

Company registration number: 13655915
Charity registration number: 1199320

Fred Perry Tennis Trust

(A company limited by guarantee)

Annual Report and Financial Statements

for the year ended 31 December 2024

Fred Perry Tennis Trust

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for the year ended 31 December 2024

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Fred Perry Tennis Trust

Reference and Administration Details for the year ended 31 December 2024

Charity name	Fred Perry Tennis Trust
Charity registration number	1199320
Company registration number	13655915
Registered office	37 Mount Pleasant Clerkenwell London WC1X 0AA
Trustees	Mr John Perry (Chair) Sir Keith Onyema Ajegbo OBE Mr John Flynn Ms Alyson Rudd Miss Katie O'Brien Mr Arjoon Bose Mr Richard Gilmore Mr Liam Broady
Accountant	The Laurel Partnership Ltd 16 Broad Street Eye Suffolk IP23 7AF
Independent Examiner	Claire Stephens FCA 16 Broad Street Eye Suffolk IP23 7AF

Fred Perry Tennis Trust
Trustees' Report
for the year ended 31 December 2024

TRUSTEES

The directors of the company (referred to as trustees) who have served during the year are as follows:

Mr John Perry (Chair)
Sir Keith Onyema Ajegbo OBE
Mr John Flynn
Ms Alyson Rudd
Miss Katie O'Brien
Mr Arjoon Bose
Mr Richard Gilmore
Mr Liam Broady (appointed 18 June 2024)

The trustees submit their annual report and the financial statements of the Fred Perry Tennis Trust for the year ended 31 December 2024.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

Company law requires the trustees, as directors, to prepare financial statements for each financial year that give a true and fair view of the state of the affairs of the charity and of the surplus or deficit for that period. In preparing those financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently
- Make judgements and estimates that are reasonable and prudent
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue its activities

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity. They are responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

OBJECTS AND ACTIVITIES

The objects of the charity are to promote community participation in healthy recreation by providing, or assisting in providing, facilities for playing tennis and other sports.

The Fred Perry Tennis Championship sees talented children aged under 11 through to under 16 to take part in an amateur national tennis tournament. The charity organises five regional qualifying events across the country to enable the lower ranked and less experienced players to qualify for the national finals. In 2024, 998 youngsters entered, with 512 being awarded places in the Championships, through the regional qualifying events or their national age group ranking. All the youngsters benefited from not just the life lessons learned from competing, winning and losing, but through experiencing what it is like to be part of a national tournament which features great role models.

Fred Perry Tennis Trust
Trustees' Report
for the year ended 31 December 2024

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Since the events inception, 5 of the entrants have gone on to play the Junior event played alongside the Wimbledon Championships at the All England Club.

PUBLIC BENEFIT

The Trustees have been advised, and are aware of, their duties to have due regard to the Charity Commission's general guidance on public benefit and are responsible for ensuring that the activities of the charity are for the benefit of the general public.

The charity's activities, will be decided on by the trustees based on what they assess to be worthwhile (and charitable) at any point in time. The trustees are experienced individuals with great knowledge of the tennis world, including at an amateur level, and are well-placed to make these decisions.

ACHIEVEMENTS AND PERFORMANCE

Within the period 1st January 2024 – 31st December 2024 the Trust refurbished 6 courts in Liverpool's Princess Park which are operated by Liverpool City Council. Regular free community tennis coaching has been introduced on these refurbished public courts.

The addition of Princess Park increased the number of sites to 7 where the Fred Perry Tennis Trust has refurbished courts and developed a free local community tennis coaching program:

Chorlton Park – Manchester
Kayle Green Park – Stockport
St Mary's Park - Prestwich /Bury
Princess Park – Liverpool
Hollingbury Recreation Ground – Brighton
Lenton Abbey Park – Nottingham
Brentham- Ealing

Throughout 2024, 1,984 young people aged 4 to 12 benefited from free tennis coaching sessions over a period of 10 to 20 weeks on the refurbished park tennis courts. With 459 of these young players being awarded free Tennis rackets for their progress, with the other youngsters receiving the iconic Fred Perry sweat bands and t shirts.

In addition to the charity encouraging children to enjoy the health and wellbeing benefits that tennis adds to their lives, the Fred Perry Tennis Trust is also committed to providing career options through tennis, by covering the cost for the participants in the Championships, their parents and siblings to take their first stage tennis coaching examinations. This opportunity is also extended to the 12-year-old children receiving the free coaching in the parks. In 2024 80 gained a Tennis Coaching qualification.

FINANCIAL REVIEW

The statement of financial activities for year is set out on page 7.

