



ALBION

IN THE COMMUNITY



TRUSTEES' REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2022



ALBION IN THE
COMMUNITY'S
VISION IS TO SEE LIVES
CHANGED IN
SUSSEX COMMUNITIES
BY USING THE
POWER OF FOOTBALL.

THIS IS THE STORY
OF OUR 2021/22
SEASON...



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“None of this could have been possible without the hard work and dedication shown by the whole AITC team.”

M A T T D O R N

Albion in the Community's chief executive reflects on another successful year at the charity..

Another year has passed at Albion in the Community; a year in which we have had to overcome some unique challenges posed to us.

Over the past 12 months we have had to safely manage the various obstacles imposed by the pandemic, and continued to raise vital funds for the charity amid a cost of living crisis.

Of course, none of this could have been possible without the hard work and dedication shown by the whole AITC team, who have gone above and beyond to ensure we carry on making a difference in our community no matter what the circumstances.

The 2021/22 season has seen us continue to expand and reach even more people in Sussex. We are proud to have launched Brighton & Hove Albion Blind FC (who played in the FA Cup Blind Final live on BT Sport), expanded the Brighter Outlook programme to support people with

cancer, and launched our Gully's Health Squad school programme.

At a time when support from our community was more important than ever, we have been blown away by our truly incomparable fundraisers. We have had countless people run marathons, cycle for hundreds of miles, and organise charity concerts to raise money for AITC.

That fantastic support makes our work possible.

On behalf of everyone at AITC, and the many thousands who have benefitted from our work – thank you.



“Albion in the Community is a source of great pride for everyone involved with the football club.”

MARTIN PERRY

Albion in the Community’s chair of trustees Martin Perry looks back with pride at how much things have changed during his three decades with AITC...

This year has been a particularly significant year for AITC for a number of reasons, one of which being the successful launch of our Community Champions programme last winter. We now have around 200 dedicated Community Champions giving us a regular donation, providing a safety net for the most vulnerable people we work with.

We are also celebrating the 25th anniversary of our disability football programme this year. It’s one of our most unique and impactful programmes, and hundreds of people with disabilities benefit from it.

The charity has seen a remarkable growth during my time with the Albion – we started with nothing more than an idea of using football to engage children in the classroom, and now AITC is one of the biggest football community organisations in the country, reaching more than 40,000 people every year.

The power of the Albion brand enables us to help so many more people around Sussex. Simply seeing a coach or a tutor wearing the same badge as their favourite football stars can make all the difference in engaging and supporting the young people who need our help.

Albion in the Community is a source of great pride for everyone involved with the football club. Through the work of the charity, you can see a direct link between the 11 players on the pitch at the Amex and local communities all over Sussex.

Our work would not be possible without the many local people, businesses, and organisations who support us. Everything you read in these pages has been made possible by them. Together, we are truly changing lives on a daily basis.

PURPOSE. VISION. STRATEGY.



Albion in the Community's vision is to see lives changed in our communities through the power of football.

We know that football is one of the most effective ways we can enact change in local communities.

Football is by far the most popular sport in the UK - around one million people attend football matches every week, with countless more at home following every update. It is a sport that transcends barriers, and brings together people of all ages and backgrounds.

By taking full advantage of the power of the Albion badge, AITC can reach a significant portion of the 1.7 million people who live across Sussex. From Chichester in the west to Hastings in the east, AITC programmes support people in every corner of the county.

Our work is focused on three key areas: Football Participation, Community Wellbeing, and Education & Employability.

We work with thousands of people on the football pitch every year, either through Premier League Kicks free football sessions, weekly soccer schools, or our disability football programme.

However, the power of football stretches far beyond the confines of the pitch. From nutrition sessions teaching kids how to 'eat like a footballer', to Soccer STEM sessions which use football to get kids interested in science and maths, we use football to engage people and improve their wellbeing in a variety of ways.

AITC employs qualified teachers, health professionals, and football coaches to deliver workshops, programmes, and courses that make a real difference in local communities.

Through football, AITC is transforming lives across Sussex.

KEY MOMENTS



Women's football in the year of the Euros

This year is an important one for women's football in this country, with the UEFA Women's EURO 2022 being hosted here in England.

AITC is working to use this high-profile tournament to engage as many women and girls as possible with the power of football.

In April, dozens of women and girls in AITC's disability football programme were given free pairs of Nike boots and free Brighton & Hove Albion kit as part of this project.



Boot Appeal

AITC collected more than 300 pairs of boots after holding a boot appeal outside the Amex at the Aston Villa game in February. Hundreds of boots were generously donated by fans, staff, and players.

The boots were given to participants involved in AITC's Premier League Kicks free football programme, providing new pairs of football boots to families who need them the most.



15 years of Premier League Kicks

AITC has been working with the Premier League to deliver the Premier League Kicks programme in local communities throughout Sussex over the past 15 years.

The programme inspires children and young people to achieve their potential and improve their wellbeing, working together to build stronger, safer and more inclusive communities.



Launch of Community Champions

2021 saw the launch of AITC's Community Champions programme, an exclusive regular giving scheme for its most dedicated supporters.

For as little as £5 per month you can become a Community Champion and receive regular updates and access to AITC, as well as exclusive Community Champions events at the Amex.

OUR SEASON IN NUMBERS

Football is an incredibly powerful tool for social change. We are committed to using the power of football to change lives across Sussex, and one of the best ways of doing that is to get as many people as possible lacing up their boots and stepping

onto a pitch. From weekly soccer schools to disability football camps, from free Premier League Kicks sessions to walking football for women – AITC is helping thousands of people play football every year.

COMMUNITY NEED

27,820

16-17-year-olds across Sussex are not in education, employment or training.



37%

of primary school children are not meeting expected standards.



20%

of reported crimes to Sussex police are because of anti-social behaviour.

26 wards
in Sussex are in the top 20% of deprived wards in England.



