

# BRENT VALLEY GOLF ACADEMY

England & Wales · Charity number 1199648

## Details

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**Status** Registered

**Legal form** CIO

**Registered** 2022-07-14

**Register** [View on the Charity Commission register](#)

## Contact

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London  
W13 9LS

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**Website** [www.bvga.org](http://www.bvga.org)

## Activities

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**Objects:** THE ADVANCEMENT OF THE AMATEUR SPORT OF GOLF FOR CHILDREN UNDER 18 YEARS OLD IN EALING FOR THE PUBLIC BENEFIT BY: ? THE PROVISION OF FACILITIES FOR PARTICIPATION IN THE SPORT OF GOLF ON BRENT VALLEY GOLFCOURSE; ? PROVIDING STRUCTURED TRAINING SESSIONS BY QUALIFIED PROFESSIONALS; ? PROMOTING AMATEUR COMPETITIONS AND SOCIAL EVENTS RELATING TO THE CLUB.

**Activities:** We organise a year-long programme for local children (with underprivileged children given priority) to introduce them to golf. We give them all the equipment they need and 40 hours of coaching.

## Classification

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- **How:** Provides Services, Provides Advocacy/advice/information
- **What:** The Advancement Of Health Or Saving Of Lives, Amateur Sport, Human Rights/religious Or Racial Harmony/equality Or Diversity
- **Who:** Children/young People

## Geography

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- Ealing

## Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£2,950	£4,026	-	-
2024-05-31	£3,499	£2,171	-	-
2023-05-31	£7,335	£11,824	-	-

## Trustees

Name	Role	Appointed
<b>Richard Gray</b>	Chair	2022-05-09
Donald Stewart		2022-05-09
Elsbeth Malcolm		2023-07-24
Josh Wilson		2023-10-24
Oscar Brown		2024-10-27

**BRENT VALLEY GOLF ACADEMY**

England & Wales - Charity number 1199648

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# Accounts

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**Registered charity number 1199648**

# **Brent Valley Golf Academy 2025 Annual Report**



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## Introduction

Brent Valley Golf Academy (“The Parakeets”) runs a free golf programme for around sixteen local children in the Hanwell, Southall and Ealing areas. We give each of the selected children all the golf kit they need and around 40 hours of golf coaching in 18-20 sessions with a professional coach over an 8-month period from April until November.

Our aim is to introduce golf to children who wouldn’t normally have an opportunity to play the sport and to provide children from our local community with a regular sociable outdoor physical activity.

Our first programme was launched in October 2021 after a crowd-funding process with support from Ealing Council, Middlesex Golf, Brent Valley Golf Club, Golf Online, Heathrow Community Trust, Everyone Active and many individual sponsors. In 2022 Brent Valley Golf Academy became a registered charity with five trustees. We ran the programme for a fourth time in 2025.

Richard Gray (Chair of Trustees)  
December 1, 2025



## 2025 Highlights

- For the first time, we had a 50-50 boys-girls split, with 8 girls and 8 boys in this year's programme. We were also strongly over-subscribed, with over 50 local children applying for our 16 places.



- Event Caddie once again supplied all the children's shirts and hoodies for free. They also generously gave the children gift boxes for their graduation.



- For a second year Middlesex Golf donated £2K of funding as part of the county's Development programme. Brent Valley Golf Club also confirmed another year of £2K of funding and we received generous funding from the National Association of Public and Proprietary Golf Courses (NAPGC).

- Through our coach, we were able to use the [North London Golf Academy](#)'s inside simulator facilities for some of our sessions.



- Last year's guest of honour at our graduation, local Member of Parliament, James Murray, visited us again and showed support for the programme on his social media channels.



- We had four new volunteers in the year: Mark Sangster, of Ealing Golf Club, Jayden Lindelauf, who was a parakeet two years previously, Ciaran Smith, of Brent Valley Golf Club, and Ewelina Mista, a parent of one of the previous year's parakeets.



- Giulio Morella, of the North London Golf Academy, ran the programme for a second time. He decided not to run another year and we have appointed a new coach, Niall Keogh to run the programme next year.



## Attendance and completion

We had 20 sessions in this year's programme. We kept a register of attendance and the total for the year was 71%, an increase on last year's 63%. We believe this increase was due to our decision to not have any sessions during the school summer holidays.

Of the sixteen children who took part in the programme, fifteen graduated (one child withdrew from the programme). You can see the details of each participant's attendance [here](#).

We issued certificates of completion to all the fifteen students who finished the programme. You can see pictures of those who were able to attend the ceremony [here](#). They were presented by our guest of honour, Ruth Holmes, of Middlesex Golf.



## Continued golf participation

Of the fifteen children who completed this year's programme, six have joined Brent Valley Golf Club as juniors (the same as last year).

Through our partnership with Brent Valley Golf Club, at the end of each programme all the children are invited to become junior members of the club, which now has 21 active members who were previously on one of the Academy's programmes. Six of the parakeets' parents are also now Brent Valley adult members.

One of the children on the very first programme is now a trustee of the charity that runs the programme and is an active volunteer on the sessions, and one of the children on the 2022 programme volunteered on sessions this year.

## Volunteers

We have a pool of nearly 20 volunteers of different ages and backgrounds, who assist our coach during the coaching sessions. Not only does this mean the children receive more golfing instruction over a session, it also means we are building relationships between the children and other members of the community and are able to closely monitor their progress and welfare.



