

LOVE OF THE GAME
REPORT OF THE
TRUSTEES AND
UNAUDITED
FINANCIAL
STATEMENTS FOR THE
PERIOD
23RD MARCH 2023 TO
31ST MARCH 2024

LOVE OF THE GAME

CONTENTS OF THE FINANCIAL STATEMENTS
FOR THE PERIOD 23RD MARCH 2023 TO 31ST MARCH 2024

	Page
Report of the Trustees	1 to 5
Independent Examiner's Report	6
Statement of Financial Activities	7
Balance Sheet	8
Notes to the Financial Statements	9 to 10
Detailed Statement of Financial Activities	11

LOVE OF THE GAME
REPORT OF THE TRUSTEES
FOR THE PERIOD 23RD MARCH 2023 TO 31ST MARCH 2024

The trustees present their report with the financial statements of the charity for the period 23rd March 2023 to 31st March 2024. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) 'Accounting and Reporting by Charities' issued in March 2005.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Charity number
1202462

Principal address
Court House
Linton
Ross-On-Wye
HR9 7RY

Trustees

The current trustees of LOTG are:

Stuart Bagshaw (Chair of Trustees) - appointed 24.3.23

After starting his career in the Air Force where he worked on RADAR, communications and computer systems, Stuart went on to hold C-suite positions at multiple international companies, including Apple, Sequent, Xerox, Gemplus SA and ILOG. Thereafter he founded Business LEAP and has spent the last 14 years sharing his knowledge championing British and other foreign businesses expanding into the US market. He was the past President and Chairman of the British American Business Council in Northern California and most recently the past President and Chairman of the British American Business Network. Additionally, Stuart served on the board of several charitable organisations including the British American Benevolent Society, Play Rugby USA, the Atlas Foundation Americas and currently Love of the Game.

Julian Evans (Secretary) - appointed 24.3.23

Julian served for 40 years in the Foreign and Commonwealth Office. His posts included Moscow, Zurich, New York, Islamabad, Ottawa, San Francisco, New Delhi and, finally, as Director of Protocol and Her Majesty The Queen's Vice Marshal of the Diplomatic Corps. On retirement in 2017 he joined the Commonwealth War Graves Commission as International and Public Engagement Director. He retired from the Commission in 2020, but is a Trustee of the Commission's charity, the Commonwealth War Graves Foundation.

Professor Michael Parker BSc, MS, FRCS, FRCS (Ed), FCASE, (Medical Advisor) - appointed 24.3.23

Mike spent nearly fifty years in the NHS, latterly as a consultant laparoscopic surgeon followed by four years voluntarily training Danish and Swedish surgeons how to perform keyhole bowel cancer surgery safely. He was President of four international surgical societies, Vice President of the Royal College of Surgeons of England, and holds Honorary Fellowships from nine other countries. He is currently the Chairman of the Trustees of the European Society of Coloproctology. Mike served on the London Committee of the Wooden Spoon Society for eighteen years, raising money for handicapped or injured children. He is now a Founding Trustee of the Falcon Foundation, a charity raising money to help train young pilots.

LOVE OF THE GAME
REPORT OF THE TRUSTEES
FOR THE PERIOD 23RD MARCH 2023 TO 31ST MARCH 2024

REFERENCE AND ADMINISTRATIVE DETAILS

Sally Pettipher - appointed 23.3.23

Sally is Chief of Staff to Sir Richard Evans and CEO of the Cornish Pirates Rugby Club. Previously, she was Chief Executive of the Atlas Foundation, a global charity of rugby champions overseeing child welfare and education projects. She was a founding Trustee of British Rowing's charitable foundation and runs a disability rowing programme at her home club in Ross-on-Wye. Sally is one of the original founders of Love of the Game.

Simon Shaw MBE - appointed 10.12.24

Simon is a former England and British and Irish Lions rugby player. He played in the domestic game for Bristol and then Wasps, starting in 1990. He finished his rugby career with two years at Toulon. Simon won 71 caps with England between 1996 and 2011, and 2 for the British and Irish Lions with whom he toured three times. Simon is one of the founders of Love of the Game, driven by his own experiences of head injuries during his playing career.

Michelle Wells (Michelle Elkins) MBE - appointed 10.12.24

Michelle is a communications expert who has led and supported the communications portfolio across many sectors, including the mainstream media, law enforcement, counter-terrorism, local and central Government (both in the UK and abroad), the charity sector, security industry and in the private sector. Michelle joined LOTG as its Communications Advisor and became a Trustee in December 2024. She was awarded an MBE in the New Year's Honours List 2025 for services to charity, particularly the prevention of head injuries in sport.