FOOTBALL PARTICIPATION

Almost 500



people regularly participate in our football sessions for people with a disability.

We run 4

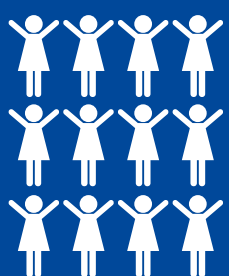
National Disability League teams.

1,187



participants with a disability took part in activities across the charity.

5,183



girls participated in our activities.



4,582



young people booked onto one of our football participation programmes.

EDUCATION AND EMPLOYABILITY

We worked with

144 
schools across Sussex.

over 1,900 
people have attended assemblies
within schools raising disability
awareness.

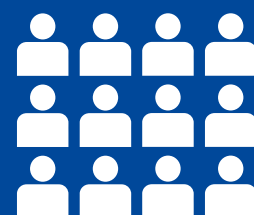
2,300
people have
participated in
one of our SEND
curriculum
programmes
delivered in
schools.

over 300



people gained
a qualification
through one of
our education
programmes.

over 7,000 
children engaged in our schools
based activities including literacy
and numeracy interventions.



We have
delivered
over

200 SEND
sessions
in schools.

COMMUNITY WELLBEING

100% 

of participants from our Neighbourhood Health Squad
activities said their health and fitness had improved.

over 400 

people attended our Brighter
Outlook programme
providing exercise sessions
for people living with cancer.

124 

people volunteered to help
deliver projects across Sussex.

2,500+

people attended
one of our health
programmes.





FOCUS ON:

GIRLS' FOOTBALL



Every year AITC works hard to encourage more women and girls to play football.

With the UEFA Women's Euros coming to England (including the Lionesses playing at our very own Amex Stadium), 2022 is a crucial year for women's football in this country.

Major international tournaments like these reach a huge audience, and they play an invaluable role in inspiring the next generation of footballers to get involved. With such a high-profile tournament right on our doorstep, this season has presented a key

opportunity to reach even more women and girls.

We 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.

We have also run several programmes aimed at helping women improve

both their fitness and their mental wellbeing by learning basic football skills in a friendly group environment.

We're proud to have helped more than 5,100 women and girls take part in our football activities during the 2021/22 season, but we know there is more work to be done.

Justine Thomson, AITC's Women's Recreational Football Officer, works to provide opportunities for women and girls aged 16+ across Sussex to get involved in football.

Justine told us about what she does every day to get women involved in football: "We're getting people together for social opportunities, exercising using a ball, walking football, small-sided football.

"There are so many more football-based activities on offer outside of the competitive format we see on TV. We want women and girls to step over the side-line, whether that's participating, coaching, or refereeing," she said.

“I hope that we see a new wave of women lacing up for the first time and realising football has a place for them.”

“A more diverse workforce will benefit the game and open more opportunities for historically underrepresented groups in the future. I think it’s incredibly important that we engage women and girls in football, it provides so many benefits: getting fit, meeting new people, developing new skills and creating new leaders.”

Justine’s role was introduced as part of the UEFA Women’s Euro 2022 legacy project, with the country looking to take advantage of the massive audience tuning in to the tournament.

“The women’s game is growing so rapidly now, and the FA want women and girls of all ages to be able to access football. I hope that through the legacy project we see a new wave of women lacing up for the first time and realising football has a place for them,” Justine said.

“I’m really, really proud of the work we do here.”



FOCUS ON:



DISABILITY FOOTBALL

In the late 1990's a fledgling AITC launched a disability football programme, and now in 2022 we're celebrating that programme's 25th anniversary.

Millions of people in the UK play football regularly; for so many people football is one of the biggest parts of their lives. For people with a disability however, finding somewhere to play football can prove a great challenge.

Mainstream football sessions are often unsuitable for people with a disability, and a lack of available inclusive sessions means there are countless people who simply can't play the game they love.

We don't think this is right, and we're proud to be doing something about it.

Albion in the Community is now one of the biggest providers of disability football, not just in Sussex, but in the UK.

We make football accessible for hundreds of people across Sussex with a wide range of inclusive sessions - around 500 people with a disability regularly take part in AITC football sessions.

Whether at inclusive disability football camps or at specialised disability-specific sessions, we help to make football accessible for as many people as possible.

AITC has a wide range of programmes and schemes to support people with a disability, including the charity's inclusive community football sessions, educational work in Special Educational Needs schools, and through AITC's disability football talent pathway.



“Getting so much attention from the public is great for the club, great for Albion in the Community, and great for disability football as a whole.”

We also help run the Brighton & Hove Albion elite disability football teams: the Albion have representative teams in blind football, Powerchair Football, amputee football, and cerebral palsy football.

2021/22 was a year of great success for these teams. Our blind team earned runners-up medals in the FA Disability Cup Final at St George’s Park after narrowly losing on penalties, in front of thousands of people watching live on BT Sport.

Our powerchair football team also had a very successful season, winning the WFA Championship at the first time of asking to earn promotion to the Premiership.

AITC Disability Manager Paul Brackley has been excited to see disability football receive so much public attention this year.

“It’s been amazing to see the media interest surrounding disability sport,” he said. “The FA Blind Cup Final was live on BT Sport, we’ve had features on BT Sport and BBC News, and some of our clips on social media have been seen by millions of people.

“Getting so much attention from the public is great for the club, great for Albion in the Community, and great for disability football as a whole.”

The breadth of quality in our disability talent pathway is shown by the number of players earning international call-ups: during 2021/22 we had 30 players called up to represent their countries.

Players in our disability pathway were called up to England’s men’s



and women’s blind teams, England’s partially sighted, deaf, and Powerchair Football teams, and Scotland’s cerebral palsy team.

Three of our blind football players were even called up to the England squad for the Blind Football European Championships in Italy this summer,

beating Germany to finish in third place.


“We’re so proud of our disability football programme,” Brackley said.