## Safeguarding

We take the welfare and safeguarding of the children on our programme very seriously. We require regular volunteers to be DBS checked and we follow England Golf's safeguarding guidelines. You can see our Safeguarding policy [here](#).

## Social outcomes

We know from feedback from both the children and the parents that many of the children have made friends with others on the programme and enjoyed the programme socially. We designed tasks during the sessions that allowed the children to work together on teams so they had a high level of interaction with each other. Many positive bonds were also formed between the children and the volunteers who monitored the sessions.



## Parent Testimonials

*“I would like to extend my sincere thanks to each of you for the time, energy, and dedication you’ve invested in this project. Filip thoroughly enjoyed every moment on the course—he made new friends, deepened existing bonds, learned the values of golf etiquette, and made great progress with his swing.*

*A special thank you as well for the wonderful celebration event last Saturday. It was a memorable way to mark the end of the season.*

*None of this would have been possible without your commitment and passion. I truly appreciate the continued opportunities you’re offering the children, and we look forward to what’s ahead.”*

Cristian Cornazzani

*“Thank you, Richard, and to all the organisers, supporters, volunteers, the club, and to our fabulous coach for a great year. Wonderful celebration, you should all be proud as much as as we are 🙌”*

Sonia Ettentuanani

## The 2026 Programme

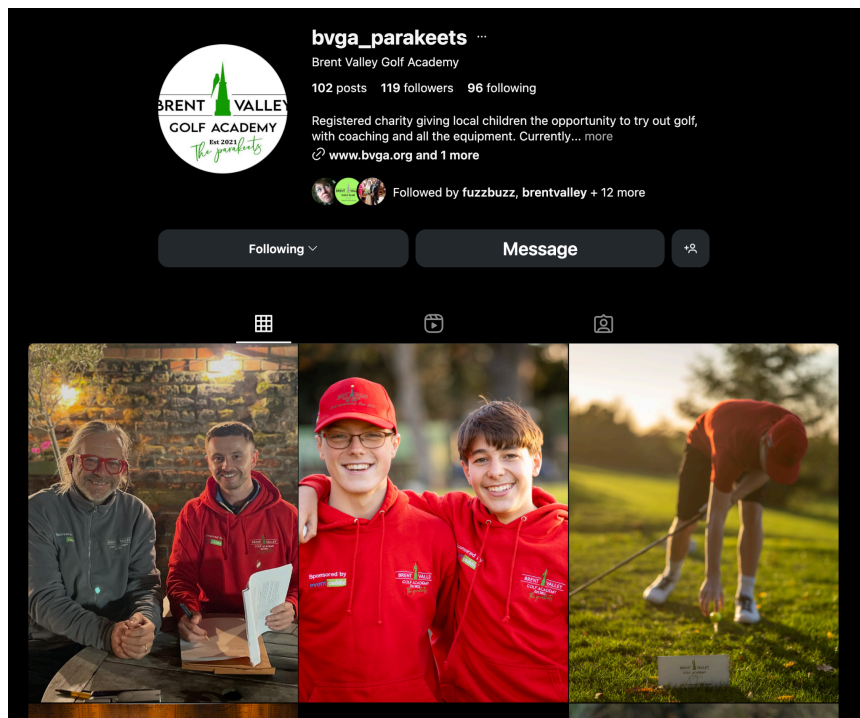
We plan to run the 2026 programme on the same basis as the 2025 programme and have already received some applications. We will invite local schools (Ada Lovelace, Belvue, Bolder, Brentside, Cardinal Wiseman, Dormers Wells, Drayton Manor, Ealing Fields, Elthorne Park, Featherstone, Villiers and William Perkin) and children's organisations to put forward candidates for the programme, which will consist around 20 two-hour sessions from early April until late November and all the kit they need.

This year’s coach decided to not work with us in 2026 and so we have recruited a new coach, Niall Keogh. We would like to thank Giulio Morella for his excellent service with the Academy in the last two years. You can see this year’s application form [here](#).



## Photos and media

You can get an idea of the fun that everyone had during the programme in the photos on our [Instagram feed](#). You can also view our graduation [slideshow](#) and our gallery of photo [highlights](#).



## Financial information

### Profit and Loss

Brent Valley Golf Academy  
For the year ended 31 March 2025

Account	2025
<b>Turnover</b>	
Donations	650.00
Grants	2,000.00
Sales of clubs	300.00
<b>Total Turnover</b>	<b>2,950.00</b>
<b>Cost of Sales</b>	
Coaching fees	2,040.00
Golf equipment and attire	153.66
<b>Total Cost of Sales</b>	<b>2,193.66</b>
<b>Gross Profit</b>	<b>756.34</b>
<b>Administrative Costs</b>	
Advertising & Marketing	540.00
Audit & Accountancy fees	370.00
General Expenses	37.98
Graduation party	196.42
Insurance	131.04
IT Software and Consumables	238.80
Printing & Stationery	92.00
Prizes	78.00
Volunteer meals	148.34
<b>Total Administrative Costs</b>	<b>1,832.58</b>
<b>Operating Profit</b>	<b>(1,076.24)</b>
<b>Profit on Ordinary Activities Before Taxation</b>	<b>(1,076.24)</b>
<b>Profit after Taxation</b>	<b>(1,076.24)</b>

Note: On the advice of our accountants, we have changed our reporting year to start on April 1.

