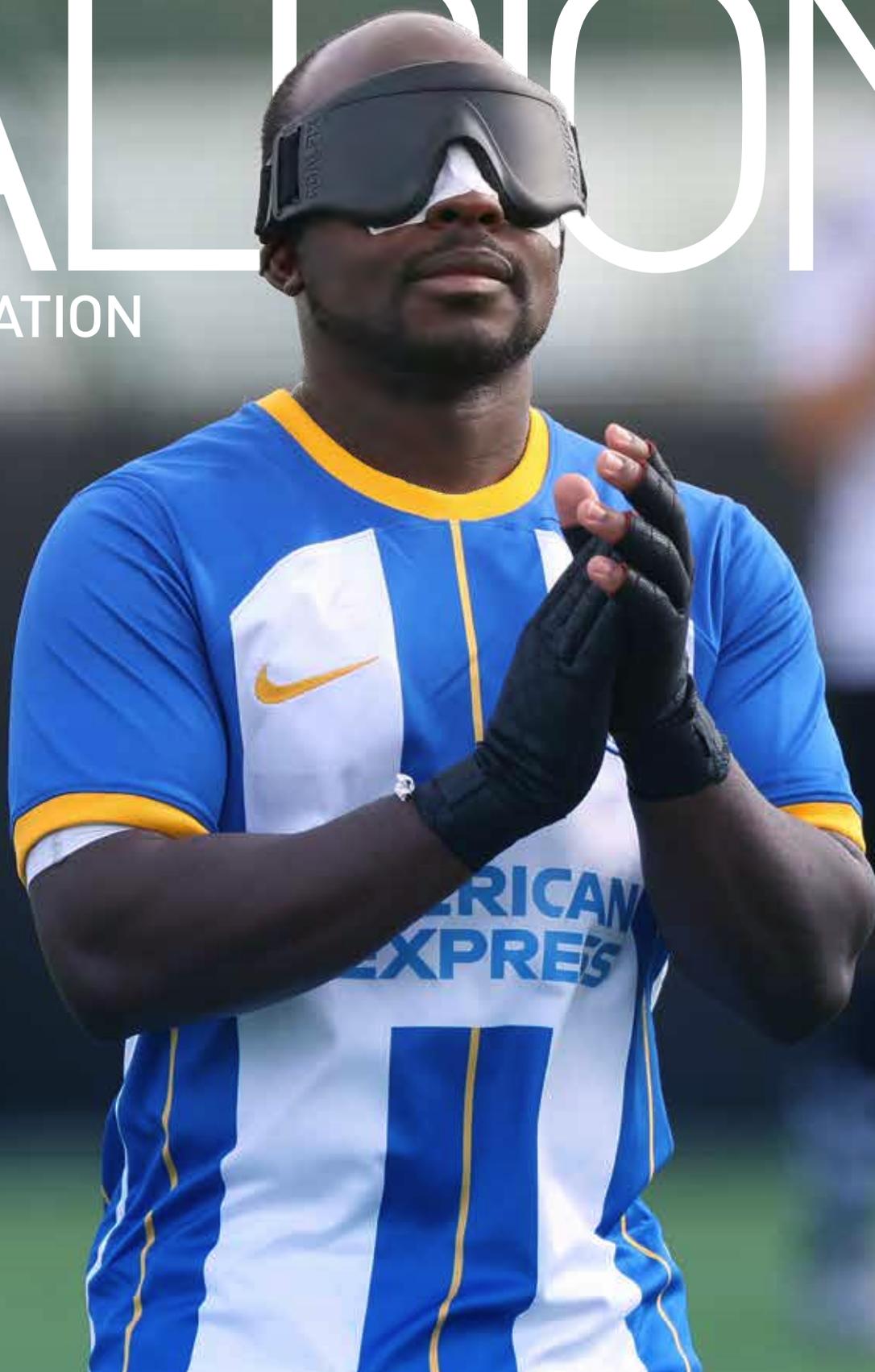


B R I G H T O N & H O V E

# ALBION

FOUNDATION



FOUNDATION

## TRUSTEES' REPORT AND FINANCIAL STATEMENTS

— FOR THE YEAR ENDED 30 JUNE 2023 —



**FOUNDATION**

**OUR MISSION IS  
TO CHANGE LIVES IN  
SUSSEX COMMUNITIES  
BY USING THE  
POWER OF FOOTBALL.**

**THIS IS THE STORY  
OF OUR 2022/23  
SEASON...**



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**“We work in communities across Sussex bringing the Albion badge closer to local people.”**

# MATT DORN

Matt Dorn, Brighton & Hove Albion Foundation's chief executive, looks back on a year of success and new beginnings...

**W**elcome to our annual magazine, looking back on what was another extraordinary year on and off the pitch for the Albion. While the men's and women's teams brought some unforgettable moments in the Premier League and Women's Super League, the work of the Foundation created even more reasons for Albion fans to be proud of their club.

Working closely with tens of thousands of local people and hundreds of partner organisations, we're helping Sussex to get active, live well, and learn new skills. Most of our programmes are aimed at children, young people living in more deprived communities, or people with a disability; making football a sport for everyone, championing equality, and supporting people to overcome any barriers to participating. We provide access to football for thousands of kids, we run one of the biggest disability football programmes in England, we mentor young people

who are going through challenging times, we work with more than 150 schools supporting children's education, and so much more in between. Over the 2022/23 season, our work touched more than 40,000 people across Brighton and Hove, East and West Sussex.

As we look back on the impact we over the season, we are also looking forward to the future. We made the decision to change our name from Albion in the Community to the Brighton & Hove Albion Foundation. We also moved our staff headquarters into a new facility in the heart of Brighton; both are changes that bring us closer to the football club, and closer to the community we serve in Brighton.

The impact we have is only possible because of our hard-working staff, our kind volunteers and donors, our title partner American Express, and of course everyone who is part of the Albion family. In fact, you will see a lot

of players in this magazine, thanks to the tremendous support that the men's and women's first teams give us every year.

I am grateful for the support of our outgoing chair of trustees, Martin Perry and his contribution, advice, and guidance to help our work grow and develop during his 30 years of involvement with the club. We wish him well for his retirement and look enjoy working with the new chair of our trustee board, Carina Bauer.

On behalf of everyone at the BHAFC Foundation – thank you all. Enjoy the report!



“The Foundation is looking ahead to a bright future indeed.”

# C A R I N A B A U E R

An introduction to Carina Bauer, our new chair of the board of trustees...

**I am honoured to have taken on the role of chair of trustees for the Brighton & Hove Albion Foundation, succeeding Martin Perry after a lifetime of service to the club and charity. Martin leaves the legacy of an extraordinary charity, run by an outstanding team.**

I have enjoyed working with Matt Dorn and his team to further develop the Foundations’ programmes and to extend the positive impact these have on the lives of so many people in our community. There are some exciting opportunities with our new name of the Brighton & Hove Albion Foundation and a brand-new headquarters in the city centre, the Foundation is looking ahead to a bright future indeed.

Our position as a leading social organisation in the city and throughout

Sussex sees us involved in many partnerships across the public, private and voluntary sector including key relationships with local schools, NHS and Sussex Police who all understand the incredible power of football to engage, inspire and support children and young people to improve their lives and make good choices. Through these partnerships we are now able to support over 5,000 people each week through the 350 sessions we deliver across 35 towns in Sussex – that’s an incredible scale that the Foundation is working at and something we are immensely proud of. It shows how football permeates so much of our daily lives in our communities.

The Foundation is full of truly incredible staff who go above and beyond to change lives every single day. They will continue, as they have done for so many years now, to make Sussex a better place in the name of the Albion.

I’d like to thank every single person who through the years has helped make the Foundation what it is today. Together, we’ve created something truly special.

# NEWS ROUNDUP



## £50,000 raised at Albion golf day

Dozens enjoyed another successful Brighton & Hove Albion golf day, raising a tremendous amount for the Foundation in the process. In total, the event raised more than £50,000 to support our life-changing work.

The golfers took on an 18-hole course at Mannings Heath, joined by Albion legends including Glenn Murray, Adam Virgo, Martin Perry, and Guy Butters.

## Hundreds celebrate 1983 cup anniversary

Over 400 guests, including a cohort of Albion legends past and present, joined together for a special dinner at the Amex Stadium to celebrate the 40th anniversary of the 1983 FA Cup final.

The evening raised a fantastic £54,000 in total – with all funds going towards supporting the Foundation's work.



## Martin Perry looks back on a job well done

As I reflect on our final year as Albion in the Community, and look forward to an exciting first year as the Brighton & Hove Albion Foundation, I feel immensely proud.

Proud of the people we work with, proud of our selfless staff members, proud of our amazing volunteers.

It is with that pride, and feeling utterly secure in the knowledge that the Foundation is being left in the best of hands, I decided it's time for a new chapter in my life.

After more than 30 years of involvement with the truly life-changing work at this charity, and with the organisation in such a strong position, it was the right time for me to step down from my role as chair of the board of trustees.

I have the utmost confidence that the team will continue to do what they do best.

Their work will go on touching thousands of people every week, and they will continue to use the power of football and Brighton & Hove Albion as a force for good all over Sussex.