“To see it flourish like this - especially on its 25th anniversary year - is something really special.”

CASE STUDY

MARSHALL





“The journey this kid has been on from a nervous 11-year-old to now playing and scoring in men’s football, it’s a really nice story.”

From attending Albion in the Community’s pan-disability sessions to playing at St. George’s Park, Marshall has experienced a dramatic footballing rise.

Six years ago, an 11-year-old footballer with autism nervously turned up for his first session with Brighton & Hove Albion’s official charity. This is what AITC’s disability co-ordinator Kenny Moor recalled.

In hindsight, this day turned out to be a significant landmark in Marshall’s journey towards the beautiful game.

“He came to our sessions when I first started at AITC about six years ago,” Kenny fondly remembers. “He was just this little kid with autism and was really nervous to play football, but you could definitely see that the potential was there.”

From his first session with AITC, Marshall has come on leaps and bounds and has transformed into a confident and talented footballer.

Operating as a centre forward, Marshall has led the line for the charity’s pan-disability development

squad for the past few years. During this time, he’s represented the Albion badge with pride at the Manchester City complex and has even graced the turf of St. George’s Park.

However, considering his gifted ability and the fact that he was on the cusp of adulthood, he was ready to take the daunting next step into men’s football.

Kenny, who helped mould Marshall into the man he is today, is the reserve team manager of a local Saturday side and invited him along.

“After a couple games, he started to gain some confidence and in one game, he scored and got man of the match,” his new manager shared. “I thought to myself, ‘wow, what an improvement.’”

“The journey this kid has been on from a nervous 11-year-old to now playing and scoring in men’s football, it’s a really nice story.”

Although Marshall is no longer leading the line for his new side, he seems to have found a new footballing home at right back. Here, he has channelled his inner Tariq Lamptey, as his energetic

and attacking antics have proven to be a nuisance for his opponents.

Reflecting on his time with the club, Kenny said that he’s never met anybody who genuinely enjoys the sport as much as the 17-year-old. In retrospect, this highlights Marshall’s truly incredible journey from a nervous child to a confident man who can rub shoulders with other adults, both on the football pitch and in the dressing room.

For somebody with autism this is an amazing achievement, and AITC’s disability manager Paul Brackley is proud of the impact that their sessions can have.

“Marshall is the perfect example of somebody who has seriously benefitted from our sessions and has not only developed into a fine footballer, but also into a fantastic individual who now has the tools to go and succeed in all areas of life.”



EDUCATION AND EMPLOYABILITY

FOCUS ON:



“We use football to encourage children to learn about technology and coding in a fun way.”



SOCCKER STEM

Using the power of football to engage kids in the classroom was one of the core ideas when AITC was founded more than 30 years ago.

Back in those days, they might not have imagined that three decades later we'd be using robots to teach kids about coding.

Our Soccer STEM initiative is a forward-thinking programme that brings technology into the classroom to help get children ready for a technological future.

STEM (science, technology, engineering, and maths) skills are so important for kids to learn from a

young age, and they are skills which will help them shape tomorrow's world.

However, getting young children interested in coding can be a bit of a challenge.

That's where football steps in to help – wouldn't you be more interested in learning to code if you were actually learning how to score a goal with a robot?

By using small robot balls on a football pitch we show pupils how to code, think about movement and angles, solve problems, work in a team, and communicate effectively. These key skills are all being learned while the children are having fun playing with a

robot on a football pitch.

In late 2021, Match of the Day came down to Fairlight Primary School in Brighton to see the initiative live in action.

The film crew were joined by Albion ambassador Glenn Murray, and pupils from Year 6 who showed off their coding skills by making their robots move all over the football pitch.

Murray was impressed with what he saw and reflected: "I think Soccer STEM is an incredible initiative helping children to learn important skills that they will need in their future careers and as they move into secondary school.

"It just shows how important Albion in the Community is to the city and surrounding areas to give these kids the opportunity to benefit their learning and to have fun while doing it."

AITC School's Manager Rob Josephs explained: "Coding is one of the important skills that children need for 21st century jobs and STEM is a really important subject area that we feel we can make a real difference with."

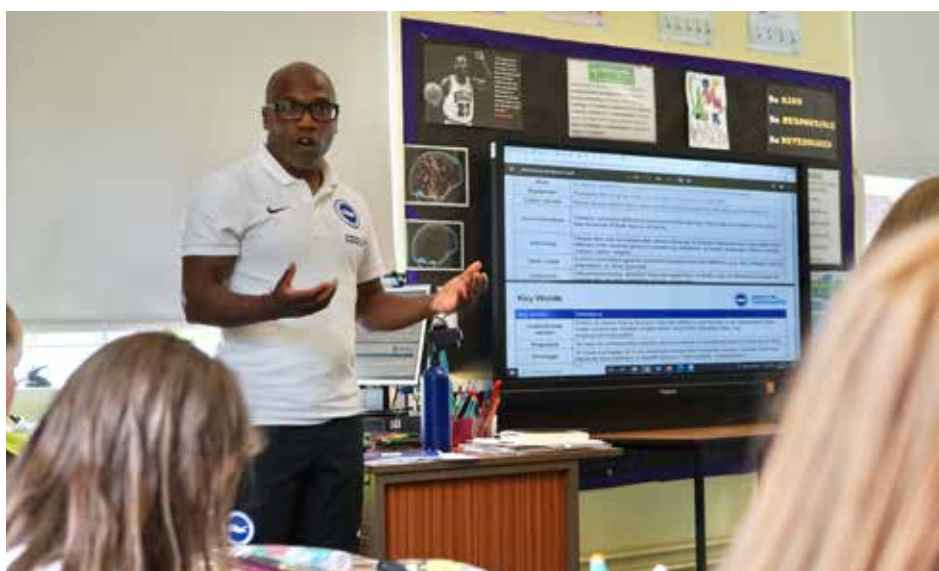
"We use football as the theme that supports schools to encourage children to learn about technology and coding in a fun way."