## Balance Sheet

Brent Valley Golf Academy

As at 31 March 2025

	<b>Account</b>	<b>31 Mar 2025</b>
<b>Fixed Assets</b>		
	<b>Tangible Assets</b>	
	Plant and Machinery	665.00
	<b>Total Tangible Assets</b>	<b>665.00</b>
<b>Total Fixed Assets</b>		<b>665.00</b>
<b>Current Assets</b>		
	<b>Cash at bank and in hand</b>	
	Brent Valley Golf Academy bank account	3,684.66
	<b>Total Cash at bank and in hand</b>	<b>3,684.66</b>
<b>Total Current Assets</b>		<b>3,684.66</b>
<b>Creditors: amounts falling due within one year</b>		
	Accruals	110.00
<b>Total Creditors: amounts falling due within one year</b>		<b>110.00</b>
	<b>Net Current Assets (Liabilities)</b>	<b>3,574.66</b>
	<b>Total Assets less Current Liabilities</b>	<b>4,239.66</b>
	<b>Net Assets</b>	<b>4,239.66</b>
<b>Capital and Reserves</b>		
	Current Year Earnings	(1,076.24)
	Retained Earnings	5,315.90
<b>Total Capital and Reserves</b>		<b>4,239.66</b>

## Financial notes

Our fourth programme was made possible by our generous funders: £2K from Brent Valley Golf Club, £500 from the NAPGC and £1K from Middlesex Golf. The programme was also made possible by the donation of shirts and fleeces by Event Caddie.

With our current reserves and with an additional £1K pledged by Middlesex Golf, we are now in a financial position to launch a fifth year on the same basis as in 2025. The trustees wish to build the charity's reserves so we are able to plan for more than one year ahead and to avoid any pause in activities as was the case at the end of the second programme.

Here are our current fundraising options:

- At the end of each programme we reach out to the children's parents and appeal for [donations](#).
- We are planning a scheme to invite donors to "sponsor a parakeet".
- The trustees plan to promote legacy donations.
- We continue to carefully monitor the market for grants from golfing and sporting organisations, and from governmental institutions.
- We continue to invite our parakeets to purchase the golf clubs they have used during the programme (both as a way of raising funds and encouraging them to continue playing golf).
- A [donate button](#) on our website.



Registered charity number 1199648



## The charity and trustees

Brent Valley Golf Academy is a charity with registration number 1199648. The trustees of the charity meet quarterly to discuss and plan the charity's work. There were no changes to the trustees in 2025.

The trustees are:

Richard Gray (Chair)  
Elspeth Malcolm  
Don Stewart  
Josh Wilson  
Oscar Brown



Registered charity number 1199648



CHARITY COMMISSION  
FOR ENGLAND AND WALES

THIS CERTIFIES THAT

**BRENT VALLEY GOLF ACADEMY**

REGISTERED CHARITY NUMBER

**1199648**

HAS BEEN REGISTERED BY THE

**Charity Commission for England and Wales**

ON THE DATE OF

**14 July 2022**

CERTIFIED BY

Orlando Fraser QC  
Chair

Dr Helen Stephenson CBE  
Chief Executive Officer

## Thanks to our sponsors and partners in 2025

We are hugely grateful to our sponsors, volunteers and partners who allowed us to deliver our programme in 2025 and to everyone who has supported us since our launch.



Registered charity number 1199648



**BRENT VALLEY GOLF ACADEMY**

England & Wales - Charity number 1199648

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# Accounts

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**Registered charity number 1199648**

# **Brent Valley Golf Academy 2024 Annual Report**



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## Introduction

Brent Valley Golf Academy (“The Parakeets”) runs a free golf programme for around sixteen local children in the Hanwell, Southall and Ealing areas. We give each of the selected children around 40 hours of golf coaching with a professional coach and all the golf kit they need. Our aims are to introduce golf to children who wouldn’t normally have an opportunity to play the sport and to provide children from our local community with a regular sociable outdoor physical activity.

Our first programme was launched in October 2021 after a crowd-funding process with generous support from Ealing Council, Middlesex Golf, Brent Valley Golf Club, Golf Online, Heathrow Community Trust, Everyone Active and many individual sponsors. We ran the programme again from October 2022 to June 2023, and then again, for a third year, from April until November 2024.

In 2022 Brent Valley Golf Academy became a registered charity with five trustees.

Richard Gray (Chair of Trustees)  
January, 2025



## What was new in 2024

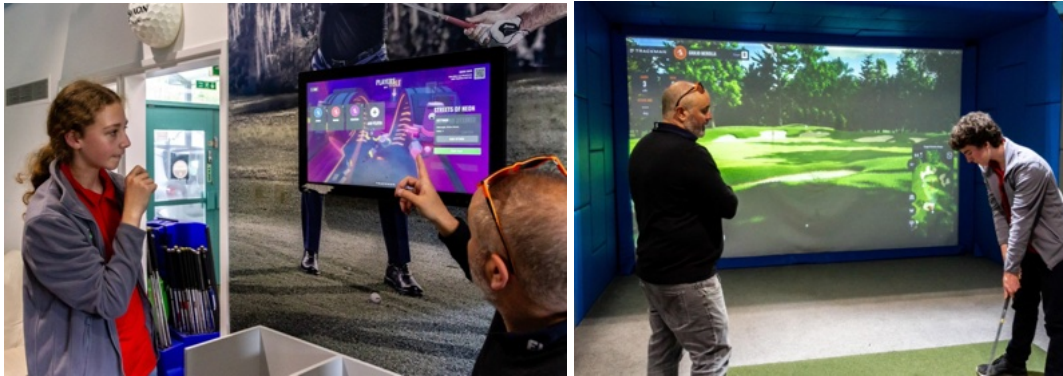
- We hired a new coach, Giulio Morella, of the North London Golf Academy, after our previous coach Warren Harris moved away from the area.



