



TRUSTEES' ANNUAL REPORT

(for the year ended 31st March 2025)

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1. LEGAL AND ADMINISTRATIVE DETAILS

The Board of Trustees is:

- Tom Conlon (appointed April 2023)
- Nathan Smith (appointed April 2023)
- Nick Ridgway (appointed April 2023)
- Paul Cherry (appointed April 2023)
- Jill Smith (appointed July 2023)
- Hannah Hiles (appointed October 2024)

Bankers:

Natwest Bankline

Registration as a charitable incorporated organisation:

19th April 2023

Registered address:

Pro Level Vision, c/o Kyzen Sports, 25 Goodlass Road, Liverpool , L24 9HJ

2. INTRODUCTION

The Trustees present this annual report together with the unaudited financial statements of the CIO for the period 1st April 2024 to 31 March 2025.

The Trustees confirm that the Annual Report and financial statements of the charity comply with the current statutory requirements, the requirements of the charity's governing document and the provisions of the Statement of Recommended Practice (SORP), applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (second edition October 2019, effective 1 January 2019).

The Trustees confirm that they have had regard to the Charity Commission's public benefit guidance and believe that the Trust complies with guidance.

3. OBJECTIVES & ACTIVITIES

Mission:

"the promotion of community participation in healthy recreation for the benefit of vulnerable children in Stoke on Trent, Staffordshire and Cheshire inhabitants of by the provision of facilities for playing football."

Vision

Pro Level Vision works to grant fund places through Pro Level Academy to offer specialised football coaching to vulnerable children, enabling anybody to access academy standard coaching no matter who you are. We are firm believers that developed is accelerated in a fun, safe and respectful environment. This is the difference to other professional academy coaching organisations. We are giving everyone the opportunity to receive elite style professional coaching regardless of their skill or ability. We use our own experience as professional footballers and coaches to help children learn mindset and confidence. We value and embrace the power it can have to create positive experiences for young people.

These experiences and skills will benefit them as they develop through life and move into further education and employment.

Our Values are:

Young people first: Our priority is the safety and wellbeing of children and young people; they are the main beneficiaries of everything we do. Every action, approach and strategy is aimed at improving their confidence, resilience and life chances.

Inclusivity: We recognise that some young people are more likely to be affected by low confidence, than others, including those from deprived backgrounds and those with a range of protected characteristics, our work seeks to target these children above others, as our programme can provide significant physical, social and emotional gains for children.

Pro-experience: We use our own experience as professional footballers and coaches to help children learn mindset and confidence. We value and embrace the power it can have to create positive experiences for young people.

Empowerment: Our programmes empower children and young people to be the best they can on the pitch and off the pitch. By valuing and recognising everyone's potential our coaching educates and improves skill through encouragement, fun and inclusion.

Strategies for achieving objectives

Our aims are to:

- To offer inclusive football coaching for players of all abilities and experience
- Increase the number of children taking part in weekly football sessions
- Increase skill and ability of all players
- Increase opportunity for vulnerable children to take part in weekly football sessions
- Increase the proportion of children who can meet the UK Chief Medical Officers physical activity guidelines
- Increase confidence, self-esteem and resilience of PLA players
- To value and recognise everyone's potential through encouraging, fun and inclusive coaching
- To use our professional football experience to benefit children
- To encourage and develop teamwork and empathy skills

Our Strategic Goals for 2023-2025 are:

1. Raise income to become a financially stable charity offering grant funded places through Pro Level Academy
2. Raise awareness of Pro Level Vision
3. Embed good charity governance
4. Develop a growth plan for Pro Level Vision to 2030
5. Develop Pro Level Vision education offer

ACHIEVEMENTS & PERFORMANCE

Review of activities to-date

This is our second annual report of the CIO. The focus of our activities to date have been in maintaining our annual fundraising event and offering grant funded places to children in Stoke on Trent. We have:

Organisational Development

- Strategy development: reviewed our strategy goals to 2025, and will extend these until 2030
- Policies and procedures: kept updated our core set of policies and procedures to ensure compliance with governance standards of a professional CIO
- Governance induction and training: reviewed our governance against the Charity Commission code of governance
- We conducted a skills gap analysis and recruited a Trustee to focus on communications
- Theory of Change and impact strategy: embedded monitoring and evaluation from our theory of change to measure the impact of our services.
- Awareness raising: continued to raise awareness of PLV through social media and fundraising

Fundraising

Our core focus of 2024-25 has been on the generation of funding so that PLV can offer grant funded places in 2025-26 to vulnerable children as defined in our charitable objectives.