"Soccer STEM teaches children not just about coding but also angles, movement, problem solving, teamwork and communication. These are all skills that will equip children well for the future."



FOCUS ON:

PREMIER LEAGUE PRIMARY STARS



Across the country, football clubs have collectively realised the impact they can have on young people beyond what happens on the pitch.

Five years ago the Premier League launched the Primary Stars programme, aimed at reaching and inspiring primary-age pupils by using the star power of the Premier League.

We deliver Primary Stars sessions in schools all over Sussex, reaching thousands of kids every single year with a whole term of fun activities to engage pupils in everything from English to PE.



“Primary Stars is such a great example of how we can really change young lives for the better when we go into local schools.”

Our Primary Stars sports mentors work with whole classes, small groups, and even individuals in order to make a big impact on every pupil we work with.

That comes in the form of either lessons in school time, or after-school clubs after the final bell has rung. These sessions give children help with their physical literacy, their confidence in English, and their communication skills.

The programme also helps us teach the teachers, giving them more confidence to deliver Premier League-standard PE lessons after the term is over. To help engage kids and keep their learning grounded, everything is connected to the real world of sport. This helps us tackle important and challenging issues like resilience, diversity, self-esteem, and fair play.

Over the course of the 2021/22 season we worked with 144 different schools all over Sussex, bringing Primary Stars to thousands of kids along the way.

This year we’re celebrating the fifth anniversary of the programme - Albion in the Community began its Premier League Primary Stars delivery in 2016 and since then has supported more than 9,000 young people through 4,674 lessons.

Rob Josephs, AITC Schools Manager, is a big believer in the power of Primary Stars.

As a former teacher and now a Primary Stars tutor, Rob is somebody who understands both the importance of education, and also how the profile of the football club can have a massive impact in the local community.

He told us: “I spent 16 years as a teacher in mainstream secondary education, predominantly as a PE teacher but also as a head of year, enterprise lead and director of student leadership and participation.


“I am a huge believer that football clubs are at the heart of the community and from my own sporting background and my previous work as a PE teacher, I know how much sport can impact lives in a positive way.

“Primary Stars is such a great example of how we can really change young lives for the better when we go into local schools.”

CASE STUDY

ST BARTHOLOMEW'S PRIMARY SCHOOL





“The fact that there are people interested in their education other than their teachers is brilliant and it makes them want to achieve more.”

We work with around 150 schools in every corner of Sussex, and each one is full of amazing and inspiring stories.

One such story can be found right in the heart of Brighton – St Bartholomew’s CE Primary School on Ann Street.

St Bart’s is a school bursting with character. Its 141 pupils are a diverse bunch from plenty of different backgrounds, and all of them are full of energy and brimming with ideas.

We work closely with St Bart’s – through programmes like Primary Stars – to use the power of the Albion to engage pupils in their schoolwork, and help unlock their potential at an early age.

Dirar, a Year 4 pupil at St Bart’s, has to overcome more hurdles than most during his day-to-day life at school.

Despite having cerebral palsy Dirar attends a mainstream school; he faces a number of practical challenges that most of his classmates don’t have to worry about.

Dirar being Dirar, however, he doesn’t let any barriers stop him from excelling in the classroom.

Everyone at the school has been impressed by Dirar’s amazing enthusiasm and hard work. He is one of the many children to have thrived at St Bart’s, and our tutors have been especially impressed by his incredible growth in confidence during his time at the school.

Katie Blood, headteacher at St Bartholomew’s, was full of admiration for young Dirar.

“Dirar has been a superstar since the day he came into our school,” Katie told us, “He’s had quite a lot to go through in his little life but he’s always tackled it with great courage and great joy.

“He has always been able to participate fully in the activities Albion in the Community put on for us, they’ve made everything accessible for him and encouraged him to get involved in sport.”

Dirar is just one of the many children who we’ve seen flourish at St Bart’s during our time working with the school, and headteacher Katie is full of praise for the work our amazing tutors do there.

“The fact that there are people interested in their education other than their teachers is brilliant and it makes them want to achieve more,” Katie told us.

She also recognised the huge power that football can have in inspiring kids in the classroom and on the sports field – especially in some girls who might not otherwise engage in sport.

“We have children who are really interested in football and it’s a massive part of their life,” she said, “and to have the idea that football can encourage them with their learning in a way that perhaps we as teachers can’t make a huge difference.

“The programme encourages a lot of our girls to get involved in football too, which can only be a good thing for women in sport.”



COMMUNITY WELLBEING

FOCUS ON:

MORE THAN FOOTBALL

Sometimes, football really is more than just a game.

Men all over Sussex are coming together to talk to each other, focus on their mental health, and have a kickabout while they're at it – all thanks to the More Than Football programme.

More Than Football uses the power of football to help tackle mental health issues in men aged 30-50 across Sussex. Mental health can be a tricky

“Football can help you massively to feel like you belong, you become a family with the people you play with.”





subject to broach, especially for a lot of men that age, but adding a football into the mix plays such a big role in breaking down barriers and helping people to open up.

It is a programme which resonates with men from all backgrounds and walks of life – everyone struggles with their mental health at times. It comes as no surprise, therefore, that a number of Albion legends have thrown their support behind the programme this year.

Albion legend Guy Butters has helped us promote the scheme, and he even decided to go along to a session. He loved it so much he went back the very next week.

Former captain and current AITC patron Bruno is a big supporter of More Than Football, and he is convinced that football can help anyone get through tough times.

“At the end of the day, sometimes we feel like we’re on our own,” Bruno told us.

“From my experience as a former football player, when I’ve been going through tough times, one of my worst decisions was not to speak about it.”

It’s heartening to see former Albion stars using their audience to help raise the profile of a programme like More Than Football – mental health struggles are a topic that a lot of men can really relate to.