- We reached a sponsorship agreement with Event Caddie to supply all the children's shirts and fleeces for free. They also generously gave the children gift boxes at their graduation.



- Middlesex Golf agreed to give us £2K of funding as part of the county's Development programme. Brent Valley Golf Club also confirmed another year of £2K of funding and we received generous funding from the National Association of Public and Proprietary Golf Courses (NAPGC).
- Through our new coach, we were able to use the [North London Golf Academy's](#) inside simulator facilities for some of our sessions. The quad bays enabled the parakeets to analyse the detail of their swings and added a new level of technology support to the programme.



- Our local Member of Parliament, James Murray, was the guest of honour at our graduation ceremony. We hope this will raise awareness in local government of the good that golf can do in the local area in under-privileged communities.



- Helen Weill stepped down as a trustee and we appointed two new trustees, Josh Wilson and Oscar Brown. Josh Wilson was previously a parakeet on the first programme.
- We moved to a March-November calendar (previously October-August) partly in order to reduce the number of cancelled sessions due to poor weather during the winter.

## Feedback survey

We recently surveyed the children and their parents about the 2024 programme. You can see the full results of the survey [here](#). The main conclusions so far are:

- 100% of the respondents found the sessions friendly and encouraging

[www.brentvalleygolfacademy.org](http://www.brentvalleygolfacademy.org) @bvga\_parakeets

- 75% loved the coaching sessions socially (the other 25% most of the time)
- 100% of respondents' rated the coaching sessions as excellent
- 87.5% intended to continue playing golf.
- 87.5% said they were well informed.

Some feedback we intend to take into next year:

- 1) Have more girls;
- 2) Hold more informal competitions;
- 3) Have longer sessions;
- 4) Have fewer sessions in the summer holidays.



## Parent testimonies

*"... my son Gurveer recently attended Brent Valley Golf Academy's programme. I wanted to share how wonderful the experience has been for him and for us as a family.*

*Through the golf programme, my son not only improved his technical golf skills, such as his swing, putting, and course strategy, but he also learned valuable life skills like discipline, patience, and sportsmanship. The coaches placed a strong emphasis on goal-setting and persistence, which has made a lasting impact on his confidence and focus.*

*The supportive and encouraging environment at Brent Valley Golf Academy truly stood out to us. The coach and all the volunteers were professional, approachable, and dedicated to helping each child grow, regardless of their skill level. The facilities were excellent, and the club fostered a sense of community that made everyone feel welcome."*

Kiran Kaur Matha

*"The Parakeets at Brent Valley has made golf available to teenagers in a way that is fun and accessible. Coach Giulio's friendly and light-hearted approach to all aspects of teaching made it fun to those quite new to the game of golf and lacking confidence. By guidance, tuition, and advice enabled them to enjoy the sport to the best of their ability. My 15-year-old son had a great time with Parakeets and even managed to obtain his Handicap."*

Evelina Mista

*"20 years ago I took up golf due to getting injured playing rugby. Although I was never going to be part of the PGA tour I thoroughly enjoyed it. Family, life, work and other commitments took over and I was no longer able to commit the time needed to continue to enjoy the rounds as I had done before so the clubs remained in the back of the garage for the last 10 years. Seeing the flyer for the Academy I thought this would be an ideal opportunity for my 14 year old son to take up the sport. Through the expert coaching, sessions and rounds he has taken to it like a duck to water. It has also made me dust off the clubs and we now go out together. Thank you to all the coaches and sponsors for this amazing opportunity. I now am able to participate in sport with my far more athletic son!"*

Andrew Bull



## Attendance and completion

We kept a register of attendance at our 19 sessions and the total for the year was 63%. Of the fifteen children who took part in the programme, fourteen graduated (one child withdrew

from the programme). Two participants joined after the programme had started. You can see the details of each participant's attendance [here](#).

We issued certificates of completion to all the fifteen students who finished the programme. You can see pictures of those who were able to attend the ceremony [here](#). They were presented by our guest of honour, James Murray, our local MP.



This was the first year that included the summer in the course and we noted there was a fall in attendance during the summer holidays due to many of our participants leaving the country to visit their families during the school summer holidays. For future years, we plan to have fewer sessions during these holidays.



## Continued golf participation

Of the fourteen children who completed this year's programme, six have joined Brent Valley Golf Club as juniors and two have already obtained their official handicaps.

Through our partnership with Brent Valley Golf Club, at the end of each programme all the children are invited to become junior members of the club, which now has nine active members who were previously on one of the Academy's programmes. The club has attracted children to join its juniors section thanks to the publicity generated by the Academy and the fact that we now have a good critical mass of junior members.

While one of the children on the very first programme is now a trustee and active volunteer on the sessions, one of last year's children has also volunteered to help out with sessions next year.

## Volunteers

We have a pool of nearly 20 volunteers of different ages and backgrounds, who assist our coach during the coaching sessions. Not only does this mean the children receive more golfing instruction over a session, it also means we are building relationships between the children and other members of the community and are able to closely monitor their progress and welfare.