Former Trustees who served during the period of the report

Mr Laurence Geller CBE, Chairman, 24 March 2023 to 23 July 2024

Mr James Cameron, 23 March 2023 to 23 July 2024

Mr Christopher Wallace, 23 March 2023 to 23 July 2024

Clinical Adviser

Donna Sanderson-Hull serves as clinical advisor to the Board. She was formerly a Trustee.

Independent examiner

Morris Owen

Chartered Accountants

43-45 Devizes Road

SWINDON

Wiltshire

SN1 4BG

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity is controlled by its governing document and is registered as a Charitable Incorporated Organisation (CIO)

Risk management

The trustees have a duty to identify and review the risks to which the charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error.

LOVE OF THE GAME

REPORT OF THE TRUSTEES FOR THE PERIOD 23RD MARCH 2023 TO 31ST MARCH 2024

OBJECTIVES AND ACTIVITIES

Objectives and aims

Love of the Game started as a campaign in 2021 with the overall aim of reducing concussion-related issues arising from contact and non-contact sports. On 23 March 2023 LOTG became a Charitable Incorporated Organisation, registered with the Charity Commission (No 1202462, CIO No CE031792).

LOTG is an impassioned community of athletes, players, fans, innovators and experts, united by our love of sport and the desire to, not only protect players of all ages from the potentially devastating impact of head injuries, but also to protect the integrity of the sports we know and love. Love of the Game aims to preserve our sports by reducing the risk of early onset dementia and other neurological consequences to players, lengthening sporting careers and reducing the fear of taking part. Our mission statement is:

To protect players of all ages from the potentially devastating impact of head injuries, while also protecting the integrity of the sports we know and love.

Love of the Game (LOTG) was founded by former England and British and Irish Lions rugby union international Simon Shaw MBE, businessman, dementia care pioneer, and former England Under-18 player Laurence Geller CBE, and Sally Pettipher, Chief of Staff to former international rugby captain and owner of Cornish Pirates, Sir Richard Evans (and now CEO of Cornish Pirates). Laurence Geller was subsequently appointed the UK Government's Ministerial Advisor on Concussion in Sport and chaired the Government's Innovation and Technology Forum for Concussion in Sport.

The objects of LOTG as a CIO are as follows:

For the public benefit the protection and preservation of good health, in particular, but not exclusively, by:

A. Funding and providing support for research into the efficacy of approaches used to prevent, mitigate and manage concussion-related injuries including but not limited to persistent concussion syndrome and early onset dementia in England and Wales and research into new medical technologies and treatments of concussion-related injuries provided that the useful results of such research are disseminated to the public at large.

B. Educating medical practitioners and other professionals in the best methods for the diagnosis, care and treatment of persons with concussion-related injuries.

C. Educating about and promoting accessibility to treatment within centres providing care and treatment to persons with concussion-related injuries.

D. Raising awareness among the general public of all areas of concussion-related injuries.

ACHIEVEMENT AND PERFORMANCE

Charitable activities

LOTG takes a solutions-based approach to the problem by working with athletes, technologists, academics and the business and financial communities to develop new technologies that will prevent, diagnose and treat head injuries in sport. Like most sports, success is the product of a whole team. Solving this crisis is no different. We have brought together a unique network of over 600 supporters representing the UK's major sports, government, academia, technology, science and business. We have forged new and productive relationships with major and grass-roots sporting clubs, research institutes, charitable organisations and major governing sports bodies.

Rather than focusing on the challenges of the past, LOTG's aim is to protect the players of the future and ensure that future athletes are protected from long term health risks that yesterday's and today's players have had to accept. In order to achieve this and fulfil the objects of the CIO, LOTG promotes a solutions-based approach across a series of pillars:

Education

- Improving recognition of the symptoms of concussion
- Positioning the long-term protection of the head and brain as part of a player's training regimen and routine

Diagnosis

- Promoting more coherent sharing of information to aid in the identification of diagnosis tools
- Developing a more sophisticated method of identifying the symptoms and signs of concussion at the point of impact and for the use of proven bio-markers over the course of a player's career
- Creating impact assessment wearables and big data analysis to grade risk and severity of concussion and the proper course of action needed

Treatment & prevention

Promoting multi-disciplinary collaboration (bringing together investors, inventors, researchers, clinicians and sports experts) to accelerate product development, experimentation and implementation.

Concussion Prevention

In April 2024, LOTG held and funded our second annual UK Concussion Prevention Network conference, in London, in partnership with the University of Bath and Calgary University.

This marked the creation of a new UK Concussion Prevention Network. A Steering Group and an Advisory Group have been set up to deliver the aims of the network and provide governance and communication with key stakeholder organisations.