Seeing the organisation where it is today – multi award-winning, working in almost every town in Sussex, reaching tens of thousands of people – it really is hard to believe it all started with just two people in a port-a-cabin 35 years ago.

Carina Bauer, who took my place as chair, is a wonderful replacement. She brings a great wealth of expertise to the role, and she knows the Albion inside out.

Seeing us grow into one of the finest football community schemes in the country has been an absolute privilege, and I feel so lucky to have been given the opportunity to play my part in it.



### Albion Memories launches for fans with dementia

We have launched a new programme alongside the club, which aims to support people across Sussex who have mild to moderate forms of dementia.

As part of Albion Memories we are inviting people to come down to the Amex Stadium, to relive and share memories about classic Albion moments and matches.

Held monthly, Albion Memories sessions will include visits to the Club Museum, tours of the stadium, and visits to the sensory inclusion room.

### Success for Albion pan-disability team at Premier League tournament

A team of players from across our disability football programme took part in a special Premier League disability football tournament.

The tournament, held by the Premier League and hosted by the Chelsea FC Foundation, saw clubs from across the south send pan-disability teams to Chelsea FC’s Cobham training ground for the tournament in July.

The side won all their games in the tournament, beating Arsenal in the final to lift the trophy.



### Sussex men show off huge weight loss at Kick Off The Weight

A group of 27 Sussex men lost a huge 35 stone between them in our Kick Off The Weight programme.

The 12-week course, funded by Adur & Worthing Council, provided the group with insightful nutritional advice alongside circuit training, walking football sessions, and encouragement to walk every day.

The Lancing group were helped along by a familiar face – Albion legend Guy Butters was part of the team, putting the group through their paces with circuit training and walking football every week.



## Community matchday raises £20,000 for Cost-of-Living campaign

Our men’s game against Brentford on 1 April was our official Community Matchday – giving fans the chance to support our Easter Cost-of-Living appeal.

Albion fans once again showed their support for the Foundation by donating, visiting us at the Albion bus, and taking part in fun activities all over the stadium.

In total, fans donated a fantastic £20,000 on the day, to help

support our award-winning work all across Sussex. Fans who visited the Foundation bus were greeted by special guests Guy Butters and DJ Fatboy Slim, as well as a number of people who have benefitted from Foundation programmes.

Mum Susan, from Moulsecoomb, and her three sons directly benefit from our support. Susan’s three sons – Brady, Aidan, and Oscar – attend our Moulsecoomb Premier League Kicks football sessions, which are free to attend for any child in the local area.

They were the face of our Cost-of-Living campaign, sharing their story to help us raise crucial funds.

Susan and her sons stepped out onto the Amex pitch at half time to tell Albion fans their story and how much they have benefitted from our support.



# PLAYER APPEARANCES

All year, Albion first team players have been going out to meet people in our local communities. Here are some of our favourite moments...



Above: Brianna Visalli and Zoe Morse visit girls at a talent pathway session.



Right: Joel Veltman answering questions from young players in our football pathway.



Above: Roberto De Zerbi meets Sussex-based Ukrainian kids who were invited to men's first team training.



Above: Billy Gilmour signs a young player's boot as part of the Christmas Wish campaign.



Above: Moises Caicedo poses for a photo at an event celebrating the 25th anniversary of our disability football programme.



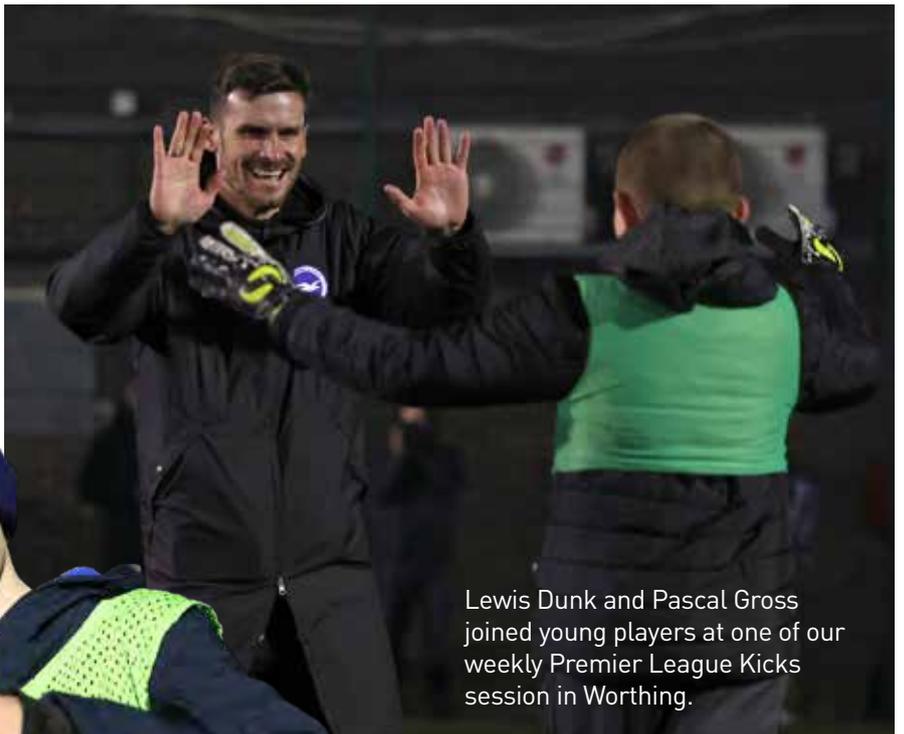
Left: Park Ye-Eun shows off her signed Christmas bauble.



Above: Adam Lallana with participants representing the Albion at a regional Premier League Kicks tournament.



Above: Joel Veltman and Poppy Pattinson visit pupils at a Gully's Health Squad workshop at St Bartholomew's Primary School in Brighton.



Lewis Dunk and Pascal Gross joined young players at one of our weekly Premier League Kicks sessions in Worthing.

# OUR SEASON IN NUMBERS

# 20,000

people engaged through the year.

“Since attending the sessions they have given our son his love of football back.”

# 2,063



people attending our health sessions every week.

# 165



local schools supported with numeracy, literacy, PHSE and PE.

# 500+



participants with disabilities attending our sessions every week.

“My daughter loves a day at Albion girls football!”



# 3,467

Soccer schools participants across 12 locations.

**9,000**

schoolchildren engaged in our programmes.



**98%**

of participants reporting they would recommend us to their friends.

**100%**



growth in girls participation in football sessions in the past year.

**2,000**

Premier League Kicks participants across 24 locations in Sussex.

“The coaches are all understanding and supportive. The opportunities provided have given my son such a confidence boost, we’ll always be grateful for this.”

**1,500**

people with a disability supported.

“The coaching is amazing. My child absolutely loves it. I cannot praise these sessions enough.”

**90%**



of participants reporting they feel more confident about who they are as a result of our support.

**350+**

sessions delivered across 35 towns in Sussex every week.

“Girls advanced centre is amazing. Coaching is outstanding and ran very well. Always made to feel welcome as a parent and a player.”



# FOOTBALL PARTICIPATION

# FREE FOOTBALL



## ...FOR 2,000 KIDS IN SUSSEX

**The Premier League Kicks programme provides free football sessions for children who need them most. It's a truly fantastic programme that brings free football to some of the country's most deprived neighbourhoods, which we can run thanks to the support of the Premier League.**

Every single week we run 36 Premier League Kicks sessions across the county in seven different towns. In Sussex, more than 2,000 children in lower-income areas regularly take part in our free Kicks sessions. That means that 2,000 kids are getting active, making friends, learning leadership skills, and being given a positive influence. They have something to look forward to, something to work towards.

Premier League Kicks turns young lives around, and we've even had some former participants go on to work for the Foundation. Later, you will read about Sadie's story, and her

remarkable development from being a Premier League Kicks participant into a key part of running the programme.

The Top Bins leadership scheme is a big part of what makes the programme so impactful. Top Bins gives the older kids a chance to work towards certificates by completing tasks, being helpful, and showing leadership qualities. It has proved a big success in keeping kids engaged and turning them into positive role models for the younger participants.

We also work closely with Sussex Police to help them break down barriers with the local community. The police often run workshops and hold talks with participants about subjects like antisocial behaviour, and knife crime.

Three brothers in our Moulsecoomb Kicks sessions recently became the face of our Cost-of-Living fundraising appeal. Brady, Aidan, and Oscar all



go to Kicks together, which gives their mum Susan a small respite. The brothers came to rely on Kicks especially when their dad fell ill; they were all caring for him, and Kicks on a Thursday became their chance to just be kids for an afternoon.

Susan says that if Kicks wasn't free, she would have to choose which of the three brothers would go. That's not a choice any parent should have to make. Thanks to Kicks, she doesn't have to.

"Because it's free, they can all go together and play as brothers, which is really an amazing thing."

Our Premier League Kicks programme here in Sussex is one spoke of a very large wheel. The programme as a whole reaches kids across the length and breadth of England and Wales, providing free football for half a million young people in the last 15 years.



**"It's a truly fantastic programme that brings free football to some of the country's most deprived neighbourhoods."**



Premier League  
**Kicks**



# CASE STUDY



## RUDI AND WILL





**“Rudi was going through a bit of a tough time understanding why he’s deaf.”**

**R**udi, is 7 years old, he’s deaf, and he’s mad about football. But he started finding it harder and harder to enjoy the game he loves.