## Safeguarding

We take the welfare and safeguarding of the children on our programme very seriously. We require regular volunteers to be DBS checked and we follow England Golf's safeguarding guidelines. You can see our Safeguarding policy [here](#).

## Social outcomes

We know from feedback from both the children and the parents that many of the children have made friends with others on the programme and enjoyed the programme socially. We designed tasks during the sessions that allowed the children to work together on teams so they had a high level of interaction with each other. Many positive bonds were also formed between the children and the volunteers who monitored the sessions.



## The 2025 Programme

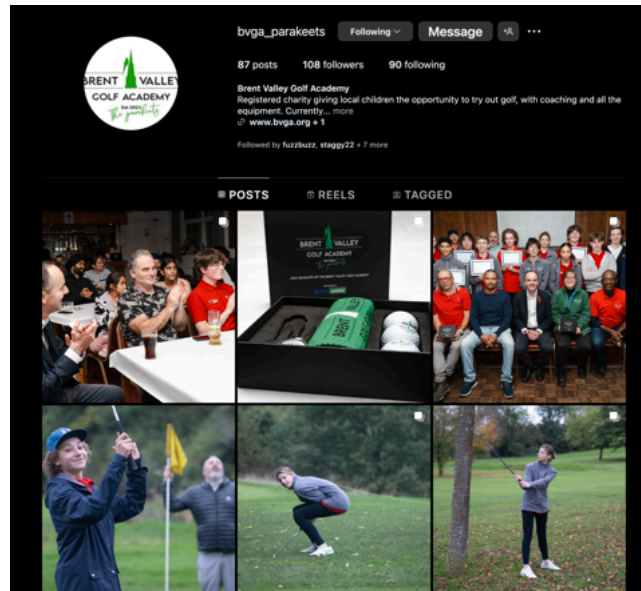
We plan to run the 2025 programme on the same basis as the 2024 programme. We will invite local schools (Ada Lovelace, Belvue, Bolder, Brentside, Cardinal Wiseman, Dormers Wells, Drayton Manor, Ealing Fields, Elthorne Park, Featherstone, Villiers and William Perkin) and childrens organisations to put forward candidates for the programme, which will consist around 20 two-hour sessions from early April until late November and give the children all the kit they need.

## Photos and media

You can get an idea of the fun that everyone had during the programme in the photos on our [Instagram feed](#). You can also see and download our photo highlights gallery [here](#) and view our graduation [slideshow](#).



Registered charity number 1199648



## How we met Ealing Council priorities

### *Creating good jobs*

The Academy hired a professional coach, Giulio Merolla. He gained additional coaching hours with BVGC club members who became aware of him through the Academy. The council-contractor who runs the course, Everyone Active, also came to an agreement with Giulio, to allow him to promote his services as part of their golf offering.

Through its work, the Academy has generated new business for Everyone Active by connecting the friends, family and local community of the Academy participants, known as the Parakeets, to the course.

The Academy has increased confidence that Brent Valley Golf Club is a thriving local organisation with ambitions to do good for its community and its members.

### *Tackling the Climate Crisis*

One of the priorities with the plan for the Academy was to build ties with our local community. For this reason, we contacted the schools nearest to the course to invite them to propose candidates. Brent Valley Golf Course is very unusual in being located in a relatively urban environment. That gives it a unique advantage of enabling beginners to try out the sport without having to travel by car.



Most of the Parakeets usually walk to the course for their sessions because they live so near the course and we are confident that in the spring and summer months they will go out on the course after school to play and practice. Three other key elements in the Academy plan have enabled them to do this: a) the season ticket donated to each Parakeet by Everyone Active and b) the set of clubs that each one was given to keep for the year; c) on-site storage for clubs.

### *Fighting inequality*

There are two main barriers that often prevent youngsters from trying out golf: 1) The cost of the equipment and course fees; 2) Ignorance about the sport - most golfers are introduced to the sport by friends or family who already play - and a stereotype that golf is a sport only for white middle-aged men.

The Academy programme overcomes the first of these barriers by giving the Parakeets a set of clubs for the year, free unlimited access to play on the course, unlimited balls and everything else they need to play the sport.

Brent Valley Golf Club, which we use as a venue for our graduation, is very inclusive and has members from a wide range of demographics and communities, so the club provides a welcoming and friendly environment for the young parakeets.

## Financial information

### Profit and Loss

#### Brent Valley Golf Academy

For the period 21 September 2023 to 31 December 2024

21 SEPT 2023-31  
DEC 2024

<b>Turnover</b>	
Donations	2,345.00
Grants	1,000.00
Other Revenue	500.00
Sales of clubs	300.00
<b>Total Turnover</b>	<b>4,145.00</b>
<b>Cost of Sales</b>	
Coaching fees	2,040.00
<b>Total Cost of Sales</b>	<b>2,040.00</b>
<b>Gross Profit</b>	<b>2,105.00</b>
<b>Administrative Costs</b>	
Advertising & Marketing	100.00
Audit & Accountancy fees	312.00
Entertainment	196.42
General Expenses	339.37
Insurance	131.04
IT Software and Consumables	19.00
Printing & Stationery	73.00
Telephone & Internet	19.00
<b>Total Administrative Costs</b>	<b>1,189.83</b>
<b>Operating Profit</b>	<b>915.17</b>
<b>Profit on Ordinary Activities Before Taxation</b>	<b>915.17</b>
<b>Profit after Taxation</b>	<b>915.17</b>

Note: The above reporting period starts on September 21 since our previous annual report's reporting period ended September 20. In future years, reporting will be for calendar years.

