	10,818	3,322
Insurance		1,386	-	1,386	917
Travel		1,306	3,230	4,536	2,334
Bank charges		2,209	-	2,209	792
Legal and professional		3,300	-	3,300	2,160
Other		1,753	-	1,753	1,853
<b>Total</b>		<u>501,011</u>	<u>184,232</u>	<u>685,243</u>	<u>269,144</u>
<b>NET INCOME/(EXPENDITURE)</b>		(21,119)	42,364	21,245	8,290
Transfers between funds	13	17,916	(17,916)	-	-
<b>Net movement in funds</b>		<u>(3,203)</u>	<u>24,448</u>	<u>21,245</u>	<u>8,290</u>
<b>RECONCILIATION OF FUNDS</b>					
Total funds brought forward		(139,598)	-	(139,598)	(147,888)
<b>TOTAL FUNDS CARRIED FORWARD</b>		<u>(142,801)</u>	<u>24,448</u>	<u>(118,353)</u>	<u>(139,598)</u>

The notes form part of these financial statements

**Switch The Play Foundation**

**Balance Sheet  
31 January 2025**

	Notes	Unrestricted fund £	Restricted fund £	31.1.25 Total funds £	31.1.24 Total funds £
<b>CURRENT ASSETS</b>					
Debtors	9	22,031	-	22,031	19,002
Cash at bank		-	24,448	24,448	14,046
		<u>22,031</u>	<u>24,448</u>	<u>46,479</u>	<u>33,048</u>
<b>CREDITORS</b>					
Amounts falling due within one year	10	(132,841)	-	(132,841)	(65,400)
<b>NET CURRENT ASSETS/(LIABILITIES)</b>		<u>(110,810)</u>	<u>24,448</u>	<u>(86,362)</u>	<u>(32,352)</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		(110,810)	24,448	(86,362)	(32,352)
<b>CREDITORS</b>					
Amounts falling due after more than one year	11	(31,991)	-	(31,991)	(107,246)
<b>NET ASSETS/(LIABILITIES)</b>		<u>(142,801)</u>	<u>24,448</u>	<u>(118,353)</u>	<u>(139,598)</u>
<b>FUNDS</b>	13				
Unrestricted funds				(142,801)	(139,598)
Restricted funds				<u>24,448</u>	<u>-</u>
<b>TOTAL FUNDS</b>				<u>(118,353)</u>	<u>(139,598)</u>

The financial statements were approved by the Board of Trustees and authorised for issue on 27<sup>th</sup> November 2025 and were signed on its behalf by:



Mr C F Donaldson - Trustee

**Switch The Play Foundation**

**Cash Flow Statement  
for the Year Ended 31 January 2025**

	Notes	31.1.25 £	31.1.24 £
<b>Cash flows from operating activities</b>			
Cash generated from operations	1	86,839	(64,731)
Interest paid		(1,753)	(1,853)
Net cash provided by/(used in) operating activities		<u>85,086</u>	<u>(66,584)</u>
<b>Cash flows from investing activities</b>			
Interest received		571	-
Net cash provided by investing activities		<u>571</u>	<u>-</u>
<b>Cash flows from financing activities</b>			
New loans in year		-	84,433
Loan repayments in year		(75,255)	(10,887)
Net cash (used in)/provided by financing activities		<u>(75,255)</u>	<u>73,546</u>
<b>Change in cash and cash equivalents in the reporting period</b>		<u>10,402</u>	<u>6,962</u>
<b>Cash and cash equivalents at the beginning of the reporting period</b>		<u>14,046</u>	<u>7,084</u>
<b>Cash and cash equivalents at the end of the reporting period</b>		<u><u>24,448</u></u>	<u><u>14,046</u></u>

The notes form part of these financial statements



# Switch The Play Foundation

## Notes to the Cash Flow Statement for the Year Ended 31 January 2025

### 1. RECONCILIATION OF NET INCOME TO NET CASH FLOW FROM OPERATING ACTIVITIES

	31.1.25 £	31.1.24 £
<b>Net income for the reporting period (as per the Statement of Financial Activities)</b>	21,245	8,290
<b>Adjustments for:</b>		
Interest received	(571)	-
Interest paid	1,753	1,853
Increase in debtors	(3,029)	(7,121)
Increase/(decrease) in creditors	67,441	(67,753)
<b>Net cash provided by/(used in) operations</b>	<u>86,839</u>	<u>(64,731)</u>