Rudi’s mum, Eva, says that it became difficult for her son to play in mainstream football as he got older.

“Rudi’s football experience before the Foundation started off okay when he was very little. But as he got older it became harder for him to keep up and understand what was going on.

“He just got tired, because his brain has to work so much harder than our brains to try and understand speech.”

It was tough on Rudi, who just wanted to take part and have fun as part of the group.

“The coach kept on looking away, and I couldn’t read his lips. It was so, so hard for me,” Rudi said.

“At the last football I just didn’t really know what to do. I just kept on running.”

It all got to be too much for Rudi, and his mum knew she had to take action.

“Rudi one day came back from school and said ‘Mummy, I don’t want to be deaf anymore, I just want to be normal,’ which broke my heart. I thought I had years to go before he’d say something like that.”

After looking for local deaf football sessions, Eva stumbled upon our disability football programme. Rudi was then invited down to play at one of our disability-inclusive football sessions.

“I didn’t really know that many people, and I just felt a bit fizzy. I didn’t know if I was gonna do that good,” Rudi said.

To help Rudi feel more at home, Foundation coach Phil decided to introduce him to someone who knows exactly what he’s going through.

Will, a Foundation tutor who works with young people, is also deaf. Like Rudi, he wears implants to aid his hearing.

“I first met Rudi on a Saturday morning, and I could see that he’s such a great kid, he’s so happy and enthusiastic. When he noticed that I’m deaf too he was so excited to see someone else like him.

“He’s full of energy and he doesn’t let anything get him down.

“Everything that Rudi told me is what I experienced when I was young. Some days he struggles, some days he doesn’t want to be deaf.

“He misses some conversations on the playground and can feel left out, and I really related to that. So being able to be with him and share the same experiences was really useful.

“He’s much more confident now, and I’m glad I met him.”

Eva is full of praise for Will, and the impact he had on Rudi’s perspective.

“Will said to Rudi that being deaf is like a superpower, because he can see what people are saying, and Rudi said to me ‘yeah, that’s what I feel like, it’s so cool!’ she said.

“He is so confident now. We can see his personality all the time.

“He just truly, truly believes he can do anything.”

# FOCUS ON:

“On a national level, modern women’s football has never been more popular.”

# GIRLS’ FOOTBALL



**G**etting more women and girls out onto the football pitch is a big priority for us. We work hard to encourage girls across Sussex to take part in our football programmes, and we’re steadily seeing an increase in participation numbers.

Last year, 6,000 of our participants were women and girls. That’s a huge number of female participants, but we know that the majority of people playing football in this country are still male.

The tides are, however, turning. On a national level, modern women’s football has never been more popular. The WSL is attracting bigger and bigger audiences – as is women’s football at all levels – and Albion’s women’s first team have thousands

of people going to watch them every week. The Euros last year were a huge moment for women’s football, and we were lucky enough to host several games here at the Amex Stadium, including two historic Lionesses victories.

In the immediate aftermath of the tournament, we saw a 100% increase in bookings for our girls soccer schools. That just shows the impact that good publicity can have on inspiring girls to lace up their boots and get active.

Girls are welcome at all of our mixed soccer schools, but we also run a number of female-only football sessions aimed at encouraging people who might not feel comfortable playing in a mixed environment.

Our girls-only soccer schools, which often take place at the American Express Elite Football Performance Centre in Lancing, have helped hundreds of girls get active and enjoy a high-quality football session.

Our women’s walking football group has been a big hit, helping local women to improve both their fitness and their mental wellbeing by learning basic football skills in a friendly group environment.

For girls with promise and a serious interest, we also run a talent pathway programme; high-quality coaching and support, with a direct pathway all the way to the women’s first team.

Through careers workshops, inspiring talks, and activity days, we’ve been working all season to try and inspire girls and empower them to find careers in football – whether that’s on or off the pitch.

We know there’s more work still to be done. If you know a girl who might enjoy getting into football, please check out our website to find out exactly what we can offer. She might just end up falling in love with the game.

# CA SE STUDY



“I love it there, because we get good training, the coaches make it SUPER fun.”

## Z'EL

**Z'el Jones, aged 12, is a player in our Girls' U12 Advanced Centre. In her own words, she shared the story of her journey through the Foundation's football pathway.**

When I was younger, I never EVER liked football. My older brother used to force me to play ALL THE TIME.

So, a few years passed by, and I decided to try it out. I wasn't in a football team for a very long time, but I had some training.

Eight months later, in 2021, my dad took me to a football club called Hastings United that was just training at the time. They didn't have a team there, then four months later, they had a good amount of girls for a team.

So, we had a game one Sunday, and won 11-0. I was very happy to score five goals in that game. And that's where I started... My mum took me to a Brighton training session in Falmer, and I was there for about three months.

Then I was invited to go to the Advanced Centre, to have a trial. My mum didn't tell me it was a trial though, so, when we got there, it was just matches. Not long after, Mum made me read the email, I was REALLY HAPPY that I was invited to join the pathway!

I really love seeing the women's first team and the Under-21s train - especially when the Albion girls have soccer school days and they sign our stuff. The training is also very good and fun!

When I first went there, everyone would ask how I was and what my name was. I love it there, because we get good training, the coaches make it SUPER fun and everyone there is very friendly and welcoming.

My dream is to be a part of the girls' academy. Football means A LOT to me, I love to practise with my brother, and, sometimes, by myself. I have learnt a lot of tips and tricks, which are helping me to improve!

I have a lot of fun with my mates! We laugh and play Chinese whispers, and a whole lot more! We also help each other when we don't understand.

We encourage, support and never say negative things! I love my mates! I love FOOTBALL SOOOOO MUCHHHH!!! Thank you for inviting me!

Z'el Jones.



# FOCUS ON:



# ALBION'S DISABILITY FOOTBALL SUCCESS

Our disability football programme – one of the biggest schemes in the UK for the last 25 years – provides football opportunities for hundreds of people with disabilities of all kinds.

For participants with a real talent and a desire to compete, we have teams which compete in national competitions against the very best teams in England, proudly wearing the Albion kit and representing Brighton & Hove Albion FC.

Our national disability football teams have had tremendous success this year, a source of great pride to everyone at the club and the Foundation. Our Powerchair Football team won silverware this season, lifting the WFA Championship trophy and earning promotion to the Premiership.

After heartbreak in last year's FA Disability Cup Final, losing on penalties to RNC Hereford, our blind team managed to take revenge this year and beat Hereford to bring the trophy back to Sussex.

The final was broadcast live on BT Sport and watched by thousands of people across the country, in what was a huge moment for disability sport.

The FA Cup victory put the gloss on



a fine season after the blind team romped their way to first place in the National Blind Football League. A league and cup double for the Seagulls, and hopefully this is just the beginning of a long, trophy-laden story.



# COACH PROFILE: SADIE

## INCLUSION DEVELOPMENT OFFICER

STARTED WORKING FOR  
THE FOUNDATION: 2011

### How did you get here?

I first found out about the Foundation by taking part in free Premier League Kicks sessions when I was young. I wasn't really playing any kind of football at the time, but then I was invited along to a Kicks session.

Eventually, the Foundation supported me with getting my Level 1 and Level 2 coaching badges, and I went from playing at Kicks to coaching it myself as a Community Coach!

### Best part of the job?

Seeing the progress and development of the young people we work with. It's

amazing getting to help and support them, not only with their football but also with other social skills.

### Why is Kicks an important programme?

Kicks gives young people the opportunity to get involved in football as well as other leadership programmes that we run.

Kicks is important for young people because it gives them a safe space and an opportunity to play football. It's free, which is really important. It means that people with more than one child won't ever have to choose between them, if cost was an issue. Because it has such

a wide age range we can easily cater for brothers and sisters of different ages all at the same session.

### Favourite Foundation memory?

Quite a few years ago now we took a group of kids to France to take part in a football tournament with kids from around the world. It was a mixed tournament, so there was this amazing cross-section of girls and boys, mainstream teams and disability footballers from around the world, all coming together to play football.





# CASE STUDY



“I want to bring exposure to the real-life issues that are hidden behind the smiles we put on.”

## BEN





As part of the celebrations of the 75th birthday of the NHS, iconic photographer Rankin shot a special campaign highlighting some of the amazing NHS health programmes.

More Than Football was one of the programmes chosen to be showcased, so participant Matt was invited to a photoshoot with England footballer Jordan Henderson.

**M**en's mental health is a huge issue affecting this country. In the UK, men aged 40-49 are more likely to die by suicide than any other group. We're using the power of football to support fans who are struggling with their mental health.

Ben, from Sussex, knows all too well what it feels like to suffer behind a smile.

Football has always been one of the biggest parts of Ben's life. "I'm never happier than when I'm on a football pitch with a ball at my feet," he told us.

In 2014, Ben suffered a catastrophic leg break. He thought he might never step out onto a pitch again.

"I was actually told that I may never play football again," Ben said, "but three surgeries and some intense treatment later, I was back on the road to recovery."

Miraculously, Ben found he was able to carry on playing small-sided games.

The whole ordeal was incredibly tough on him.