## Balance Sheet

### Brent Valley Golf Academy As at 31 December 2024

31 DEC 2024

<b>Fixed Assets</b>	
<b>Tangible Assets</b>	
Plant and Machinery	665.00
<b>Total Tangible Assets</b>	<b>665.00</b>
<b>Total Fixed Assets</b>	<b>665.00</b>
<b>Current Assets</b>	
<b>Cash at bank and in hand</b>	
Brent Valley Golf Academy	3,098.47
<b>Total Cash at bank and in hand</b>	<b>3,098.47</b>
<b>Total Current Assets</b>	<b>3,098.47</b>
<b>Net Current Assets (Liabilities)</b>	<b>3,098.47</b>
<b>Total Assets less Current Liabilities</b>	<b>3,763.47</b>
<b>Net Assets</b>	<b>3,763.47</b>
<b>Capital and Reserves</b>	
Current Year Earnings	(1,552.43)
Owner A Drawings	(8,124.77)
Owner A Funds Introduced	8,124.77
Retained Earnings	5,315.90
<b>Total Capital and Reserves</b>	<b>3,763.47</b>

## Financial notes

Partly due to a lack of funding after the end of our second programme, we delayed the start of the third programme until March 2024, although this was also partly due to the benefits of better weather during this period.

Thanks to the commitment of £2K by Brent Valley Golf Club, £500 from the NAPGC and the prospect of funding of £2K by Middlesex Golf (subsequently confirmed in July 2024), we launched our third programme on a slightly reduced basis (we no longer funded the purchase of shoes). The launch was also made possible by the donation of shirts and fleeces by Event Caddie.

With our current reserves and with an additional £1K pledged by Middlesex Golf, we are now in a financial position to launch a fourth year on a similarly reduced basis (no shoe purchases).

## Fundraising

With the future pledge of £1K of funding from Middlesex Golf, the charity is currently funded to be able deliver its programme in 2025, but not for any future years. The trustees wish to build the charity's reserves so we are able to plan for more than one year ahead and to avoid any pause in activities as was the case at the end of the second programme.

Here are our current and potential fundraising options:

- At the end of each programme we reach out to the children's parents and appeal for [donations](#).
- We are planning a scheme to invite donors to "sponsor a parakeet".
- The trustees have discussed plans to promote legacy donations.
- We continue to carefully monitor the market for grants from golfing and sporting organisations, and from governmental institutions.
- We continue to invite our parakeets to purchase the golf clubs they have used during the programme (both as a way of raising funds and encouraging them to continue playing golf).
- Sponsorship (eg Event Caddie sponsorship of our kit).
- A [donate button](#) on our website.





## The charity and trustees

Brent Valley Golf Academy is a charity with registration number 1199648. The trustees of the charity meet quarterly to discuss and plan the charity's work. In 2024, two new trustees were appointed, Josh Wilson and Oscar Brown, and Helen Weill stepped down.

The trustees are:

Richard Gray (Chair)  
Elspeth Malcolm  
Don Stewart  
Josh Wilson  
Oscar Brown





## Our sponsors and partners in 2024

We are hugely grateful to our sponsors and partners who allowed us to deliver our programme in 2024 and to everyone who has supported us since our launch.



# Profit and Loss

## Brent Valley Golf Academy For the 12 months ended 31 May 2024

JUN 2023-MAY 2024

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### Turnover

Donations	2,769.28
Fundraising	4.69
Other Revenue	625.00
Sales of clubs	100.00
<b>Total Turnover</b>	<b>3,498.97</b>

### Cost of Sales

Coaching fees	910.00
Golf equipment and attire	225.89
<b>Total Cost of Sales</b>	<b>1,135.89</b>

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### Gross Profit

**2,363.08**

### Administrative Costs

Advertising & Marketing	194.00
Audit & Accountancy fees	226.80
Entertainment	191.24
Insurance	131.04
IT Software and Consumables	130.30
Postage, Freight & Courier	17.25
Printing & Stationery	65.00
Prizes	60.00
Telephone & Internet	19.00
<b>Total Administrative Costs</b>	<b>1,034.63</b>

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### Operating Profit

**1,328.45**

### Profit on Ordinary Activities Before Taxation

**1,328.45**

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### Profit after Taxation

**1,328.45**

**BRENT VALLEY GOLF ACADEMY**

England & Wales - Charity number 1199648

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# Accounts

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# Brent Valley Golf Academy 2022-23: Annual Report

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## Summary

After a successful launch year (see last year's [report](#)), in October 2022 we launched a second programme thanks to generous funding from Ealing Council, Middlesex Golf, Brent Valley Golf Club and Heathrow Community Trust. As in the previous year, we reached out to our local schools and we recruited 19 children to take up places on our Academy Programme. We gave each child a set of golf clubs to keep for the year and we kitted them out with shoes, gloves and branded fleeces and shirts. We organised thirty-four 2-hour coaching sessions, together with competitions and social events.