In 2024-25 this has meant we have:

- Ran our second PLV Ball with nearly 300 guests attending and raising in excess of £20,000. The PLV Glitterball was a dance competition featuring dances by local public profile figures Jonty Sargeant, Phil Bowers, Meg Baldwin, Nick Holland and Nathan Smith, supported by professional dances from local dance studio Defy Gravity.
- Trustees Emily and Paul Cherry cycled London to Brighton in aid of PLV raising £750
- Trustee Nick Ridgway ran Madeley half marathon raising over £1000
- Developed a partnership with charity Caudwell children with a view to joint fundraising to run a PAN disability team

Grant Funded Places

In 2024-25 we have supported 30 children to attend PLV sessions

To illustrate the impact we have had we spoke to three of the young people who benefitted from coaching in 2024-25. Names have not been used, just the first letter:

Mum of 16 year old L told us:

“L has always loved sports. I looked at other football clubs, but nothing was set up for his needs. He has ADHD, autism and other medical needs, so finding a place that understood it all was hard. With PLV, they asked what support he needed right away.

Other clubs were structured but strict, whereas here, they know when a child just needs to take five minutes and then come back. Here, they really understand.

The coaches have a way with the children. They understand different needs and have lots of patience. When the children get hyper, they know how to calm them down and get them playing again. I've never seen anything like it.

L is beaming with confidence now. At a paediatrician appointment not long ago, they couldn't believe how different he was and how much he had come out of his shell in a year. He now plays football at college, and they say he's really good.

The kids absolutely love PLV – it's just football to them and they all have the same understanding as each other. It's such a good place to come. It's amazing"

L says:

"Since I have been coming I have been getting healthier and better at football. I like seeing my mates in the team and just playing football and having fun.

The coaches are teaching me how to actually play football instead of just running round kicking the ball. I have now started playing for my college football team.

The coaches are dead nice. Lewis taught me how to play and Kai is strict but fair. He doesn't let me off with things and tells me if I'm going wrong with my skills, so I learn to get better at them.

My overall health and my stamina are improving and it's great to be able to have fun without stressing about college."

Mum of F, aged 10 told us:old us:

"F has an autism diagnosis through Caudwell Children. We tried various football programmes before, but it always ended in disaster. He struggles with cognition and following instructions, which leads to frustration.

He wanted to come because Caudwell Children told him how good it would be – and he absolutely loves it. Everyone's patient and there's no pressure, which he wouldn't cope with.

Obviously the coaches want to see them progress and improve but the focus is on nurturing, not just results and winning. He often gets defensive when he feels he isn't good enough, and it's hard to bring him back. Sometimes, he just gives up. Here, the coaches are encouraging, so he is happy.

It's nerve-wracking being a SEN parent because you want to protect them at all costs, but PLV has a lovely atmosphere with no pressure. "

These two case studies show the impact that PLV is making on children's resilience, confidence and life beyond the pitch, exactly what our theory of change and charity objectives were set up to achieve.

Areas requiring further focus

- *Fundraising strategy:* we are developing our fundraising capability through a multi-source income strategy with individual giving, events programme and corporate partnerships being our focus
- *Awareness:* we will seek to grow awareness of PLV through media and social media engagement to increase support for our charity.
- *Education Offer:* we will explore in 2025-26 offering PLV education support through schools and look for funding including grants and foundations
- *Impact / Theory of Change:* we have embedded surveys but have not yet completed analysis of the impact on resilience and wellbeing from the metrics.

In addition, the trustees review key risks facing the Trust every quarter to ensure that appropriate action is being taken to mitigate them. The key risks facing PLV include:

Risk	Mitigation
Governance and compliance	Trustee skills analysis and trustee recruitment. Experienced charity CEO on the Board of Trustees overseeing governance and compliance
Demand for services	Running a waiting list for places while funding grows
Income	Fundraising plan and strategy in development
PLA fails to retain coaching staff and professionals	Staff development, Trustees attend PLA sessions to keep contact with PLA coaches. Professionals engaged fully in charity

FINANCIAL REVIEW

Results for the period

The key sources of funds for PLV are:

- Individual giving donations through our website and processed by Charities Aid Foundation online
- Proceeds from the Pro Level Ball after costs deducted. The proceeds came from a mix of corporate sponsorship, individual ticket sales and raffle items on the night.