Over the past few years there have been more and more campaigns aimed at getting men talking about mental health, but in reality we all know there is still such a long way to go in breaking down certain barriers.

In the UK, men aged 40-49 have higher suicide rates than any other group. Despite this, only 36% of NHS

talking therapy referrals are for men, according to the Mental Health Foundation.

More Than Football, which is supported by Heads On, Sussex Partnership NHS Foundation Trust’s Charity and NHS Charities Together, is playing its part in helping local men get together and talk.

And, if you’re ever feeling like you need a chat, there’s sure to be a friendly group just waiting for you to come along.

As Bruno says: “I think football helps with everything. In difficult times it helps you get active and out of the house, and it helps you build good habits which can help break a bad cycle.

“Football can help you massively to feel like you belong, you become a family with the people you play with.”



FOCUS ON:



BRIGHTER OUTLOOK

Cancer. It's a word none of us ever want to hear. A journey with cancer can be terrifying and daunting, and many have to walk that path alone.

For someone living with cancer, it can make all the difference to find a group of people who can support them through their journey.

Having that support from people who genuinely understand, who can do more

than just nod sympathetically, really has such a big impact.

Staying physically fit and healthy is hugely important too – it gives your body the best chance possible to stay strong throughout treatment and surgery.

We're proud to support the physical and mental wellbeing of people with cancer through the Brighter Outlook programme.

It's a programme which helps people with a cancer diagnosis build up their physical strength and confidence (both pre- and post-treatment) to help give their bodies a fighting chance through treatment.

Through fitness classes both in-person and online, people taking part in Brighter Outlook are guided through a fitness regime specifically designed to help strengthen people at different stages of their journey with cancer.

“The way the groups rally around each other and support each other really makes me proud to be a part of such an amazing programme.”

Keeping fit and active, maintaining good mental health, and trying to have a healthy diet are all key parts of the programme.

Over the season we supported nearly 250 people with cancer diagnoses, delivering more than 400 classes along the way.

Our health team has also been spreading the word about cancer awareness, reaching nearly 50,000 people through talks, events, and online webinars.

Rosie Sadler, Health Manager at AITC, says she is amazed every time she goes along to a Brighter Outlook session.

“When you see people going along to Brighter Outlook and giving it their all – knowing what they’re going through – it’s really incredible to see.”

Through Brighter Outlook, a lot of real friendships have been forged.

People who have met on the programme regularly meet up outside of their sessions just to have a coffee and a chat; we’ve heard so many stories of people who have met friends for life through Brighter Outlook.

“The way the groups rally around each other and support each other, both in the activities and also with personal struggles, really makes me proud to be a part of such an amazing programme,” Rosie said.

“If there’s anyone who feels like they need help and support after their diagnosis – please come along and try Brighter Outlook. It could be one of the best decisions you make.”



Rosie Sadler,
Health Manager at AITC



FOCUS ON:



GULLY'S HEALTH SQUAD

What's the best way to get kids to eat healthy food? Get a giant cuddly seagull to tell them to do it.

At the tail end of the 2021/22 season our health team launched Gully's Health Squad; a new initiative aimed at improving the health and nutrition of primary school students all over Sussex.

Gully's Health Squad was created to tackle poor diets and childhood obesity, especially in areas of higher deprivation.

The core idea of the power of football – using the appeal of the Albion to help get across an important message – is

just as relevant in the kitchen as it is on the football pitch.

Gully's Health Squad will be travelling to different schools across the county (with Gully providing his trademark warmth and wit), delivering assemblies, activities, and after-school clubs all aimed at promoting healthy eating.

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 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.

Gully's Health Squad, which is funded through the Premier League Charitable Fund, will be rolled out to dozens of schools across Sussex over the next three years.

Gully and his squad will be spending 12 weeks in each school to deliver a masterclass crash course in healthy eating, not just for the students but also for parents and teachers at each school.

The first school to take part in Gully's Health Squad – Parkland Junior School in Eastbourne – welcomed Gully and the team in June for an interactive assembly about the benefits of swapping junk food for healthy treats.

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

Rosie Sadler, Health Manager at AITC, said: “We're really pleased that Gully's Health Squad has got underway.


“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.”



CASE STUDY

DAVE





“My diagnosis is quite a scary one - it could flare up again and become serious quite quickly. You get used to living from one scan to the next.”

Dave, from Lewes, refuses to let cancer tell him what he can and can't do.

In 2021, Dave's life was changed when doctors found a tumour in his brain – a GBM4 Glioblastoma Multiforme.

It came as a big shock to him. He had no idea that anything had been wrong, and the tumour only came to light after Dave had a nasty accident one day at home.

“I'd just started an online meeting with someone when I had a seizure,” Dave told us, “there was blood on the carpet and I didn't come around for around an hour. It was all a bit dramatic to be honest!”

Dave soon had surgery to remove the tumour. To regain his strength and fitness, Dave wanted to carry on doing what he has always loved – running.

“I've always been a runner, and after I recovered from surgery the nurse said I could start running again – just as long as I had someone with me in case I keeled over.”

Dave has been a part of our Brighter

Outlook programme for around a year. It gave him a chance to improve his strength, and meet others who are going through the same journey.

Like many others, Dave was very close to never even picking up the phone.

“I was given all the details and I didn't follow it up at first, but then I met someone who had been to Brighter Outlook and loved it.

“That spurred me to pick up the phone and find out more – it was one of the best decisions I've made.

“I've been able to do some strength & conditioning classes, and me and my wife also started doing the running club on a Monday morning down at Hove Lawns.”

Despite living with a difficult diagnosis – one which could quickly take a turn for the worse – Dave has faced it all with good humour and a determination to carry on doing what he loves.

“My diagnosis is quite a scary one - it could flare up again and become serious quite quickly,” Dave said, “You get used to living from one scan to the next.

“I think I've been quite successful in focusing on the here and now instead of worrying about things I can't control.”