The pain of the injury, the arduous recovery, the threat of losing the game he loves forever. It came as no surprise that his mental health took a big blow.

"I suffer with both depression and anxiety. I'm a massive over-thinker and care deeply about others, and this often leaves me neglecting myself," Ben said.

There are so many people out there who have stories just like Ben's. People who need support getting through the toughest times of their lives.

More Than Football is here to help them. Delivered by the Foundation, and supported by Heads On and NHS Charities Together, More Than Football encourages men to get up, get back into sport and get talking to each other.

"When you spend the majority of the day in your own head ... it's dangerous. Football, for me, is my biggest coping mechanism.

"I'm never more happy than when I'm contributing on the pitch, and indulging in that general feeling of being part of a team."

Ben joined our Storrington group and found it to be a huge help. Thursday nights are now something he looks forward to every single week.

"It gives me that purpose to help others, play well, and get myself through another 24 hours."

Ben is very keen on highlighting the challenges that men face with their mental health.

"I want to shine a light on those of us that do suffer. I want to bring exposure to the real-life issues that are hidden behind the smiles we put on."

"A talk is really all it takes sometimes."

Since 2022, hundreds of men in 13 different groups across Sussex have benefitted from More Than Football.

If you want our support,  
just send an email to:  
[health@bhafcfoundation.org.uk](mailto:health@bhafcfoundation.org.uk)

If you need urgent help, you can  
contact the Samaritans by calling:  
116 123

# FOCUS ON:



# GULLY'S HEALTH SQUAD

One of the ways we help young people stay healthy is through our Gully's Health Squad programme.

Gully's Health Squad, funded by the PL PFA Community Fund, is an initiative aimed at tackling poor diets and childhood obesity, especially in areas of higher deprivation.

By using fun and games (and Gully!) we can get young children paying attention and learning really important health messages.

The first school to take part in Gully's Health Squad – Parkland Junior School in Eastbourne – welcomed Gully and the team late last year. Since then, we've continued to roll out the programme across Sussex.

We stay in each school for 12 weeks, spreading the healthy eating message through assemblies, challenges, workshops, and after-school clubs.

The programme was first started in order to tackle health concerns in young children.

Poor diet and physical inactivity are the primary factors to excess weight and obesity, which is a major public health concern in England.

Childhood obesity and excess weight can result in serious implications to children's physical and mental health, continuing into adulthood, and increasing the risk of obesity for their own

**"It's a fantastic programme tackling some really important issues – making lasting positive behaviour changes."**

children later in life. In England, a third of children leave primary school overweight/obese. Obesity does not affect all populations equally, with children from the most deprived areas being twice as likely to develop obesity compared with children from more affluent areas.

Experiences at an early age that feel fun and positive give children a sense of confidence, and help them build foundations for a healthy, active life.

Rosie Sadler, Health Manager at the Foundation, said: "We're really pleased that Gully's Health Squad has been such a success.

"It's a fantastic programme tackling some really important issues – physical and mental wellbeing, reducing obesity levels in children, and engaging families in making lasting positive behaviour changes."

Supported by



# COACH PROFILE: CARA

## PHYSICAL ACTIVITY COACH

STARTED WORKING FOR  
THE FOUNDATION: 2022

### How did you get here?

I had recently finished my Clinical Exercise Science master's degree in Southampton, and I was working in a maternity cover role. I saw the job advertised online and I thought that it sounded like the perfect fit for me. I've been in the role for a year now and I absolutely love it.

### What does a normal day at work look like for Cara?

The beauty of the role is that no two days are the same. However, a typical day might include delivering physical activity classes both on Zoom or in-person, phone calls and catch-ups

with new and existing participants, and creating information and resources.

### Why is physical activity important?

I work on a programme for people living with, and beyond, cancer. It offers free physical activity and wellbeing support, tailored to suit each individual and their needs. Physical activity has been shown to have significant benefits on the side effects of cancer and its treatment, as well as improving quality of life. It is something which I believe should be offered to everyone as part of their cancer care pathway.

The programme offers not only physical wellbeing support, but also

mental and social wellbeing support - it's great to be able to deliver that rounded approach for everyone. It is an absolute privilege to be a part of this Foundation.

### Best part of the job?

I'd say the best thing about my job is the amazing people who I have the pleasure of meeting and working with. Each and every one of them is a true inspiration - they make my role so enjoyable, and seeing the benefits that they gain from the programme is very rewarding. Being able to make a difference, however big or small, is something I value highly and take great pride in.





# EDUCATION AND EMPLOYABILITY

# FOCUS ON:



“Foundation tutors are out in schools every day teaching all of these key skills to the next generation.”



# SCHOOLS

**S**chool is where children develop, learn, and lay the foundations for the people they will grow to be in the future. Because of this, it's so important for us to have a strong presence in our local schools – supporting teachers and helping inspire the next generation.

When our tutors go into schools proudly wearing the famous Albion badge, they can have a really tremendous impact. Kids who might not be engaged, who might not pay attention, who teachers struggle to get through to, can be transformed when they're being taught by someone from the Albion in a football-themed numeracy or literacy lesson.

More than 5,600 school children in Sussex have taken part in one of our programmes this school year, and we're constantly looking at ways to reach even more. We continue to work in schools, delivering the Premier League Primary Stars and Premier League Inspires programmes to primary and secondary pupils respectively.

These Premier League programmes allow us to get into classrooms all over Sussex and teach really important topics, all the while keeping the pupils engaged with the glitz and glamour of the Premier League.

One way we do this is through Soccer STEM – we bring special football-



themed robots into schools and pupils learn how to code them, teaching them vital skills in coding, geometry, and more.

Outside of the classroom, we also help schools by providing a range of physical activities that kids can get involved with. Our coaches are all equipped to deliver exciting PE lessons, providing schools with expert physical activity sessions that pupils love.

We also run after-school clubs, providing even more options for children to access football sessions in schools.

Promoting equality, diversity, and inclusion is an important area of our work, and through our work in schools we can highlight these important issues to young people.

Through these programmes, plus a whole host of regular workshops, we reach young people in more than 150 schools across Sussex.



Healthy living, numeracy and literacy, PE, science and maths, career aspirations, equality workshops, and so much more. Foundation tutors are out in schools every day teaching all of these key skills to the next generation.



# FOCUS ON: SCHOOLS



## Joel and Poppy visit kids at healthy eating workshop

Gully's Health Squad is a programme designed to get kids eating healthy food, and learning about the benefits of healthy living and proper nutrition.

To help spread the word, Albion first team stars Poppy Pattinson and Joel Veltman visited St Bartholomew's Church of England School in Brighton to meet the pupils.

Joel and Poppy joined in with fruit and veg workshops, before sitting down with the kids to hold a Q&A session about healthy eating.

## Danielle Carter goes back to school to talk about racism

Danielle Carter visited a school in Worthing to explain how education is key in the fight against racism and discrimination.

Danielle visited Davison CE High School in Worthing as part of our work in the Premier League's No Room For Racism campaign.

We organised a workshop with around 30 girls at the school, aged between 11-14, who listened as the Albion striker discussed the issue of racism and discrimination in society and shared her own experiences.



## Girls visit training ground for inspiring football careers day

Around 25 girls aged between 11 and 14 were invited to an inspiring careers talk at the American Express Elite Football Performance Centre in Lancing.

The girls – from Uckfield College and King's Academy Ringmer – listened to a presentation and took part in some activities based around encouraging them to pursue a career in football.

To help inspire the girls, Albion and England star Katie Robinson joined the group to share her experience of women's football.

## Joel and Katie hit the road to deliver books for World Book Day

Albion stars Joel Veltman and Katie Startup went on the road in March to deliver books to schoolchildren in Portslade.

They gave out hundreds of new books as part of the National Literacy Trust's World Book Day celebrations.

Katie and Joel volunteered to help the Foundation team hand out the books – together they took a ride in the Foundation van and visited three schools in Portslade.



# COACH PROFILE: SAMMY

## COMMUNITY COACH FOR ENRICHMENT DAYS

STARTED WORKING FOR  
THE FOUNDATION: 2023

### How did you get here?

I used to play football for Lewes FC Women, and alongside that I was a teaching assistant. I realised I loved working with young people, so I decided to go down the youth development path.

I'm loving being at the Foundation now, it's a really fun place to work and everyone is so nice.

### What does a normal day at work look like for Sammy?

I'm normally delivering workshops or

lessons, either out at schools across Sussex or here at the Amex Stadium. If I'm not teaching, I'll be in the office preparing and developing future lessons.

### Why is our schools work important?

I think it's really important to give young people different types of opportunities, and different environments where they can learn in different ways.

A lot of our work in schools is stuff that schools can't fit in their own curriculum, so it's really important

for us to be able to offer these extra opportunities to students.

A lot of the kids we work with are Brighton fans, or they at least have an interest in football, so coming into their classroom wearing an Albion badge just engages them straight away. That means we can break down barriers in ways their teachers can't necessarily.

### Best part of the job?

Inspiring young people and watching them grow and develop, and giving them new opportunities.



# PREMIER LEAGUE PRIMARY STARS



## GOLDEN GIRLS: CHAMPIONS OF ENGLAND



**T**he girls from Goldstone Primary School brought a trophy back to Sussex after winning a national Premier League tournament while representing the Albion.