## What was new this year?

- **We contacted more schools.** In 2021, we contacted our four most local schools, while in 2022 we contacted twelve (Ada Lovelace, Belvue, Bolder, Brentside, Cardinal Wiseman, Dormers Wells, Drayton Manor, Ealing Fields, Elthorne Park, Featherstone, Villiers and William Perkin).
- **More children.** We recruited 19 children, compared with 16 on 2021.
- **We doubled our coaching hours.** We created two separate groups so if a child couldn't attend a session, they could catch up on a different date in the other group. This also allowed our coach to give the children more individual tuition.
- **Improved digital presence.** We created a website [www.bvga.org](http://www.bvga.org) and Instagram and Twitter accounts @bvga\_parakeets. We also started using a new photo platform that allows children and parents to download photos more easily.
- **New fund-raising options.** Our website has a "Donate" button where individuals can make direct donations with Gift Aid status. Our photo platform also allows parents to buy prints.
- **New trustee.** The charity appointed a new trustee to our board of trustees, Elspeth Malcolm, who is Brent Valley Golf Club's welfare officer.
- **More volunteers.** We expanded our volunteer pool to nineteen.
- **First ever Parakeets Prize.** We organised a competition with shortened holes and notional handicaps, allowing all the children to compete, with prizes at our graduation party for the best scratch and stableford scores.
- **New storage.** We built on-site storage for the children's clubs. This allows them to play on the course without relying on lifts from their parents.



## In the news

- In January, 2023, England Golf named the Academy a finalist in the Diversity and Inclusion category of their Annual Awards.
- On January 22, 2023, BBC London TV broadcast a [report](#) on the Academy.
- In November 2022, England Golf visited us and made a [short film](#) about the Academy.
- The local Ealing newspaper, [Around Ealing](#), featured the Academy in November 2022.



## Survey

We recently surveyed the children and their parents about the 2022-23 programme. You can see the results of the survey [here](#). The main conclusions so far are:

- 100% of the respondents found the sessions friendly and encouraging
- 71% of the respondents are likely to carry on playing golf.
- 85% of respondents enjoyed the sessions socially.

There were some particularly positive comments from parents:

*“Oscar has grown in confidence and socially, this has been fantastic for him to make friends of all ages and continue to learn about golf.” (Alison Kot)*

*“My son is a changed person as he enjoys meeting people to play golf socially and he is now a lot more focused. He is out in the fresh air as much as possible and not at home on his computer which has made a huge difference to him, he has grown in confidence and enjoys being with all ages and made lots of friends. It's been fantastic, thank you for the opportunity, long may it continue for our young people.” (Deborah Payne).*

*“Sessions were very well organised, friendly atmosphere, we are very grateful for this opportunity.”*



## Attendance and completion

The attendance at our 34 sessions for the year was 81%. Of the nineteen children who started the programme, seventeen graduated. You can see the details of each participant's attendance [here](#). This marked an increase on last year's 68%, thanks, we believe, to the fact that we created two parallel groups and allowed the children to attend sessions on a choice of two different dates.

We presented certificates of completion to the seventeen students who finished the programme. You can see pictures (use access code 2367) of those who were able to attend the ceremony on July 29 [here](#), presented with their certificates by Clare Balding.

## Photo gallery

You can see a gallery of selected photos from the coaching sessions [here](#).



## Continued golf participation

Of the seventeen children who completed the programme, six have joined Brent Valley Golf Club as juniors and six have obtained their official handicaps. In response to our survey, 71% of respondents said they would definitely continue playing golf. These children now join a thriving juniors section at Brent Valley Golf Club. In addition to the seven parakeets who joined the club the previous year, the juniors section has grown partly thanks to the publicity generated by the Academy and by the critical mass factor of a successful section.



Various of the parakeets have taken part in Middlesex juniors competitions at other clubs such as Ealing, Fulwell and Sudbury.

## Social outcomes

We know from feedback from both the children and their parents that many of the parakeets have made friends with others on the programme. We designed tasks during the sessions that allowed the children to work together on teams so they had a high level of interaction with each other. Many positive bonds were also formed between the children and the volunteers who monitored the sessions. You can get an idea of the fun that everyone had during the programme from the photos on our [Facebook page](#) and on our [website](#).

We expanded our pool of volunteers to nineteen, creating a community hub around the Academy's work.



## Financial review

For the 2022-23 year, we received grants totalling £11,500 (£5,000 from Ealing Council, £2,000 from Brent Valley Golf Club, £2,000 from Middlesex Golf and £2,500 from Heathrow Community Trust). We also had income of £800 from the previous year's children who bought their clubs from us. Our main costs for the year were £9,900 (just over £5,000 in coaching fees and £4,900 in equipment). We had other costs of just under £3,300. This left us with a small deficit for the year, which was compensated by £3,900 carried over from the previous year. Details are shown below:

# Profit and Loss

## Brent Valley Golf Academy

For the period 1 July 2022 to 20 September 2023

1 JUL 2022-20 SEP  
2023

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### Turnover

Donations	524.28
Fundraising	164.69
Other Revenue	11,500.00
Sales of clubs	900.00
<b>Total Turnover</b>	<b>13,088.97</b>

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### Cost of Sales

Coaching fees	5,115.00
Golf equipment and attire	4,779.86
<b>Total Cost of Sales</b>	<b>9,894.86</b>

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### Gross Profit

**3,194.11**

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### Administrative Costs

Advertising & Marketing	299.00
Audit & Accountancy fees	214.45
Charitable and Political Donations	160.00
Competition fees	100.00
Entertainment	639.51
General Expenses	619.00
Insurance	131.04
IT Software and Consumables	174.90
Postage, Freight & Courier	17.25
Printing & Stationery	42.50
Prizes	726.00
Repairs & Maintenance	421.15
Travel - National	68.28
<b>Total Administrative Costs</b>	<b>3,613.08</b>

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### Operating Profit

**(418.97)**

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### Profit on Ordinary Activities Before Taxation

**(418.97)**

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### Profit after Taxation

**(418.97)**



## Year 3

At the time of writing, we do not have funding for year 3 as our applications for funding from Sport England and the Lottery Community Fund were declined. We are currently reaching out to our original 74 funders and inviting small donations. We are also contacting local businesses to offer them sponsorship packages. We are confident that we will be able to raise funds though we may have to tailor our final offering based on our final funding outcomes.