In April 2022 Dave ran the BM10K in Brighton to help support Albion in the Community. If that wasn't impressive enough, he'll be doing it all over again in 2023 too.

“Brighter Outlook has been brilliant for me. I've made friends with lots of other people with cancer, at various stages of their journey.

“It's mutually supportive: there's always someone who might not feel very well, but they got themselves out of bed to come and be with friends.”

“There's a lot to be inspired by, and it's been really good for my physical fitness and mental wellbeing,” Dave told us.

If Dave has been inspired by his friends at Brighter Outlook, there's no doubt he himself has inspired so many others with his determination to live life to the fullest.



COMMUNITY LINK STARS OF THE FUTURE

Throughout the 2021/22 season Albion academy scholars have been getting involved in local communities across Sussex.

Young players have been working to get closer to local people by coaching football sessions, joining children at schools, and supporting wellbeing sessions. By getting involved in the community, these young players can have a big impact on inspiring people to live well and get active.

Several academy players – including under-18 captain Ben Jackson – helped coach a soccer school session at Brighton's Dorothy Stringer School in December.

"Coming to the soccer school, it brings you back to when you were younger," Ben Jackson said. "It's really important because I think in football a big part of it is giving back to the community like this."

A group of stars also delivered training drills at a disability football camp in February.

Several players have got involved by helping to referee matches – scholars were refereeing at the Albion Cup tournament for primary schools back in November 2021, as well as at an elite football camp last April.

In keeping with the refereeing theme, the scholars were joined by Premier League officials Andre Marriner and Darren Cann when they coached children at a soccer school in April.

The scheme is part of a partnership with the Premier League Charitable Fund and PFA to encourage scholars to be more involved in their communities and learn about how football club's support community programmes.



STRUCTURE, GOVERNANCE, AND MANAGEMENT

Reference and administrative details

Trustees

M J Perry (Chair)
P Bancroft (appointed 26 July and resigned 26 September 2022)
C A Bauer (appointed 20 June 2022)
L W Cooper (appointed 26 September 2022)
P C Frier (resigned 20 June 2022)
D A Jones (resigned 26 July 2021)
A R McCarthy
P J Mullen
R A Read (appointed 26 July 2021)
J Richards
S J Sheehan
M L Sugarman (resigned 20 June 2022)

Secretary

D A Jones (resigned 26 July 2021)
P Baldwin (appointed 26 July 2021)

Senior Management Team

M Dorn – Chief Executive
P Baldwin – Head of Finance and Operations
M Barkaway – Head Marketing and Income Generation
L Hermann – Head of Community Programmes

Principal Office

American Express Community Stadium
Village Way
Brighton
BN1 9BL

The charity is incorporated in England and Wales.

Company Registration Number

05122343

Charity Registration Number

1110978

Auditor

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



STRUCTURE, GOVERNANCE, AND MANAGEMENT

Charitable objectives

Albion in the Community 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

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.

The trustees, who are directors for the purposes of company law, present the annual report together with the financial statements of the charitable company for the year ended 30 June 2022.

Trustees

New Trustees are appointed according to the charity's governing document, and to meet specified capability requirements. 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 2021-22.

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

During the year D A Jones resigned as trustee and treasurer on 26 July 2021, and P C Frier and M L Sugarman resigned as trustees on 20 June 2022. On 26 July 2021 R A Read and P Bancroft were appointed as trustees, with P Bancroft subsequently resigning on 26 September 2022. C A Bauer and L W Cooper were both appointed as trustees on 20 June 2022, and 26 September 2022 respectively. P Baldwin was appointed as treasurer on 26 July 2021.

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.

Albion in the Community 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 Albion in the Community and there were no complaints received during the 2021-22 reporting year relating to the fundraising practice of the charity.



The charity generated £3,729,998 (2021: £3,142,810) of income during the financial year, enabling it to invest £3,688,003 (2021: £3,114,945) of funds into delivering its work throughout Sussex. The charity generated a surplus of £41,995 (2021: £27,865) and increased its reserves to £727,959 at the year end. The charity has worked hard to develop sustainable income streams to ensure the long-term impact of its work remains secure, and this is reflected in a strong financial performance within a challenging economic climate.

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

Plans for the future

Amid a cost-of-living crisis impacting our communities, the charity heads into 2022/23 experiencing an increase in demand for its activities and a desire to practically support the emerging financial and wellbeing needs of our communities.

At the forefront of the charity's plans for 2022/23 is a renewed focus on how the charity can use football to help people to get active, support learning in class, and improve personal wellbeing. During the coming year there will be the implementation of a new long-term strategy, following the successful completion of the previous five-year plan, to drive significant and lasting change for the communities it serves.

Specific areas of impetus will include the increased engagement and delivery of mass participation football activities for girls, scaling up our mental health football sessions for at risk men, and further relationship building with our schools' network to provide more PE, literacy, numeracy and STEM workshops.

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.

Working capital

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

Albion in the Community 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.

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 £470,000 to £950,000 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 £727,959 of which £722,455 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 be reviewed on a regular basis in 2022/2023 by the Board of Trustees in light of the rapidly changing situation with the pandemic.

Statement of Trustees' Responsibilities

The trustees (who are also the directors of Albion in the Community for the purposes of company law) are responsible for preparing the trustees' report and the financial statements in accordance with the United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) and applicable law and regulations. Company law requires the trustees to prepare financial statements for each financial year.