Year 6 girls from Goldstone Primary in Hove travelled up to Leeds United's Elland Road to take part in the Premier League Primary Stars U11 Nationals Girls Football Tournament.

They went through the entire tournament unbeaten, conceding just one goal across all of their fixtures as they played schools representing QPR, Bolton, and AFC Wimbledon. The Albion girls then faced a team



**“They went through the entire tournament unbeaten, conceding just one goal across all of their fixtures.”**



representing Manchester United in the final; they won 1-0 to secure the trophy and cap off an extraordinary tournament.

Two teams from Maidenbower Junior School in Crawley also represented Albion at different Premier League tournaments: Maidenbower’s mixed team reached their semi-final, while their girls team got all the way to the final.

Matt Dorn, Foundation CEO, was delighted to see the girls from Goldstone finish as winners: “Everyone at the Foundation is so proud of what the Goldstone team has achieved.

They’ve really shown everyone what they can do.

“The teams representing us from both Maidenbower and Goldstone have shown skill, determination, and fair play. We are lucky to have such wonderful schools representing us.

“The Premier League Primary Stars programme provides so many opportunities for young people, and this national tournament is one such example.”

The Goldstone team made it to the tournament after qualifying through their regional finals, giving them the

chance to play on a Premier League-quality pitch at Elland Road.

There were 10 regional finals, with dozens of schools across the country taking part, but Goldstone overcame them all to finish as winners.

The U11 National Girls Football Tournament is one of the competition elements of the Premier League Primary Stars programme.

Launched in 2017 and available to every primary school in England and Wales, Premier League Primary Stars uses the appeal of football to help children to be active and develop essential life skills.

# WORKING WITH AMERICAN EXPRESS



American Express has been the club's main sponsor for over a decade, lending their name to our stadium, our training ground, the front of our shirts, and much more. Beyond the club sponsorship, American Express is also main and long-term supporter of the charity.

This year, over 400 colleagues from American Express have volunteered to help us deliver initiatives including football tournaments aimed at social inclusion, careers workshops, and STEM sessions; supporting young people to improve their literacy and numeracy along with life skills such as confidence, public speaking and team building. Since 2011, the lives of over 22,000 local people have been positively impacted by this partnership.

They have also generously sponsored key events like the 1983 FA Cup anniversary dinner, providing an important boost to our fundraising efforts.

Here are just a few pictures of American Express colleagues in action with our programme team and participants.



# SCHOLARS HELPING THEIR COMMUNITY

As part of their development as both footballers and as people, the young academy scholars at the club spend a lot of time helping people in their local communities.

This season, the Foundation has linked up with the club's academy to facilitate ways for young future Albion stars to give back and learn how important the community is to the DNA of the club. By doing this, they develop their own soft skills at the same time as helping out their community.

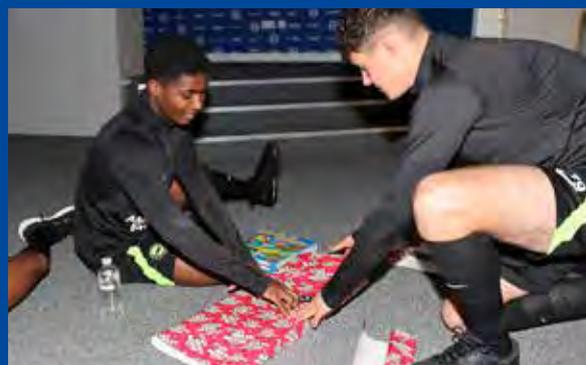
This initiative, supported by the Premier League PFA Community Fund, has seen scholars very busy over the last 12 months. They've helped to coach players at Brighton & Hove Albion Soccer Schools, disability football camps, Kick Off The Weight sessions, and more.

They have also helped to organise and run several Albion Cup tournaments for youngsters from Special Educational Needs schools.

Their tutor, Sami El-Abd, told us: "With the constant pressures of the elite environment players are subject to on a day-to-day basis, these opportunities to give back to the community helps them put things in perspective and realise the impact football can have on the community.

"When I speak to scholars that have now moved on, their most memorable moments are the work in the community

"In addition to this, the interaction they have at these varied sessions helps build on their leadership and communication skills, which will help them both in their careers in football and afterwards."



Supported by



# STRUCTURE, GOVERNANCE, AND MANAGEMENT

## Reference and administrative details

### Trustees:

C Bauer, (Chair)  
P Bancroft (resigned 26 September 2022)  
V J Byrne (appointed 27 November 2023)  
L W Cooper (appointed 26 September 2022)  
R Galloway (appointed 27 November 2023)  
Z Johnson (appointed 26 June 2023)  
A R McCarthy (resigned 26 June 2023)  
S B Marshall (appointed 27 November 2023)  
P J Mullen  
M J Perry (resigned 26 June 2023)  
R A Read  
J Richards  
S J Sheehan (resigned 27 November 2023)

### Secretary:

P Baldwin

### Charity Registration Number:

1110978

### Company Registration Number:

05122343

The charity is incorporated in England and Wales.

### Change of Charity Name:

The charity changed its name from Albion in the Community on 10 July 2023 to Brighton & Hove Albion Foundation Ltd.

### Registered Office:

American Express Stadium  
Village Way  
Brighton  
BN1 9BL

### Auditor

Chisnall Comer Ismail & Co  
Chartered Accountants & Registered Auditors  
Maria House  
35 Millers Road  
Brighton  
BN1 5NP



# STRUCTURE, GOVERNANCE, AND MANAGEMENT

## Charitable objectives

The Brighton & Hove Albion Foundation is the official charity of Brighton & Hove Albion.

The charity's governing document, the memorandum and articles of association sets out its purposes for the benefit of the inhabitants of the City of Brighton and Hove, Sussex and elsewhere through:

- The advancement of education.
- The preservation and protection of good health.
- To provide or assist in the provision of facilities in the interests of social welfare for the recreation or other leisure time occupation of individuals who have need of such facilities by reason of their youth, age, infirmity or disability, financial hardship or social circumstances with the object of improving their conditions of life.
- To promote such other purposes as are charitable under the law of England and Wales from time to time in particular through an association with football.



# STRUCTURE, GOVERNANCE, AND MANAGEMENT

## Nature of governing document

The organisation is a charitable company limited by guarantee, registered as a charity with the Charity Commission on 22 August 2005.

The company was established under a memorandum of association that established the objects and powers of the charitable company and it is governed under its articles of association.

## Recruitment and appointment of trustees

New Trustees are appointed according to the charity's governing document, and to meet specified capability requirements.

## Induction and training of trustees

New trustees go through a formal induction and training process and are encouraged to meet the charity's beneficiaries to hear their experiences first-hand.

All trustees give their time voluntarily and receive no benefits from the charity. No trustee claimed expenses from the charity in 2022-23.

A chief executive is appointed by the trustees to manage the day-to-day operations of the charity.

During the year, L W Cooper and Z Johnson were appointed as trustees and directors on 26 September 2022 and 26 June 23 respectively. On the 27 November 2023, V J Byrne, R Galloway, and S B Marshall were also appointed as trustees and directors.

On 22 September 2022, P Bancroft resigned as trustee and director, with M J Perry and A R McCarthy resigning on 26 June 2023. S J Sheehan resigned as trustee and director on 27 November 2023.

## Public benefit

The trustees have referred to the guidance contained in the Charity Commission's guidance on public benefit when reviewing the charity's aims and objectives and in planning its future activities.

It is the opinion of the trustees, that this report demonstrates how the charity provides public benefit.

## Fundraising

The charity's fundraising activities are vital to generate restricted and unrestricted funds to deliver its charitable objectives and continue to improve the lives of people in our community. This is achieved by providing a comprehensive fundraising programme through which people can pledge their support by direct donation and participation in challenge events.

The Brighton & Hove Albion Foundation is registered with the Fundraising Regulator and adheres to the standards outlined in the Fundraising Code of Practice.

No third parties were paid to undertake fundraising activities on behalf of the Brighton & Hove Albion Foundation and there were no complaints received during the 2022-23 reporting year relating to the fundraising practice of the charity.



# FINANCE REVIEW

The charity generated £3,896,325 (2022: £3,729,998) of income during the financial year, enabling it to invest £3,873,895 (2022: £3,688,003) of funds into delivering its work throughout Sussex. The charity generated a surplus of £22,430 (2022: £41,995) and increased its reserves to £750,389 at the year end. To ensure the long term sustainability of the organisation, a considerable effort has been made in recent years to develop a broad range of income streams, enabling the charity to be well positioned to face the challenges posed by the pandemic.

The continued presence of Brighton & Hove Albion FC as a Premier League club has a positive effect on the charity through an increase in profile, both locally and nationally. It is not considered that the charity's long-term financial sustainability is dependent on the club's top flight status.

## Plans for the future

The charity heads into 2023/24 seeing an ever-increasing demand for its activities and with a desire to meet the emerging needs of our communities. In response to the increased needs, the Foundation is embarking on a relocation of its headquarters into the heart of the city with the creation of a new community hub to serve local residents. This move positions the Foundation directly in the community that the charity supports and will create a new facility that will serve as a focus for our engagement and delivery of important programmes locally including the promotion of healthy lifestyles, and wellbeing workshops.