Our coach in the first two years, Warren Harris, has taken up a new job nearer to his home so we are currently looking for a replacement.

## The Future

Thanks to the generous support of our corporate sponsors and partners (Ealing Council, Middlesex Golf, Brent Valley Golf Club, GolfOnline and Everyone Active) and many individual donors, we were able to run two successful years of coaching and events, during which we promoted the uptake of golf by children who would not otherwise have tried the sport. The Academy is now a registered charity and we have a good website with fundraising functionality. With a strong track record of two years, we also now have a good reputation in the golfing community. Our model of reaching out to urban areas and allowing children to try out golf has been widely praised. With this solid foundation, we are confident that our work can continue into the future.

Richard Gray (Chair of Trustees Brent Valley Golf Academy Charity), Helen Weill, Don Stewart and Elspeth Malcolm (Trustees)

August, 2023

APPENDIX 1: Our sponsors and partners in 2022-23:



## APPENDIX 2: How we met Ealing Council priorities:

### *Creating good jobs*

The Academy employed a professional coach, Warren Harris, who was able to transition from part-time to full-time, partly on the basis of the year's worth of coaching hours committed to him by the Academy, and the additional hours contracted by BVGC club members who became aware of him through the Academy. The council-contractor who runs the course, Everyone Active, also came to an agreement with Warren, to allow him to promote his services as part of their golf offering. He has since found full-time employment nearer to his home.

Through its work, the Academy has generated new business for Everyone Active by connecting the friends, family and local community of the Academy participants to the course, creating new work for its staff (on reception, in the bar and on the green-keeping team).

### *Tackling the Climate Crisis*

One of the priorities with the plan for the Academy was to build ties with our local community. For this reason, we contacted the schools nearest to the course to invite them to propose candidates. Brent Valley Golf Course is very unusual in being located in a very urban environment. That gives it a unique advantage to enable beginners to try out the sport without having to travel by car.

Most of the Parakeets usually walk to the course for their sessions because they live so near the course and during springtime they go out on the course after school to play and practice. Two other key elements in the Academy plan have enabled them to do this: a) the season ticket donated to each Parakeet by Everyone Active and b) the set of clubs that each one was given to keep for the year.

In 2022 we built an on-site storage unit where the children can store their clubs with a key in a secure box located inside the lower clubhouse, which is open until 10pm in the spring and summer. This means they no longer have to rely on lifts in their parents' cars to travel to the club and play on the course.

### *Fighting inequality*

There are two main barriers that often prevent youngsters from trying out golf: 1) The cost of the equipment and course fees; 2) Ignorance about the sport - most golfers are introduced to

the sport by friends or family who already play - and a stereotype that golf is a sport only for white middle-aged men.

The Academy programme overcomes the first of these barriers by giving the Parakeets a set of clubs for the year, shoes to keep, unlimited balls and everything else they need to play the sport, and by giving them free unlimited access to play on the course.

Most of the Parakeets come from backgrounds with no connections to golf - as a group, they represent various different cultural heritages. Unlike many golf clubs and contrary to the stereotype, Brent Valley Golf Club, as a municipal club, is very inclusive and has members from a wide range of demographics and communities, so we provide a welcoming and friendly environment for the young parakeets. As such, the Academy gives youngsters opportunities to play a sport they wouldn't normally have encountered and to build new relationships with other children and with adults in their local community, which, again, they wouldn't otherwise have had.

The coaching sessions also give the parakeets the support and instruction needed to learn how to play the sport in a safe and enjoyable setting.



# Profit and Loss

## Brent Valley Golf Academy

For the period 14 July 2022 to 31 May 2023

14 JUL 2022-31 MAY  
2023

### Turnover

Fundraising	160.00
Other Revenue	6,375.00
Sales of clubs	800.00
<b>Total Turnover</b>	<b>7,335.00</b>

### Cost of Sales

Coaching fees	4,205.00
Golf equipment and attire	4,553.97
<b>Total Cost of Sales</b>	<b>8,758.97</b>

### Gross Profit

**(1,423.97)**

### Administrative Costs

Advertising & Marketing	205.00
Audit & Accountancy fees	160.45
Charitable and Political Donations	160.00
Competition fees	100.00
Entertainment	448.27
General Expenses	619.00
Insurance	131.04
IT Software and Consumables	63.60
Printing & Stationery	22.50
Prizes	666.00
Repairs & Maintenance	421.15
Travel - National	68.28
<b>Total Administrative Costs</b>	<b>3,065.29</b>

### Operating Profit

**(4,489.26)**

### Profit on Ordinary Activities Before Taxation

**(4,489.26)**

### Profit after Taxation

**(4,489.26)**