### 2. ANALYSIS OF CHANGES IN NET DEBT

	At 1.2.24 £	Cash flow £	At 31.1.25 £
<b>Net cash</b>			
Cash at bank	<u>14,046</u>	<u>10,402</u>	<u>24,448</u>
	<u>14,046</u>	<u>10,402</u>	<u>24,448</u>
<b>Debt</b>			
Debts falling due within 1 year	(11,760)	-	(11,760)
Debts falling due after 1 year	<u>(107,246)</u>	<u>75,255</u>	<u>(31,991)</u>
	<u>(119,006)</u>	<u>75,255</u>	<u>(43,751)</u>
<b>Total</b>	<u>(104,960)</u>	<u>85,657</u>	<u>(19,303)</u>

The notes form part of these financial statements

Notes to the Financial Statements  
for the Year Ended 31 January 2025

1. ACCOUNTING POLICIES

**Basis of preparing the financial statements**

The financial statements of the charity, 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 Charities Act 2011. 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 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 charity operates a defined contribution pension scheme. Contributions payable to the charity's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

2. OTHER TRADING ACTIVITIES

	31.1.25	31.1.24
	£	£
Athlete services	365,843	32,999
Fundraising	340,074	244,435
	<u>705,917</u>	<u>277,434</u>

# Switch The Play Foundation

## Notes to the Financial Statements - continued for the Year Ended 31 January 2025

### 3. INVESTMENT INCOME

	31.1.25	31.1.24
	£	£
Deposit account interest	571	-
	<u>571</u>	<u>-</u>

### 4. CHARITABLE ACTIVITIES COSTS

	Direct Costs £	Support costs (see note 5) £	Totals £
Cost of delivery of services	439,194	-	439,194
Wages	217,398	-	217,398
Advertising	4,649	-	4,649
Office costs	10,738	80	10,818
Insurance	1,386	-	1,386
Travel	4,536	-	4,536
Bank charges	93	2,116	2,209
Legal and professional	-	3,300	3,300
	<u>677,994</u>	<u>5,496</u>	<u>683,490</u>

### 5. SUPPORT COSTS

	Finance £	Governance costs £	Totals £
Office costs	-	80	80
Bank charges	2,116	-	2,116
Legal and professional	-	3,300	3,300
	<u>2,116</u>	<u>3,380</u>	<u>5,496</u>

### 6. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 January 2025 nor for the year ended 31 January 2024.

#### Trustees' expenses

There were no trustees' expenses paid for the year ended 31 January 2025 nor for the year ended 31 January 2024.

### 7. STAFF COSTS

	31.1.25	31.1.24
	£	£
Wages and salaries	198,275	168,329
Social security costs	15,585	12,469
Other pension costs	3,538	3,232
	<u>217,398</u>	<u>184,030</u>

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

	31.1.25	31.1.24
Employees	6	4
	<u>6</u>	<u>4</u>

**Notes to the Financial Statements - continued**  
**for the Year Ended 31 January 2025**

**7. STAFF COSTS - continued**

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

	31.1.25	31.1.24
£70,001 - £80,000	1	1

**8. 2024 COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES**

	Unrestricted fund £	Restricted fund £	Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>			
Other trading activities	277,434	-	277,434
<b>EXPENDITURE ON</b>			
<b>Charitable activities</b>			
Cost of delivery of services	73,656	-	73,656
Wages	184,030	-	184,030
Advertising	80	-	80
Office costs	3,322	-	3,322
Insurance	917	-	917
Travel	2,334	-	2,334
Bank charges	792	-	792
Legal and professional	2,160	-	2,160
Other	1,853	-	1,853
<b>Total</b>	<b>269,144</b>	<b>-</b>	<b>269,144</b>
<b>NET INCOME</b>	<b>8,290</b>	<b>-</b>	<b>8,290</b>
<b>RECONCILIATION OF FUNDS</b>			
Total funds brought forward	(147,888)	-	(147,888)
<b>TOTAL FUNDS CARRIED FORWARD</b>	<b>(139,598)</b>	<b>-</b>	<b>(139,598)</b>

**9. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	31.1.25 £	31.1.24 £
Trade debtors	17,130	15,392
VAT	4,901	3,610
	<b>22,031</b>	<b>19,002</b>

# Switch The Play Foundation

## Notes to the Financial Statements - continued for the Year Ended 31 January 2025

### 10. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.1.25	31.1.24
	£	£
Bank loans and overdrafts (see note 12)	11,760	11,760
Trade creditors	16,255	16,006
Taxation and social security	32,400	11,692
Other creditors	72,426	25,942
	<u>132,841</u>	<u>65,400</u>

### 11. CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR

	31.1.25	31.1.24
	£	£
Bank loans (see note 12)	12,770	22,813
Other creditors	19,221	84,433
	<u>31,991</u>	<u>107,246</u>

### 12. LOANS

An analysis of the maturity of loans is given below:

	31.1.25	31.1.24
	£	£
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	1,010	11,053
Other loans - 2-5 years	-	60,000
Trustee loans	<u>19,221</u>	<u>24,433</u>
	<u>20,231</u>	<u>95,486</u>

Included in other creditors is a loan from Mr R Young amounting to £3,062 (2024 £9,662).