By using this community hub and continuing to focus on our outreach into targeted communities throughout the whole of Sussex, our focus in 2023/24 continues to be on how the charity can use football to help people to get active, be used as engagement tool and context for learning in class and to support mental wellbeing.

## Financial instruments

The charity's activities expose it to a number of financial risks including credit risk, cash flow risk and liquidity risk. The use of financial derivatives is governed by the charity's policies approved by the board of trustees, which provide written principles on the use of financial derivatives to manage these risks. The charity does not use derivative financial instruments for speculative purposes.

## Cash flow risk

In order to maintain liquidity to ensure that sufficient funds are available for ongoing operations and future developments, the charity may use a mixture of long-term and short-term debt finance.

Further details regarding liquidity risk can be found in the Statement of Accounting Policies in the financial statements.

The charity currently has no working capital facilities with any bank.

Cash flow is reviewed weekly with a monthly rolling forecast for the next 12 months.

No working capital deficiencies have been identified in the coming years.

## Credit risk

The charity's principal financial assets are bank balances and cash, trade and other receivables, and investments. The charity's credit risk is primarily attributable to its trade receivables. The amounts presented in the balance sheet are net of allowances for doubtful receivables.

An allowance for impairment is made where there is an identified loss event which, based on previous experience, is evidence of a reduction in the recoverability of the cash flows. The credit risk on liquid funds and derivative financial instruments is limited because the counterparties are banks with high credit-ratings assigned by international credit rating agencies.

The charity has no significant concentration of credit risk, with exposure spread over a large number of counterparties and customers.

## Remuneration – How we decide how much to pay our staff

The Brighton & Hove Albion Foundation has a remuneration committee, comprising of the Chair of trustees and an elected member of the board of trustees. This committee meets annually to determine the remuneration for the entire staff team. The committee takes responsibility for ensuring that the charity pay levels are appropriate and competitive, and to recommend any potential annual cost of living increase.

# FINANCE REVIEW

This committee sets the salaries of the key management staff and reviews these arrangements on an annual basis. These salaries are benchmarked against comparative roles within the sector.

## Reserves policy

The charity's policy is to maintain an appropriate level of reserves to support the ongoing activities of the organisation. This is in order to:

- Provide a sustainable and appropriate level of working capital.
- Allow for periods of unexpected drops in planned income.
- Cope with unexpected and short-term increases in planned expenditure.
- Provide cover for other risks, contingencies, or unforeseen events.

The charity's policy and determination of the required level of reserves are set in accordance with Charity Commission guidelines and are reviewed by the trustees at each board meeting.

The current policy is to hold reserves within a range from £570,000 to £1,140,000 and that this is adequate for the charity to operate and considers any risks to which the charity is exposed, along with the current and projected future levels of income and expenditure.

The charity's available reserves at year end totalled £750,389, of which £742,896 were unrestricted. This is in line with the charity's reserves policy.

Despite the financial impact of the Covid-19 pandemic, the charity's reserve policy continues to remain within the same range for the year ahead. The policy will continue to be reviewed during 2023/2024 by the Board of Trustees.

## Disclosure of information to auditor

Each trustee has taken steps that they ought to have taken as a trustee in order to make themselves aware of any relevant audit information and to establish that the charity's auditor is aware of that information. The trustees confirm that there is no relevant information that they know of and of which they know the auditor is unaware.

The annual report was approved by the trustees of the charity on 27 March 2024 and signed on its behalf by:



.....  
C Bauer - Trustee

# INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF BRIGHTON & HOVE ALBION FOUNDATION

## Opinion

We have audited the financial statements of Brighton & Hove Albion Foundation Ltd (the 'charity') for the year ended 30 June 2023, which comprise the Statement of Financial Activities, Balance Sheet, Statement of Cash Flows, and Notes to the Financial Statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is United Kingdom Accounting Standards, comprising Charities SORP - FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and applicable law (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the charitable company's trustees, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and its trustees as a body, for our audit work, for this report, or for the opinions we have formed.

In our opinion the financial statements:

- Give a true and fair view of the state of the charity's affairs as at 30 June 2023 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice.
- Have been prepared in accordance with the requirements of the Companies Act 2006.

## Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the auditor responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the original financial statements were authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

## Other information

The trustees are responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

## Opinion on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

# INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF BRIGHTON & HOVE ALBION FOUNDATION

- The information given in the Strategic Report and Trustees' Report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- The Strategic Report and Trustees' Report have been prepared in accordance with applicable legal requirements.

## Matters on which we are required to report by exception

In the light of our knowledge and understanding of the charity and its environment obtained in the course of the audit, we have not identified material misstatements in the Strategic Report and the Trustees' Report.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- Adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- The financial statements are not in agreement with the accounting records and returns; or
- Certain disclosures of trustees remuneration specified by law are not made; or
- We have not received all the information and explanations we require for our audit.

## Responsibilities of trustees

As explained more fully in the Statement of trustees' responsibilities (set out on page 19), the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

## Explanation as to what extent the audit was considered capable of detecting irregularities, including fraud

Our approach to identifying and assessing the risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, was as follows:

- the engagement partner ensured that the engagement team collectively had the appropriate competence, capabilities and skills to identify or recognise non-compliance with applicable laws and regulations;
- We identified the laws and regulations applicable to the charity through discussions with management and those charged with governance, and from our knowledge and experience of charitable concerns;
- We focused on specific laws and regulations which we considered may have a direct material effect on the financial statements or the operations of the charity, including the Charities Act 2022, the Charity SORP, the Companies Act 2006, the Child Protection Act, Disability Discrimination Act, data protection, anti-bribery, employment and health and safety legislation;
- We assessed the extent of compliance with the laws and regulations identified above through making enquiries of management and inspecting legal correspondence; and
- Identified laws and regulations were communicated within the audit team regularly and the team remained alert to instances of non-compliance throughout the audit.

We assessed the susceptibility of the charity's financial statements to material misstatement, including obtaining an understanding of how fraud might occur, by:

- Making enquiries of management as to where they considered there was susceptibility to fraud, their knowledge of actual, suspected and alleged fraud; and
- Considering the internal controls in place to mitigate risks of fraud and non-compliance with laws and regulations.

To address the risk of fraud through management bias and override of controls, we:

- Performed analytical procedures to identify any unusual or unexpected relationships;
- Tested journal entries to identify unusual transactions;

# INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF BRIGHTON & HOVE ALBION FOUNDATION

- Assessed whether judgements and assumptions made in determining the accounting estimates were indicative of potential bias; and
- Investigated the rationale behind significant or unusual transactions.

In response to the risk of irregularities and non-compliance with laws and regulations, we designed procedures which included, but were not limited to:

- Agreeing financial statement disclosures to underlying supporting documentation;
- Reading the minutes of meetings of those charged with governance;
- Enquiring of management as to actual and potential litigation and claims; and
- Reviewing correspondence with relevant regulators, and the charity's legal advisors.

There are inherent limitations in our audit procedures described above. The more removed that laws and regulations are from financial transactions, the less likely it is that we would become aware of non-compliance. Auditing standards

also limit the audit procedures required to identify non-compliance with laws and regulations to enquiry of those charged with governance and other management and the inspection of regulatory and legal correspondence, if any.

Material misstatements that arise due to fraud can be harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

## Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

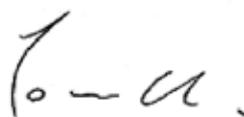


# INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF BRIGHTON & HOVE ALBION FOUNDATION

As part of an audit in accordance with ISAs (UK), we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the charity's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the trustees.
- Conclude on the appropriateness of the trustees use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the charity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the charity to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the charity to express an opinion on the financial statements. We are responsible for the direction, supervision and performance of the charity audit. We remain solely responsible for our audit opinion.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.



.....  
T G Humphries FCA FCCA (Senior Statutory Auditor)  
For and on behalf of Chisnall Comer Ismail & Co,  
Statutory Auditor

Maria House  
35 Millers Road  
Brighton  
East Sussex  
BN1 5NP

Date: 28 March 2024

# STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 30 JUNE 2023

(Including Income and Expenditure Account and Statement of Total Recognised Gains and Losses)

	Note	Unrestricted funds (£)	Restricted funds (£)	Total 2023 (£)
<b>Income and Endowments from:</b>				
Activities for generating funds	3	2,038,455	927,967	2,966,422
Investment income	4	23,603	-	23,603
Fundraising		906,300	-	906,300
<b>Total Income</b>		<b>2,968,358</b>	<b>927,967</b>	<b>3,896,325</b>
<b>Expenditure on:</b>				
Charitable activities	5	(2,838,938)	(925,978)	(3,764,916)
Governance costs	5	(24,829)	-	(24,829)
Support costs	6	(84,150)	-	(84,150)
<b>Total expenditure</b>		<b>(2,947,917)</b>	<b>(925,978)</b>	<b>(3,873,895)</b>
Net income / (expenditure)		20,441	1,989	22,430
Net movement in funds		20,441	1,989	22,430
<b>Reconciliation of funds</b>				
Total funds brought forward		722,455	5,504	727,959
<b>Total funds carried forward</b>	<b>16</b>	<b>742,896</b>	<b>7,493</b>	<b>750,389</b>

	Note	Unrestricted funds (£)	Restricted funds (£)	Total 2022 (£)
<b>Income and Endowments from:</b>				
Activities for generating funds	3	1,786,263	976,455	2,762,718
Investment income	4	2,656	-	2,656
Fundraising		964,624	-	964,624
<b>Total Income</b>		<b>2,753,543</b>	<b>976,455</b>	<b>3,729,998</b>
<b>Expenditure on:</b>				
Charitable activities	5	(2,590,334)	(977,574)	(3,567,908)
Governance costs	5	(21,857)	-	(21,857)
Support costs	6	(98,238)	-	(98,238)
<b>Total expenditure</b>		<b>(2,710,429)</b>	<b>(977,574)</b>	<b>(3,688,003)</b>
Net income / (expenditure)		43,114	(1,119)	41,995
Net movement in funds		43,114	(1,119)	41,995
<b>Reconciliation of funds</b>				
Total funds brought forward		679,341	6,623	685,964
<b>Total funds carried forward</b>	<b>16</b>	<b>722,455</b>	<b>5,504</b>	<b>727,959</b>

All of the charity's activities derive from continuing operations during the above two periods. The funds breakdown for 2023 is shown in note 16.

