



**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 Ettentuari

## The 2026 Programme

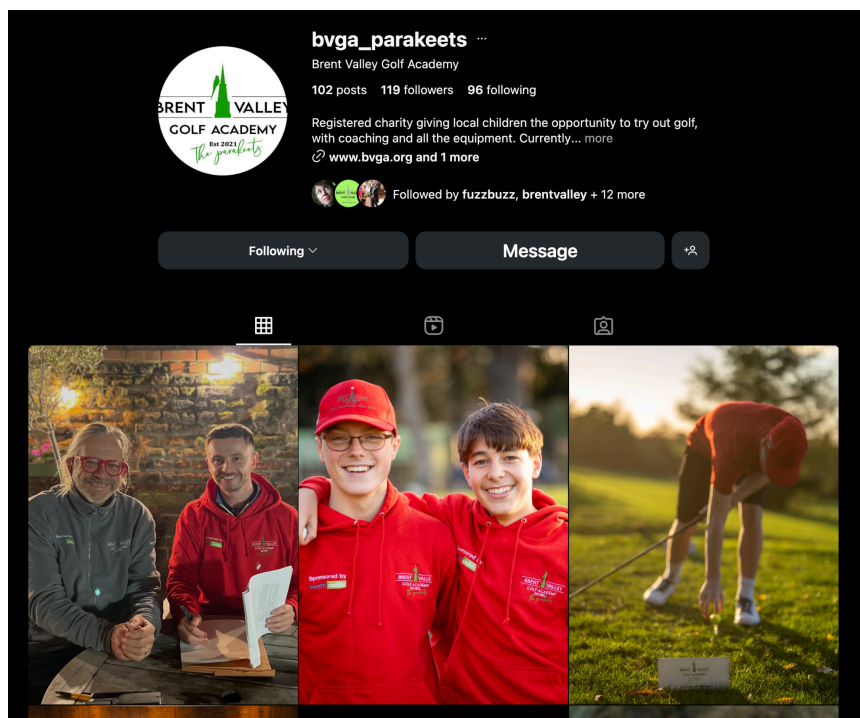
We plan to run the 2026 programme on the same basis as the 2025 programme and have already received some applications. We will invite local schools (Ada Lovelace, Belvue, Bolder, Brentside, Cardinal Wiseman, Dormers Wells, Drayton Manor, Ealing Fields, Elthorne Park, Featherstone, Villiers and William 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

Account	31 Mar 2025
<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.



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