Under company law the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of its incoming resources and application of resources, including its income and expenditure, for that period. In preparing these financial statements, the trustees are required to:

- Select suitable accounting policies and apply them consistently.
- Observe the methods and principles in the Charities SORP.
- Make judgements and estimates that are reasonable and prudent.
- State whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements.
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charitable company's transactions and disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The annual report was approved by the trustees of the charity on 27 March 2023 and signed on its behalf by:



M J Perry - Trustee

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF ALBION IN THE COMMUNITY

Opinion

We have audited the financial statements of Albion In The Community (the 'charity') for the year ended 30 June 2022, 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 2022 and of its results 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's 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

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- The trustees use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- The trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the charity's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

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 ALBION IN THE COMMUNITY

- The information given in the Trustees' Report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- The Trustees' Report has 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 company 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 (set out on page 39), 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 ALBION IN THE COMMUNITY

- 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 ALBION IN THE COMMUNITY

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: 27 March 2023

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 30 JUNE 2022

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

	Note	Unrestricted funds (£)	Restricted funds (£)	Total 2022 (£)
Income and Endowments from:				
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
Total Income		2,753,543	976,455	3,729,998
Expenditure on:				
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)
Total expenditure		(2,710,429)	(977,574)	(3,688,003)
Net income / (expenditure)		43,114	(1,119)	41,995
Net movement in funds		43,114	(1,119)	41,995
Reconciliation of funds				
Total funds brought forward		679,341	6,623	685,964
Total funds carried forward	14	722,455	5,504	727,959

	Note	Unrestricted funds (£)	Restricted funds (£)	Total 2021 (£)
Income and Endowments from:				
Activities for generating funds	3	1,649,413	997,997	2,647,410
Investment income	4	3,665	-	3,665
Fundraising		447,322	44,413	491,735
Total Income		2,100,400	1,042,410	3,142,810
Expenditure on:				
Charitable activities	5	(1,974,703)	(1,040,300)	(3,015,003)
Governance costs	5	(21,786)	-	(21,786)
Support costs	6	(78,156)	-	(78,156)
Total expenditure		(2,074,645)	(1,040,300)	(3,114,945)
Net income / (expenditure)		25,755	2,110	27,865
Net movement in funds		25,755	2,110	27,865
Reconciliation of funds				
Total funds brought forward		653,586	4,513	658,099
Total funds carried forward	14	679,341	6,623	685,964

All of the charity's activities derive from continuing operations during the above two periods.
The funds breakdown for 2022 is shown in note 14.

BALANCE SHEET

Balance Sheet as at 30 June 2022

	Note	2022 (£)	2021 (£)
Fixed assets			
Tangible assets	11	31,586	75,824
Current assets			
Debtors	12	358,471	294,332
Cash at bank and in hand		1,204,594	1,101,188
		1,563,065	1,395,520
Creditors: Amounts falling due within one year	13	(866,692)	(785,380)
Net current assets		696,373	610,140
Net assets		727,959	685,964
Funds of the charity:			
Restricted funds		5,504	6,623
Unrestricted income funds			
Unrestricted funds		722,455	679,341
Total funds	14	727,959	685,964

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 54 were approved by the trustees, and authorised for issue on 27 March 2023 and signed on their behalf by:



L W Cooper - Trustee



STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 30 JUNE 2022

	Note	2022 (£)	2021 (£)
Cash flows from operating activities			
Net income		41,995	27,865
Adjustments to cash flows from non-cash items			
Depreciation	6	44,238	48,156
Investment income	4	(2,656)	(3,665)
		83,577	72,356
Working capital adjustments			
Decrease / (increase) in debtors	12	(64,139)	120,211
(Decrease) / increase in creditors	13	81,312	119,146
Net cash flows from operating activities		100,750	311,713
Cash flows from investing activities			
Interest receivable and similar income	4	2,656	3,665
Purchase of tangible fixed assets	11	-	(4,310)
Net cash flows from investing activities		2,656	(645)
Net increase in cash and cash equivalents		103,406	311,068
Cash and cash equivalents at 1 July		1,101,188	790,120
Cash and cash equivalents at 30 June		1,204,594	1,101,188

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 2022

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.

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

Albion in the Community 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.

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. Grant income received from HMRC for the Jobs Retention Scheme are to cover administration costs and are shown as charitable activities within the unrestricted funds.

Grants receivable

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.

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.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2022

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.

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 2022 (£)	Total 2021 (£)
Health	292,983	134,205	427,188	435,569
Schools	101,885	319,182	421,067	374,466
Disability	65,989	225,797	291,786	250,685
Skills training and employability	299,072	-	299,072	440,166
Football pathway	775,426	61,318	836,744	443,023
Inclusion	250,908	235,953	486,861	349,939
HMRC Grant for Job Retention Scheme	-	-	-	353,562
	1,786,263	976,455	2,762,718	2,647,410

4. Investment income

Unrestricted funds

	General (£)	Total 2022 (£)	Total 2021 (£)
Interest receivable and similar income;			
Interest receivable on bank deposits	2,656	2,656	3,665

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2022

5. Expenditure on charitable activities

Unrestricted funds				
	Note	General (£)	Total 2022 (£)	Total 2021 (£)
Governance costs	7	21,857	21,857	21,786

Unrestricted funds				
	General (£)	Restricted (£)	Total 2022 (£)	Total 2021 (£)
Staff and coaching costs	1,854,361	977,574	2,831,935	2,390,929
Programme delivery costs	526,260	-	526,260	379,383
Operational costs	209,713	-	209,713	244,691
Charitable activities	2,590,334	977,574	3,567,908	3,015,003

£2,590,334 (2021 - £1,884,703) of the above expenditure was attributable to unrestricted funds and £977,574 (2021 - £1,040,300) to restricted funds.