# BALANCE SHEET

## Balance Sheet as at 30 June 2023

	Note	2023 (£)	2022 (£)
<b>Fixed assets</b>			
Tangible assets	11	37,587	31,586
Investments	12	1	-
		37,588	31,586
<b>Current assets</b>			
Debtors	13	443,195	358,471
Cash at bank and in hand	14	1,140,544	1,204,594
		1,583,739	1,563,065
<b>Creditors: Amounts falling due within one year</b>	15	(870,938)	(866,692)
<b>Net current assets</b>		712,801	696,373
<b>Net assets</b>		750,389	727,959
<b>Funds of the charity:</b>			
<b>Restricted funds</b>			
		7,493	5,504
<b>Unrestricted income funds</b>			
Unrestricted funds		742,896	722,455
<b>Total funds</b>	<b>16</b>	<b>750,389</b>	<b>727,959</b>

These accounts are prepared in accordance with the special provision of Part 15 of the Companies Act relating to small companies and constitute the annual accounts required by the Companies Act 2006 and are for circulation to members of the company.

The financial statements on pages 44 to 55 were approved by the trustees, and authorised for issue on 27 March 2024 and signed on their behalf by:



L W Cooper - Trustee



# STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 30 JUNE 2023

	Note	2023 (£)	2022 (£)
<b>Cash flows from operating activities</b>			
Net income		22,430	41,995
<b>Adjustments to cash flows from non-cash items</b>			
Depreciation	6	30,150	44,238
Investment income	4	(23,603)	(2,656)
		28,977	83,577
<b>Working capital adjustments</b>			
Decrease / (increase) in debtors	13	(84,725)	(64,139)
(Decrease) / increase in creditors	15	4,246	81,312
Net cash flows from operating activities		(51,502)	100,750
<b>Cash flows from investing activities</b>			
Interest receivable and similar income	4	23,603	2,656
Purchase of tangible fixed assets	11	(36,151)	-
Acquisition of investments in subsidiary undertakings		(1)	-
Net cash flows from investing activities		(12,549)	2,656
Net increase in cash and cash equivalents		(64,050)	103,406
Cash and cash equivalents at 1 July		1,204,594	1,101,188
Cash and cash equivalents at 30 June		1,140,544	1,204,594

All of the cash flows are derived from continuing operations during the above two periods.



# NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2023

## 1. Charity Status

The charity is a company limited by guarantee and consequently does not have share capital. Each of the trustees is liable to contribute an amount not exceeding £1 towards the assets of the charity in the event of liquidation.

The address of its registered office is:  
American Express Stadium  
Village Way  
Brighton  
BN1 9BL

### Change of Charity Name:

The charity changed its name from Albion in the Community on 10 July 2023 to Brighton & Hove Albion Foundation Ltd.

## 2. Accounting policies

### Summary of significant accounting policies and key accounting estimates

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

### Statement of compliance

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)) (issued in October 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

### Basis of preparation

The Brighton & Hove Albion Foundation meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes.

### Going concern

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern nor any significant areas of uncertainty that affect the carrying value of assets held by the charity.

### Exemption from preparing group accounts

The charity has taken advantage of the exemption in section 398 of the Companies Act 2006 from the requirement to prepare consolidated financial statements, on the grounds that it is a small sized group.

### Income and endowments

All income is recognised once the charity has entitlement to the income, it is probable that the income will be received and the amount of the income receivable can be measured reliably.

Income from contracts held is recognised when the charity has entitlement to the funds and any performance conditions attached to the contract have been met.

Income received in advance of a provision of a specified service is deferred until the criteria for income recognition is met. Donations and other receipts from fundraising are reported gross and are accounted for on a receivable basis.

Grants are recognised when the charity has an entitlement to the funds and any conditions linked to the grants have been met. Where performance conditions are attached to the grant and are yet to be met, the income is recognised as a liability and included on the balance sheet as deferred income to be released.

### Gift Aid

Incoming resources from tax reclaims are included in the Statement of Financial Activities at the same time as the gift to which they relate.

### Expenditure

All expenditure is recognised once there is a legal or constructive obligation to that expenditure, it is probable settlement is required and the amount can be measured reliably. All costs are allocated to the applicable expenditure heading that aggregate similar costs to that category. Where costs cannot be directly attributed to particular headings they have been allocated on a basis consistent with the use of resources, with central staff costs allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use. Other support costs are allocated based on the spread of staff costs.

### Governance costs

These include the costs attributable to the charity's compliance with constitutional and statutory requirements, including audit, strategic management and trustees' meetings and reimbursed expenses.

# NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2023

## Taxation

The charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

## Depreciation and amortisation

Depreciation is provided on tangible fixed assets so as to write off the cost or valuation, less any estimated residual value, over their expected useful economic life as follows:

Asset class	Depreciation method and rate
Plant and machinery	25% on cost
Computer costs	33% on cost
Motor vehicles	25% on cost

## Trade debtors

Trade debtors are recognised when funding or donations arise that transfer economic benefits to the charity. These are measured at transaction value.

## Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call

deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

## Trade creditors

Liabilities are recognised when an obligation arises to transfer economic benefits as a result of past transactions or events.

## Foreign exchange

Transactions in foreign currencies are recorded at the rate of exchange at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies at the balance sheet date are reported at the rates of exchange prevailing at that date.

## Fund structure

Unrestricted income funds are general funds that are available for use at the trustees' discretion in furtherance of the objectives of the charity.

Restricted income funds are those donated for use in a particular area or for specific purposes, the use of which is restricted to that area or purpose.

## 3. Activities for generating funds

### Income from charitable activities

#### Unrestricted funds

	General (£)	Restricted funds (£)	Total 2023 (£)	Total 2022 (£)
Football Participation	996,804	257,361	1,254,165	1,128,530
Education and Employability	490,678	361,568	852,246	720,139
Community Wellbeing	550,973	309,038	860,011	914,049
	2,038,455	927,967	2,966,422	2,762,718

# NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2023

## 4. Investment income

	Unrestricted funds		
	General (£)	Total 2023 (£)	Total 2022 (£)
Interest receivable and similar income;			
Interest receivable on bank deposits	23,603	23,603	2,656

## 5. Expenditure on charitable activities

	Note	Unrestricted funds		
		General (£)	Total 2023 (£)	Total 2022 (£)
Governance costs	7	24,829	24,829	21,857

	Unrestricted funds			
	General (£)	Restricted (£)	Total 2023 (£)	Total 2022 (£)
Staff and coaching costs	2,142,270	925,978	3,068,248	2,831,935
Programme delivery costs	481,972	-	481,972	526,260
Operational costs	214,696	-	214,696	209,713
Charitable activities	2,838,938	925,978	3,764,916	3,567,908

£2,838,938 (2022 - £2,590,334) of the above expenditure was attributable to unrestricted funds and £925,978 (2022 - £977,574) to restricted funds.

## 6. Support costs

	Note	Unrestricted funds		
		General (£)	Total 2023 (£)	Total 2022 (£)
Rent and rates		54,000	54,000	54,000
Depreciation of plant and machinery		18,116	18,116	18,637
Depreciation of office equipment		12,034	12,034	25,601
		84,150	84,150	98,238

# NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2023

## 7. Analysis of governance and support costs

### Governance costs

	Unrestricted funds		
	General (£)	Total 2023 (£)	Total 2022 (£)
Audit fees			
Audit of the financial statements	12,000	12,000	10,000
Accountancy and professional fees paid to others	12,829	12,829	11,857
	24,829	24,829	21,857

## 8. Net incoming/outgoing resources

### Net incoming resources for the year include:

	2023 (£)	2022 (£)
Operating leases - other assets	54,000	54,000
Audit fees	12,000	10,000
Depreciation of fixed assets	30,150	44,238

## 9. Staff costs

### The aggregate payroll costs were as follows:

	2023 (£)	2022 (£)
Staff costs during the year were:		
Staff and coaching costs	2,743,235	2,500,761
Staff NIC (Employers)	236,701	207,963
Staff pensions	72,550	70,119
Consultancy and other staff costs	15,762	53,092
	3,068,248	2,831,935

The monthly average number of persons (including senior management team) employed by the charity during the year was as follows:

	2023 (No)	2022 (No)
Permanent Staff	70	72
Casual Staff	114	97
	184	169

# NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2023

The number of employees whose emoluments fell within the following bands was:

	2023 (No)	2022 (No)
£60,001 - £70,000	1	-
£70,001 - £80,000	-	1
£80,001 - £90,000	1	1
£110,001 - £120,000	1	-

## 10. Taxation

The charity is a registered charity and is therefore exempt from taxation.