The majority of investment for this period was on the community refurbishment in Liverpool, The Fred Perry Tennis Trust Championship, the free Community Coaching and the cost of the Coaching Qualification courses.

Fred Perry Tennis Trust

Trustees' Report for the year ended 31 December 2024

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As this is a newly established charity –there is more time needed to be able to comment in detail on the return on investment, particularly as retention and on-going development is an important measure of success, which requires 2 or 3 years of activity to measure accurately. However, we know from established data, that helping to create new inspired qualified coaches with a Parks tennis link to start with, will in turn significantly impact the number of youngsters playing on public park courts.

The Charity is relatively newly created and is working on building on the successful initiatives of 2024 next year. The charity is holding £20k in reserves to allow for any unforeseen expenses or to potentially release additional grants if an exceptional case is provided and approved by The Trustees.

STRUCTURE, GOVERNANCE AND MANAGEMENT

The charity is a charitable company, limited by guarantee and governed by its memorandum and articles of association.

Appointment and Removal of Trustees

- There shall be at least three and no more than twelve Trustees.
- At least two (or one-third of the total number of Trustees, whichever is greater) of the Trustees shall be Independent Trustees

Subject to Article 20, any person who is willing to act as a Trustee, and who would not be disqualified from acting under the provisions of Article 22, may be appointed to be a Trustee by the Member (acting through an authorised representative) serving notice in Writing on the Charity. The Member may specify terms of office which shall apply to any such Trustee, but if no term is specified when a Trustee is appointed, he or she shall remain in office until he or she ceases to hold office in accordance with Articles 21.4 and 22.

Each Trustee shall retire from office at the third Annual Retirement Meeting following the commencement of his or her term of office, but may be reappointed. The retirement shall take effect at the end of the Annual Retirement Meeting, unless the Trustee has been reappointed for another term by the Member.

A Trustee shall cease to hold office if:

- he or she ceases to be a trustee by virtue of any provision of the Companies Act 2006, or is prohibited from being a trustee by law;
- he or she is disqualified under the Charities Act 2011 from acting as a trustee of a charity;
- the Trustees reasonably believe he or she has become physically or mentally incapable of managing his or her own affairs and they resolve that he or she be removed from office;
- notification is received by the Charity from him or her that he or she is resigning from office, and such resignation has taken effect in accordance with its terms (but only if at least three Trustees will remain in office when such resignation has taken effect);
- he or she fails to attend three consecutive meetings of the Trustees and the Trustees resolve that he or she be removed for this reason;
- at a meeting of the Trustees at which at least half of the Trustees are present, a resolution of the Company is passed that he or she be removed from office. Such a resolution shall not be passed unless he or she has been given at least 14 clear days' notice that the resolution is to be proposed

Fred Perry Tennis Trust

**Trustees' Report
for the year ended 31 December 2024**

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specifying the circumstances alleged to justify removal from office, and has been afforded a reasonable opportunity of either (at his or her option) being heard by or of making written representations to the Trustees;

- he or she has reached the end of the term of office specified by the Member in accordance with Article 21 on his or her appointment and has not been reappointed by the Member; or
- the Member serves a notice in Writing on the Charity that he or she shall be removed from office.

Approved by the Board and signed on their behalf by:

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Mr. J. Perry
Chair

30 September 2025

Fred Perry Tennis Trust

Independent Examiner's Report
for the year ended 31 December 2024

I report to the Trustees on the accounts of the company for the year ended 31 December 2024, as set out on pages 7 to 11 following.

Respective responsibilities of trustees and examiner:

The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under section 145 of the 2011 Act
- to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act
- to state whether particular matters have come to my attention

Basis of independent examiner's report:

My examination was carried out in accordance with the general Directions given by the Charity Commission.

An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the following statement.

Independent examiner's statement:

In connection with my examination, no matter has come to my attention:

(1) which gives me reasonable cause to believe that in any material respect the requirements:

- to keep accounting records in accordance with section 386 of the Companies Act 2006 and
- to prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities have not been met, or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Claire Stephens FCA
30 September 2025

16 Broad Street
Eye
Suffolk
IP23 7AF

Fred Perry Tennis Trust

**Statement of Financial Activities (including Income and Expenditure Account)
for the year ended 31 December 2024**

	Note	Unrestricted Funds £	Restricted Funds £	Total Funds 2024 £	Total Funds 2023 £
Incoming resources					
<u>Income from charitable activities:</u>					
Grants		385,000	-	385,000	449,166
Other income		8,551	-	8,551	-
Total incoming resources		393,551	-	393,551	449,166
Resources expended					
Expenditure on charitable activities	3	423,476	-	423,476	416,029
Other expenditure	4	6,955	-	6,955	20,309
Total resources expended		430,431	-	430,431	436,338
Net income/(expenditure) for the period		(36,880)	-	(36,880)	12,828
Transfers between funds		-	-	-	-
Net movement in funds		(36,880)	-	(36,880)	12,828
Reconciliation of funds					
Total funds brought forward		59,255	-	59,255	46,427
Total funds carried forward		22,375	-	22,375	59,255