Creating a national network of dedicated sports concussion care

In 2022 LOTG began to draw together a network of leading neurosurgeons, neurologists, neuro-psychologists and radiographers from around 20 leading hospitals and centres. It was originally called the Regional Sports Concussion Centres Network but was renamed the UK Concussion Network (UKCN). It is co-chaired by Professor Peter Hutchinson from Cambridge and Professor Michael Parker from LOTG. LOTG is financially supporting the administration of the network. The network has been invaluable in, inter alia, providing advice to LOTG's then-Chairman Laurence Geller and to government which helped them to craft the national guidelines for concussion management across all grassroot sports. These guidelines were published in April 2023 by DCMS, entitled 'If in doubt, sit them out'.

Creating an integrated national approach to concussion in sport

During the period of the annual report, LOTG worked closely with Government, mainly through its Chairman, Laurence Geller, to define an integrated approach to Concussion in Sports, linking multiple government departments, the RSCCs, research and technology committees and work on Prevention and Concussion Management guidelines.

Exploring new technologies of interest:

LOVE OF THE GAME

REPORT OF THE TRUSTEES FOR THE PERIOD 23RD MARCH 2023 TO 31ST MARCH 2024

ACHIEVEMENT AND PERFORMANCE

Charitable activities

LOTG has been involved in showcasing new technologies since its creation, starting with a 'Hackathon' in March 2021 which saw teams of students, researchers, designers and medics from the top universities in the UK formed to design new technologies to prevent, diagnose or treat concussion in sport. Media interest led to an ongoing LOTG focus on providing platforms for new technologies in the form of annual 'Demo Days'. Some of these have shown particular promise. We continue to work with WAVi, an early Demo Day participant, whose portable brain scanner has recently received FDA approval in the USA and the final year of research and publication is underway. LOTG support for WAVi has involved funding three machines which have been deployed in testing at three rugby clubs in England. Another Demo Day product, PolarCap, a portable cooling system intended to reduce exercise-induced elevated brain temperature to prevent or limit long term cognitive impairment after brain trauma, is now being used by professional teams in ice hockey, football, Rugby Union and Rugby League in multiple countries.

FINANCIAL REVIEW

Reserves policy

During the accounting period LOTG had no reserves. However, the current Trustees of LOTG have now set up a reserve fund comprising 10% of all future donations or contributions from fund-raising events, to ensure the organisation is able to cover the cost of any future obligations, including the repayment of any existing or future loans.

Principal funding sources

The Accounts for the financial years 2023-2024 are attached to this report. Key figures are income of £59,008 and expenditure of £58,632.

£25,000 of working capital was in the form of a generous interest free loan from Laurence Geller which has been advanced for a period of 5 years from 3 May 2023. Much of the remaining income derives from fund-raising activities at Demo Days and other events, through individual donations or proceeds of charity auctions. This income is then directed towards funding individual technology projects as mentioned or the running costs of LOTG.

FUTURE DEVELOPMENTS

Looking ahead to 2025, LOTG aims to focus on funding education programmes including by providing free digital tools to enable faster and more reliable pitchside diagnosis and recommendations for treatment, particularly for grassroots sport. We also aim to build on our success in showcasing emerging technologies and demonstrate them to interested audiences through our Demo Days. The most recent of these was in October 2024 showcasing 'BrainEye', 'Concussion Toolkit' and 'Abbott'. This was our second fundraising event at Holland and Holland and it was again generously supported by Unispace (who have committed to continue their support into 2025). It was targeted at a selected audience to help fund support for the tech companies who exhibited. We intend to hold our next Demo Day in the first half of 2025.

Approved by order of the board of trustees on 27th January 2025 and signed on its behalf by:



Mr J A Evans - Trustee

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF
LOVE OF THE GAME

I report on the accounts for the period 23rd March 2023 to 31st March 2024, which are set out on pages seven to ten.

Responsibilities and basis of report

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

I have examined your charity's accounts as required under section 145 of the Charities Act 2011 ('the Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

My role is to state whether any material matters have come to my attention giving me cause to believe:

1. that accounting records were not kept as required by section 130 of the Act; or
2. that the accounts do not accord with those records; or
3. that the accounts do not comply with the accounting requirements of the Act; or
4. that there is further information needed for a proper understanding of the accounts.

Independent examiner's statement

I have completed my examination and have no concerns in respect of the matters (1) to (4) listed above and, in connection with following the Directions of the Charity Commission I have found no matters that require drawing to your attention.