## 11. Tangible fixed assets

	Office furniture and equipment (£)	Total (£)
<b>Cost</b>		
At 1 July 2022	279,075	279,075
Additions	36,151	36,151
At 30 June 2023	315,226	315,226
<b>Depreciation</b>		
At 1 July 2022	247,489	247,489
Charge for the year	30,150	30,150
At 30 June 2023	277,639	277,639
<b>Net book value</b>		
At 30 June 2023	37,587	37,587
At 30 June 2022	31,586	31,586

# NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2023

## 12. Fixed asset investments

	<b>2023 (£)</b>
Shares in group undertakings and participating interests	1

	<b>Subsidiary undertakings (£)</b>	<b>Total</b>
<b>Shares in group undertakings and participating interests</b>		
<b>Costs</b>		
Additions	1	1
At 30 June 2023	1	1
<b>Net book value</b>		
At 30 June 2023	1	1

### Details of undertakings

Details of the investments in which the charity holds 20% or more of the nominal value of any class of share capital are as follows:

<b>Undertaking</b>	<b>Country of incorporation</b>	<b>Holding</b>	<b>Proportion of voting rights and share held</b>	<b>Principle activity</b>
<b>Subsidiary undertakings</b>				
Brighton & Hove Albion Foundation Trading Company Ltd	England & Wales	Ordinary shares	100%	To raise funds for the charity to use for charitable purposes

## 13. Debtors

	<b>2023 (£)</b>	<b>2022 (£)</b>
Trade debtors	246,295	260,923
Prepayments	31,408	18,817
Other debtors	165,492	78,731
	443,195	358,471

## 14. Cash and cash equivalents

	<b>2023 (£)</b>	<b>2022 (£)</b>
Cash at bank	1,140,544	1,204,594

## 15. Creditors: amounts falling due within one year

	<b>2023 (£)</b>	<b>2022 (£)</b>
Trade creditors	105,880	175,897
Other taxation and social security	276,277	189,958
Other creditors	39,133	62,515
Accruals	449,648	438,322
	870,938	866,692

# NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2023

## 16. Funds

	Balance at 1 July 2022 (£)	Incoming resources (£)	Resources expended (£)	Balance at 30 June 2023 (£)
<b>Unrestricted funds</b>				
<b>General</b>				
General fund	722,455	2,968,358	(2,947,917)	742,896
<b>Restricted funds</b>				
Inclusion programmes	3,750	173,388	(177,138)	-
Football participation programmes	-	63,167	(63,167)	-
Education programmes	516	361,568	(356,568)	5,516
Health programmes	-	135,650	(135,650)	-
Disability programmes	-	194,194	(192,217)	1,977
Community fund	1,238	-	(1,238)	-
<b>Total restricted funds</b>	<b>5,504</b>	<b>927,967</b>	<b>(925,978)</b>	<b>7,493</b>
<b>Total funds</b>	<b>727,959</b>	<b>3,896,325</b>	<b>(3,873,895)</b>	<b>750,389</b>

	Balance at 1 July 2021 (£)	Incoming resources (£)	Resources expended (£)	Balance at 30 June 2022 (£)
<b>Unrestricted funds</b>				
<b>General</b>				
General fund	679,341	2,753,543	(2,710,429)	722,455
<b>Restricted funds</b>				
Inclusion programmes	-	235,953	(232,203)	3,750
Football participation programmes	-	61,318	(61,318)	-
Education programmes	-	319,182	(318,666)	516
Health programmes	5,385	134,205	(139,590)	-
Disability programmes	-	225,797	(225,797)	-
Community fund	1,238	-	-	1,238
<b>Total restricted funds</b>	<b>6,623</b>	<b>976,455</b>	<b>(977,574)</b>	<b>5,504</b>
<b>Total funds</b>	<b>685,964</b>	<b>3,729,998</b>	<b>(3,688,003)</b>	<b>727,959</b>

The specific purposes for which the funds are to be applied are shown on page 54:

# NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2023

## Inclusion programmes

We provide free weekly football and mentoring to people facing barriers to regular participation, including teenagers living in areas of deprivation, adults with historic substance misuse problems, or people experiencing challenges with their mental health. Many of our inclusion projects combine free weekly football with mentoring, regular lifestyle workshops and personal development courses. Funding is obtained from a variety of sources, including, but not limited to, the Premier League Charitable Fund and the office of the Sussex Police Crime Commissioner.

## Football participation programmes

We endeavour to encourage people - particularly children and teenagers - to be physically active on a regular basis. This is often achieved by using the popularity of football or the appeal of Brighton & Hove Albion to motivate and encourage our participants. Sessions run throughout Sussex, with particular emphasis on increasing participation in traditionally under-represented groups, such as teenage girls.

## Education programmes

Among our varied education programmes are football themed numeracy and literacy lessons for local pupils, a project encouraging more girls to continue studying STEM subjects, and several nationally accredited further education qualifications offered to local people.

## Health programmes

The health programmes aim to improve the mental and physical health of local people of all ages. Each programme is specifically tailored to address the bespoke health needs of communities in hyper-local geographical areas. Support and funding comes from several partner organisations.

## Disability programmes

We are the largest provider of football opportunities to people with a disability living in Sussex, with 30 regular sessions now taking place. These are aimed at adult and junior players and offer participation at several stages of competitiveness, including regional and national levels. Our work is split into pan-disability sessions which are open to anyone with a disability, and disability-specific sessions, which allow participants to play within their own peer group and with tailored support appropriate to their needs. Many of our disability-specific sessions are also an introduction to national competition and development structures, which tend to overwhelmingly be organised along disability-specific lines.

## Community fund

Money raised through donations to support local community initiatives.

## 17. Analysis of net assets between funds

### Unrestricted funds

	General (£)	Restricted funds (£)	Total Funds (£)
Tangible fixed assets	37,587	-	37,587
Current assets	1,576,247	7,493	1,583,740
Current liabilities	(870,938)	-	(870,938)
Total net assets	742,896	7,493	750,389

# NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2023

## 18. Related party transactions

Brighton & Hove Albion Foundation Ltd were charged by The Brighton and Hove Albion Football Club Ltd £54,000 (2022 - £54,000) for the rent of office facilities.

Brighton & Hove Albion Foundation Ltd were charged by The Brighton and Hove Albion Football Club Ltd £172,804 (2022 - £150,204) for programme delivery costs.

Included in creditors are amounts owed to The Brighton and Hove Albion Football Club Ltd amounting to £26,141 (2022 - £86,209).

The Brighton and Hove Albion Football Club Limited were charged by Brighton & Hove Albion Foundation Ltd £69,589 (2022 - £40,985) for services provided.

Included in debtors are amounts owed from The Brighton and Hove Albion Football Club Ltd amounting to £37,835 (2022 - £24,772).

The Brighton and Hove Albion Football Club Limited made donations to Brighton & Hove Albion Foundation Ltd totalling £390,000 (2022 - £380,000).

Brighton & Hove Albion Foundation Trading Company Ltd, a wholly owned subsidiary of Brighton & Hove Foundation Ltd, made donations to Brighton & Hove Albion Foundation Ltd amounting to £78,129. At the balance sheet date the

amount due from Brighton & Hove Albion Foundation Trading Company Ltd was £78,128.

At the start of the financial year, 1 July 2022, one of the Trustees and Directors of Brighton & Hove Albion Foundation, P Mullen, was also a Director and employee of The Brighton and Hove Albion Football Club Ltd, and three of the Trustees and Directors of Brighton & Hove Albion Foundation, M J Perry, P Bancroft, and R A Read, were also employees of The Brighton and Hove Albion Football Club Ltd. On 26 September 2022, L W Cooper, a Director and employee of The Brighton and Hove Albion Football Club Ltd was appointed as Trustee and Director of Brighton & Hove Albion Foundation, and on that same date P Bancroft resigned as Trustee and Director of Brighton & Hove Albion Foundation.

These individuals were employed by The Brighton and Hove Albion Football Club Ltd in the following roles: P Bancroft as Womens and Girls General Manager; R A Read as Head of People and Culture; P Mullen as Director and Chief Operating Officer; L W Cooper as Finance Director; and M J Perry as Honorary Vice President.

On 26 June 2023, Z Johnson was appointed as a Trustee and Director of Brighton & Hove Albion Foundation. Z Johnson is also employed by Brighton and Hove Albion Football Club Ltd as Managing Director (Women & Girls). Also on 26 June 2023, M J Perry resigned as a Trustee and Director of Brighton & Hove Albion Foundation.