### 13. MOVEMENT IN FUNDS

	At 1.2.24	Net movement in funds	Transfers between funds	At 31.1.25
	£	£	£	£
<b>Unrestricted funds</b>				
General fund	(139,598)	(21,119)	17,916	(142,801)
<b>Restricted funds</b>				
Restricted fund	-	42,364	(17,916)	24,448
<b>TOTAL FUNDS</b>	<u>(139,598)</u>	<u>21,245</u>	<u>-</u>	<u>(118,353)</u>

Notes to the Financial Statements - continued  
for the Year Ended 31 January 2025

13. MOVEMENT IN FUNDS - continued

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

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	479,892	(501,011)	(21,119)
<b>Restricted funds</b>			
Restricted fund	226,596	(184,232)	42,364
<b>TOTAL FUNDS</b>	<u>706,488</u>	<u>(685,243)</u>	<u>21,245</u>

Comparatives for movement in funds

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

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

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

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

	At 1.2.23 £	Net movement in funds £	Transfers between funds £	At 31.1.25 £
<b>Unrestricted funds</b>				
General fund	(147,888)	(12,829)	17,916	(142,801)
<b>Restricted funds</b>				
Restricted fund	-	42,364	(17,916)	24,448
<b>TOTAL FUNDS</b>	<u>(147,888)</u>	<u>29,535</u>	<u>-</u>	<u>(118,353)</u>

Notes to the Financial Statements - continued  
for the Year Ended 31 January 2025

13. MOVEMENT IN FUNDS - continued

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 £
<b>Unrestricted funds</b>			
General fund	757,326	(770,155)	(12,829)
<b>Restricted funds</b>			
Restricted fund	226,596	(184,232)	42,364
<b>TOTAL FUNDS</b>	<u>983,922</u>	<u>(954,387)</u>	<u>29,535</u>

There was a shortfall in the restricted funds of £17,916 at 31 January 2025 as the result of a loan that was unexpectedly being called in early and temporarily repaid to Ominia Sports Group out of restricted funds. This has been presented as a transfer between restricted and unrestricted funds within the financial statements. These funds were repaid and were made available for restricted purposes on 4 February 2025 ensuring that the restricted funds remained fully protected and available exclusively for their intended use. As such a transfer back into restricted funds will be presented in next years financial statements.

14. RELATED PARTY DISCLOSURES

Mr Craig Donaldson was owed £3,221 at 31.1.25 (31.1.24 £8,533).  
Mr Chris Brindley was owed £16,000 at 31.1.25 (31.01.24 £15,900).

**Switch The Play Foundation****Detailed Statement of Financial Activities  
for the Year Ended 31 January 2025**

	31.1.25 £	31.1.24 £
<b>INCOME AND ENDOWMENTS</b>		
<b>Other trading activities</b>		
Athlete services	365,843	32,999
Fundraising	340,074	244,435
	<u>705,917</u>	<u>277,434</u>
<b>Investment income</b>		
Deposit account interest	571	-
	<u>706,488</u>	<u>277,434</u>
<b>Total incoming resources</b>		
<b>EXPENDITURE</b>		
<b>Charitable activities</b>		
Wages	198,275	168,329
Social security	15,585	12,469
Pensions	3,538	3,232
Cost of delivery of services	440,642	73,656
Insurance	1,386	917
Office costs	9,383	3,322
Advertising	4,649	80
Travel and subsistence	4,536	2,334
	<u>677,994</u>	<u>264,339</u>
<b>Other</b>		
Taxation interest	1,753	-
<b>Support costs</b>		
<b>Finance</b>		
Bank charges	2,116	2,645
<b>Governance costs</b>		
Accountancy and legal fees	3,380	2,160
	<u>685,243</u>	<u>269,144</u>
<b>Total resources expended</b>		
<b>Net income</b>	<u>21,245</u>	<u>8,290</u>

This page does not form part of the statutory financial statements