Ian Sumblar FCCA
Morris Owen
Chartered Accountants
43-45 Devizes Road
SWINDON
Wiltshire
SN1 4BG

28/01/2025

Date:

LOVE OF THE GAME

STATEMENT OF FINANCIAL ACTIVITIES
FOR THE PERIOD 23RD MARCH 2023 TO 31ST MARCH 2024

		Unrestricted fund £	Restricted fund £	Total funds £
	Notes			
INCOMING RESOURCES				
Incoming resources from generated funds				
Voluntary income		28,240	3,600	31,840
Activities for generating funds	3	27,168	-	27,168
Total incoming resources		55,408	3,600	59,008
RESOURCES EXPENDED				
Other resources expended		54,762	3,600	58,362
NET INCOMING RESOURCES		646	-	646
TOTAL FUNDS CARRIED FORWARD		646	-	646

The notes form part of these financial statements

LOVE OF THE GAME
BALANCE SHEET
AT 31ST MARCH 2024

	Notes	Unrestricted fund £	Restricted fund £	Total funds £
CURRENT ASSETS				
Debtors	6	15,214	-	15,214
Cash at bank		<u>11,632</u>	<u>-</u>	<u>11,632</u>
		26,846	-	26,846
CREDITORS				
Amounts falling due within one year	7	(26,200)	-	(26,200)
		<u>646</u>	<u>-</u>	<u>646</u>
NET CURRENT ASSETS				
		<u>646</u>	<u>-</u>	<u>646</u>
TOTAL ASSETS LESS CURRENT LIABILITIES				
		<u>646</u>	<u>-</u>	<u>646</u>
NET ASSETS				
		<u>646</u>	<u>-</u>	<u>646</u>
FUNDS				
Unrestricted funds	8			646
Restricted funds				<u>-</u>
TOTAL FUNDS				
				<u>646</u>

The financial statements were approved by the Board of Trustees on 27th January 2025 and were signed on its behalf by:



Mr J A Evans -Trustee



Mr S T Bagshaw -Trustee

LOVE OF THE GAME

NOTES TO THE FINANCIAL STATEMENTS FOR THE PERIOD 23RD MARCH 2023 TO 31ST MARCH 2024

1. CHARITY INFORMATION

The charity is a CIO registered number 1202462 with the Charity Commission for England & Wales.

The main address is Court House, Linton, Ross-On-Wye, HR9 7RY.

These financial statements are presented in British Pounds (GBP), which is the charity's functional and presentational currency.

2. ACCOUNTING POLICIES

Accounting convention

The financial statements have been prepared under the historical cost convention, and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008), the Charities Act 2011 and the requirements of the Statement of Recommended Practice, Accounting and Reporting by Charities.

Incoming resources

All incoming resources are included on the Statement of Financial Activities when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

Resources expended

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.

3. ACTIVITIES FOR GENERATING FUNDS

	£
Fundraising events	27,168

4. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the period ended 31st March 2024.

Trustees' expenses

There were no trustees' expenses paid for the period ended 31st March 2024.

5. INDEPENDENT EXAMINER FEE

	£
Statutory accounts production & external scrutiny	1,200
	<u>1,200</u>

LOVE OF THE GAME

NOTES TO THE FINANCIAL STATEMENTS - CONTINUED
FOR THE PERIOD 23RD MARCH 2023 TO 31ST MARCH 2024

6. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	£
Other debtors	15,214
	<u>15,214</u>

7. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	£
Other loans	25,000
Accruals and deferred income	1,200
	<u>26,200</u>

During the year, a generous interest free loan was provided by a supporter of the charity. This loan has no repayment terms and has therefore been treated as a loan repayable on demand in these financial statements.

8. MOVEMENT IN FUNDS

	Net movement in funds £	At 31.3.24 £
Unrestricted funds		
General fund	646	646
	<u>646</u>	<u>646</u>
TOTAL FUNDS	<u>646</u>	<u>646</u>

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

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	55,408	(54,762)	646
Restricted funds			
Wallace	3,600	(3,600)	-
	<u>59,008</u>	<u>(58,362)</u>	<u>646</u>
TOTAL FUNDS	<u>59,008</u>	<u>(58,362)</u>	<u>646</u>

LOVE OF THE GAME

DETAILED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE PERIOD 23RD MARCH 2023 TO 31ST MARCH 2024

	£
INCOMING RESOURCES	
Voluntary income	
Donations	31,840
Activities for generating funds	
Fundraising events	27,168
Total incoming resources	59,008
RESOURCES EXPENDED	
Support costs	
Management	
Computer costs	5,000
Consultancy fees	52,000
Accountancy	1,200
	58,200
Finance	
Bank charges	162
Total resources expended	58,362
Net income	646