6. Support costs

Unrestricted funds				
	Note	General (£)	Total 2022 (£)	Total 2021 (£)
Rent and rates		54,000	54,000	30,000
Depreciation of plant and machinery		18,637	18,637	18,638
Depreciation of office equipment		25,601	25,601	29,518
		98,238	98,238	78,156

7. Analysis of governance and support costs

Governance costs

Unrestricted funds			
	General (£)	Total 2022 (£)	Total 2021 (£)
Audit fees			
The audit of the charity's annual accounts	10,000	10,000	9,600
Accountancy fees	11,857	11,857	12,186
	21,857	21,857	21,786

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2022

8. Net incoming/outgoing resources

Net incoming resources for the year include:

	2022 (£)	2021 (£)
Operating leases - other assets	54,000	30,000
Audit fees	10,000	9,300
Depreciation of fixed assets	44,238	48,156

9. Staff costs

The aggregate payroll costs were as follows:

	2022 (£)	2021 (£)
Staff costs during the year were:		
Staff and coaching costs	2,500,761	2,099,800
Staff NIC (Employers)	207,963	162,113
Staff pensions	70,119	58,220
Consultancy and other staff costs	53,092	70,796
	2,831,935	2,390,929

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

	2022 (No)	2021 (No)
Permanent Staff	72	72
Casual Staff	97	100
	169	172

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

	2022 (No)	2021 (No)
£60,001 - £70,000	-	1
£70,001 - £80,000	1	-
£80,001 - £90,000	1	1

10. Taxation

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

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2022

11. Tangible fixed assets

	Office furniture and equipment (£)	Motor vehicles (£)	Total (£)
Cost			
At 1 July 2021	279,075	45,650	324,725
Disposals	-	(45,650)	(45,650)
At 30 June 2022	279,075	-	279,075
Depreciation			
At 1 July 2021	203,251	45,650	248,901
Charge for the year	44,238	-	44,238
Eliminated on disposals	-	(45,650)	(45,650)
At 30 June 2022	247,489	-	247,489
Net book value			
At 30 June 2022	31,586	-	31,586
At 30 June 2021	75,824	-	75,824

12. Debtors

	2022 (£)	2021 (£)
Trade debtors	260,923	114,782
Prepayments	18,817	5,344
Other debtors	78,731	174,206
	358,471	294,332

13. Creditors: amounts falling due within one year

	2022 (£)	2021 (£)
Trade creditors	175,897	161,377
Other taxation and social security	189,959	62,067
Other creditors	62,515	37,055
Accruals	438,321	524,881
	866,692	785,380

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2022

14. Funds

	Balance at 1 July 2021 (£)	Incoming resources (£)	Resources expended (£)	Balance at 30 June 2022 (£)
Unrestricted funds				
General				
General fund	679,341	2,753,543	(2,710,429)	722,455
Restricted funds				
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
Total restricted funds	6,623	976,455	(977,574)	5,504
Total funds	685,964	3,729,998	(3,688,003)	727,959

	Balance at 1 July 2020 (£)	Incoming resources (£)	Resources expended (£)	Balance at 30 June 2021 (£)
Unrestricted funds				
General				
General fund	653,586	2,100,400	(2,074,645)	679,341
Restricted funds				
Inclusion programmes	-	288,309	(288,309)	-
Football participation programmes	-	63,766	(63,766)	-
Education programmes	929	286,787	(287,716)	-
Health programmes	-	146,347	(140,962)	5,385
Disability programmes	3,584	212,788	(216,372)	-
Community fund	-	44,413	(43,175)	1,238
Total restricted funds	4,513	1,042,410	(1,040,300)	6,623
Total funds	658,099	3,142,810	(3,114,945)	685,964

The specific purposes for which the funds are to be applied are shown on page 53:

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2022

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.

15. Analysis of net assets between funds

Unrestricted funds

	General (£)	Restricted funds (£)	Total Funds (£)
Tangible fixed assets	31,586	-	31,586
Current assets	1,557,561	5,504	1,563,065
Current liabilities	(866,692)	-	(866,692)
Total net assets	722,455	5,504	727,959

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2022

16. Related party transactions

Albion in the Community were charged by The Brighton and Hove Albion Football Club Ltd £54,000 (2021 - £30,000) for the rent of office facilities.

Albion in the Community were charged by The Brighton and Hove Albion Football Club Ltd £150,204 (2021 - £209,753) for programme delivery costs.

Included in creditors are amounts owed to The Brighton and Hove Albion Football Club Ltd amounting to £86,209 (2021 - £25,997).

The Brighton and Hove Albion Football Club Ltd were charged by Albion in the Community £40,985 (2021 - £35,000) for services provided.

Included in debtors are amounts owed from The Brighton and Hove Albion Football Club Ltd amounting to £24,772 (2021 - £5,833).

The Brighton and Hove Albion Football Club Ltd made donations to Albion in the Community totalling £380,000 (2021 - £982).

At the start of the financial year, 1 July 2021, three of the Trustees and Directors of Albion in the Community, were also Directors of The Brighton and Hove Albion Football Club Ltd, D A Jones, P J Mullen and M L Sugarman. On 26 July 2021 D A Jones resigned from his role as Trustee and Director of Albion in the Community, and on 20 June 2022 M L Sugarman resigned from his role as Trustee and Director of Albion in the Community.

P Bancroft and R A Read were appointed as Trustees and Directors of Albion in the Community on 26 July 2021. P Bancroft subsequently resigned her role as Trustee and Director of Albion in the Community on 26 September 2022. P Bancroft is employed by Brighton and Hove Albion Football Club Ltd as Women's and Girls' General Manager, R A Read is employed by Brighton and Hove Albion Football Club Ltd as Head of People and Culture.

In addition to P Bancroft and R A Read, two further Trustees and Directors of Albion in the Community, are also employed by Brighton and Hove Albion Football Club Ltd, P J Mullen, and M J Perry. P J Mullen is employed as Director and Chief Operating Officer, and M J Perry is employed as Honorary Vice President.

On 26 September 2022 L W Cooper was appointed as a Trustee and Director of Albion in the Community. L W Cooper is also employed by Brighton and Hove Albion Football Club Ltd as Finance Director.





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Albion in the Community, American Express Community Stadium,
Village Way, Brighton BN1 9BL. Tel: 01273 878265.
Company limited by guarantee in England and Wales (No. 5122343).
Registered charity in England and Wales (No. 1110978).

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