The notes on pages 9 to 11 form an integral part of these financial statements

Fred Perry Tennis Trust

Balance Sheet
for the year ended 31 December 2024

		2024		2023	
	Note	£	£	£	£
Current assets					
Prepayments & accrued income	5	8,551		1,800	
Cash at bank and in hand		<u>269,385</u>		<u>288,901</u>	
			277,936		290,701
Current liabilities					
Trade creditors		13,000		190,209	
Other creditors	6	37,637		37,637	
Accruals and deferred income	7	204,924		3,600	
			<u>(255,561)</u>		<u>(231,446)</u>
Net Current Assets			<u>22,375</u>		<u>59,255</u>
Net Assets			<u><u>22,375</u></u>		<u><u>59,255</u></u>
The funds of the charity:					
Restricted funds			-		-
Unrestricted funds			<u>22,375</u>		<u>59,255</u>
Total charity funds			<u><u>22,375</u></u>		<u><u>59,255</u></u>

For the financial period ended 31st December 2024, the charity was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies

The member has not required the charity to obtain an audit of its accounts for the year in question in accordance with section 476 of the Act.

The trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

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

Approved by the Board and signed on their behalf by:

.....

Mr. J. Perry
Chair

30 September 2025

Fred Perry Tennis Trust

Notes to the Financial Statements
for the year ended 31 December 2024

1 Accounting policies

Basis of preparation

These financial statements have been prepared under the historical cost convention and in accordance with the Companies Act 2006. They have also been prepared with reference to the Statement of Recommended Practice 'Accounting and Reporting by Charities : SORP FRS102' and the Charities Act 2011.

The charitable company is a Public Benefit Entity as defined by FRS 102

Going concern

The trustees have not identified any material uncertainties which would cast significant doubt on the charity's ability to continue as a going concern.

Fund accounting

General funds are unrestricted funds which are available for use in accordance with the charitable objects and at the discretion of the trustees. Restricted funds are applied in accordance with the wishes of the donor.

Income recognition

Income is credited to the Statement of Financial Activities where the charity is legally entitled to the income and the amount can be quantified with accuracy.

Expenditure

Expenditure is charged to the Statement of Financial Activities on an accruals basis and is inclusive of irrecoverable VAT.

Taxation

The trust is a registered charity with no trading activities. All its income is used to further its charitable purposes, and is, therefore, exempt from UK Corporation Tax.

2 Employee numbers

The charity is run by volunteers and has no paid employees. No remuneration was paid to trustees during the period. The value of voluntary help received is not included in the accounts.

Fred Perry Tennis Trust

**Notes to the Financial Statements
for the year ended 31 December 2024**

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3 Charitable Activities	2024	2023
	£	£
Fred Perry Championship	122,622	51,438
Community coaching programme	120,786	171,847
Court refurbishment programme	28,068	24,744
Agency fees	152,000	168,000
	<u>423,476</u>	<u>416,029</u>
4 Other expenditure	2024	2024
	£	£
Legal fees	-	7,688
Accountancy fees	4,186	3,061
Independent examination	600	600
Website	39	2,916
Marketing	-	5,196
Licences	1,800	600
Other office costs	330	248
	<u>6,955</u>	<u>20,309</u>
5 Prepayments and accrued income	2024	2023
	£	£
Prepayments	-	1,800
Accrued income	8,551	-
	<u>8,551</u>	<u>1,800</u>
6 Other creditors	2024	2023
	£	£
Fred Perry Limited	37,637	37,637
	<u>37,637</u>	<u>37,637</u>
7 Accruals and deferred income	2024	2023
	£	£
Accruals	204,924	3,600
	<u>204,924</u>	<u>3,600</u>

Fred Perry Tennis Trust

**Notes to the Financial Statements
for the year ended 31 December 2024**

.....*Continued*

8 Related party transactions

The charity was established by Fred Perry Limited, who is the only member of the charity. One of the trustees of Fred Perry Tennis Trust is also a director of Fred Perry Limited.

At the balance sheet date, the amount due to Fred Perry Limited was £37,637 (2023: £37,637).