Funds raised in 2024/25 will be spent in 2025/26 on offering our charitable activities to vulnerable children. The Trustees have decided that a minimum sum of £1500 should be retained in the PLV accounts for costs relating to the generating of future funds and as part of building up reserves policy.

Reserves policy

The Trustees have the objective of maintaining sufficient reserves to offset any liabilities that should be incurred in the event that the charity would need to be wound up; as currently the CIO does not employ any staff and have ongoing liabilities we are holding a minimal amount above in order to begin to build up reserves for future liabilities.

Going concern

After making appropriate enquiries, the Trustees have a reasonable expectation that the CIO has adequate resources to continue in operational existence for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing the financial statements. Further details regarding the adoption of the going concern basis can be found in the Accounting Policies.

Grant making policy

The CIO is responsible for awarding grants to a local supplier for football coaching, Pro Level Academy. The Trustees have determined this is the most appropriate, efficient and value for money supplier to meet our charitable objectives and have committed to keep this under review.

The CIO has set up a grant agreement process with Pro Level Academy that sets out the relevant terms and conditions of the grant funding to offer places to children to meet our charitable objectives. Adherence to the grant terms and conditions will be monitored quarterly,

along with our impact reporting from beneficiaries as part of our grant making policy and to ensure that Pro Level Academy services meet our expectations for quality.

Volunteers

All Trustees are volunteers, and on the PLV charity Ball evening we had 14 volunteers who helped to run the event. 50% of these were young people gaining valuable experience to help their college, university and employment opportunities.

Fundraising

Although we actively fundraise from the public and we have not used any professional fundraisers in the year, the public can donate via our website. We are aiming to register with the Fundraising Regulator in 2026.

Financial Statements

INCOME

Balance B/Fwd	£13,345.37
Charity Ball 2024 income	£ 7,721.28
CAF Donations	£ 917.60
Donations	£ 1,543,.09
Just Giving	£ 1,099.02
Charity Ball 2025 Income	£40,940.56

Total Income	£65,566.92
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EXPENDITURE

Charity Expenses	£19,675.63
PLASponsorships	£16,600.63
Total expenditure	£36,276.26

NET INCOME	£29,290.66
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This includes income receipted from the 2023-24 Ball, and expenditure of running the charity Ball in 2024-25 Ball.

The consolidated statement of financial activities includes all gains and losses recognised in the year.

Funding from 2024-25 financial year will be spent on charitable activities in 2025-26.

6.0 STRUCTURE, GOVERNANCE & MANAGEMENT

Constitution

The CIO was incorporated on 19th April 2023 and commenced operating on 19th April 2023. The Charity is governed by a constitution which sets out the powers and responsibilities of the Trustees in fulfilling the Charity's objectives.

Management

Trustees

The management of the CIO is the responsibility of the Trustees who are elected and co-opted under the terms of the Constitution. The Trustees manage the affairs of the Trust and determine its general policy.

The Charity is administered by the Board of Trustees, which must have a minimum of three and a maximum of eleven members. The Board meets approximately quarterly.

A list of Trustees is provided on Page 2, and on our website: <https://prolevelacademy.com/plv-charity/>.

Trustees serve for a term of three years from the date of appointment.

Each Trustee's term of office may be renewed for two further 3 years term; subsequently the Trustee in question is required to resign but may apply for re-appointment after at least one year.

Trustee appointment, induction and training

The proposal to appoint a new Trustee is made at a Trustee meeting for consideration and approval by the existing Trustees. Recruitment is by advertisement followed by shortlisting and interview by the Chair, and another Trustee. Following appointment the successful candidate meets the Chair and ED for an induction, to be briefed on legal obligations under charity law, on the Charity's constitution, business plan, operations and recent financial performance.

Trustees' responsibilities statement

The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England & Wales requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the CIO and of the incoming resources and application of resources of the CIO for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgments and accounting estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the CIO will continue in operation.

The Trustees are responsible for keeping proper accounting records that are sufficient to show and explain the CIO's transactions and disclose with reasonable accuracy at any time the financial position of the CIO and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the CIO and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

This report was approved by the Trustees, on 17th December 2025

Signed on their behalf by:

A handwritten signature in black ink, appearing to read 'Tom Conlon', written in a cursive style.

Tom Conlon

Chair of Pro Level Vision