

The Trustees' Annual Report & Accounts

For the Financial Year Ended 31st March 2020

Company Limited by Guarantee
Registration Number
03075681 (England and Wales)

Charity Registration Number
1060267

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REFERENCE AND ADMINISTRATIVE DETAILS

Charity Name:	Women in Sport
Charity Number:	1060267
Company Number:	03075681
Registered Office:	House of Sport, 4 th Floor, 190 Great Dover Street London, SE1 4YB
Trustees:	J Haines (Chair) K Wilson (Vice Chair) S Young (Treasurer) S Wicks E Barnes (resigned 9 October 2019) Dr S Mann R Shah (appointed 31 January 2020) N Rusling (appointed 31 January 2020) S Power (Co-opted March 2020) M Chapman (Co-opted March 2020)
Key Management Personnel:	R Holdaway MBE (Chief Executive Officer to May 2019) S Hilborne OBE (Chief Executive Officer, from October 2019) K Nicholson (Head of Insight & Innovation) H Wijeweera (Head of Finance & Operations) W Hawk (Head of Engagement & Communications)
Company secretary:	H Wijeweera
Bankers:	CAF Charities Aid Foundation 25 King Hill Avenue West Malling, Kent, ME19 4JQ
Auditor:	Buzzacott LLP 130 Wood Street London EC2V 6DL

Introduction

I am delighted to report that this year has been a transformative one for Women in Sport. In the context of record-breaking crowds as the fan base for women's sport grew, our charity's profile remained high and we launched new programmes to help women and girls. We established new partnerships, built new funding relationships and developed our expert team whilst being single-minded in pursuing the long-lasting change we know is needed to secure gender equality in sport.

We started the year with ground-breaking new research into the lives of teenage girls. This uncovered five anchors in their lives - what really matters to them - allowing us to develop eight principles for how to make sport more relevant to the life of a teenage girl in 2020. Our report *Reframing Sport for Teenage Girls* has been fundamental in equipping the sport sector and many others with a better understanding of how to close the relevance gap when it comes to sport and physical activity for this age group. With more than 60% of teenage girls not meeting recommended levels of daily activity this is ever more pressing.

I am proud that we reached over 600 girls through Project 51, a programme we ran with community sports charity Sported to help girls learn new skills and increase their confidence, made possible through Comic Relief funding. This was one of three grassroots participation projects active in the year. Get Out Get Active run with our sister charity Activity Alliance brought able-bodied people together with those with disabilities to draw joy and fulfilment from sport and our Daughters and Dads Active and Empowered programme supported more families to tackle gender stereotypes and build lasting habits helped by role models in their lives. These latter two projects were made possible thanks to players of the National Lottery.

At Women in Sport, we know that one size does not fit all. Sport should be designed to reflect women's and girls' distinct attributes and life stages. One critical life stage for women, which until recently was rarely part of public discourse is the time around the menopause. This is a challenging time for many women when the pressure of work, responsibilities for the elderly and / or children and major hormonal shifts can combine to take a heavy toll. Sport and activity can be particularly vital at this time and critical to health in later life. We are using the insights we gained from speaking to women at this life stage to learn how to break down barriers into exercise and find triggers that allow women to engage. We were delighted to be awarded funding from players of People's Postcode Lottery to build on this work.

With funding from Comic Relief our Level Up: Winning Culture project has taken forward our great win in securing the Sports Governance Code commitment to a minimum of 30% of women on boards. Now we are determined to see deeper change to the culture of the sports sector, with an online community of women helping to find innovative solutions for creating more inclusive workplace cultures.

I was very pleased to welcome four new trustees this year as we diversified our own board and grateful to Elie Barnes, our departing trustee for her contribution. The Board shares an excitement about the direction and potential opportunities for the charity going forward working with our new CEO Stephanie Hilborne, who brings knowledge, thought leadership and campaigning experience to the charity. Our shared endeavour as we renew our vision, purpose and strategic aims remains closely aligned to that of our founders who were so committed to promoting the interests of women in and through sport when they set up Women in Sport in 1984.

I am delighted that we have achieved all this in the context of a strong financial position and have been able to secure such great moral and financial support from key organisations, not least Sport England. We are indebted to our other funders, supporters and partners who enable us to continue to bring the changes that we need for more women and girls to experience the lifelong benefits of sport.

Women in Sport believes that where sport is practised fairly and equitably it can strengthen the position of women and girls in society and unite diverse communities. We are bringing about real change to boost participation and benefit women and girls into the future as we pursue our charitable purposes.

Our work is ever more relevant as the world emerges from the global coronavirus pandemic. The Women in Sport team started home-working before the formal Government lockdown and sustained high performance throughout this period paying full attention to the health and safety of its employees and those around them. Commercial and community sport has suffered an unprecedented blow whilst in wider society lockdown had a disproportionate impact on women's lives showing just how deeply rooted gender stereotypes are in our society. We know that sport can help to redress this imbalance and we are determined to secure lasting systemic change.



Jayne Haines

Chair of Trustees

1. Structure, Governance and Management

1.1 Legal Status and Governance

Women in Sport is a charitable company limited by guarantee, incorporated on 4 July 1995 and registered as a charity on 21 July 1997. Women in Sport is registered with the Charity Commission: Charity registration number 1060267 and is a company limited by guarantee, registered in England and Wales 03075681.

The Charity is based at House of Sport, 4th Floor, 190, Great Dover Street, London, SE1 4YB.

The company was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed under its Articles of Association which were revised in 2013 and further amended in 2017.

Women in Sport is governed by a voluntary Board of Trustees who appoint and manage the Chief Executive. The Memorandum and Articles of Association allow Women in Sport to have no less than three and no more than twelve Trustees, one-third of whom are eligible for rotation annually and who may serve as trustees for a maximum period of nine years. Trustees to retire by rotation are those who have been longest in office since their last election or re-election. Trustees are appointed by members by vote at the AGM. Trustees are also allowed to co-opt members provided that the appointment does not cause the number of Trustees to exceed any number fixed by, or in accordance with, the Articles as the maximum number of Trustees.

To aid governance and to meet the new requirements of the Code for Sport Governance (2017), the Board has created two sub-committees in 2017; namely the Audit Committee and the Nominations and Governance Committee.

The Audit Committee normally meets quarterly and its terms of reference include responsibility for external audit, monitoring financial policies, procedures and risk management and the scheme of delegation. The committee comprises no more than four members of the Board.

The Nominations and Governance committee meets no less than twice a year and comprises of no more than four board members. Its terms of reference include policies on human resources, governance development and review.

Statement of Compliance with Sport England Governance Code

The Board of Trustees is committed to continuing high standards of governance in compliance with charity law and the Sport England Governance Code.

All Trustees give their time voluntarily and receive no benefits from the charity. Any expenses reclaimed from the charity are set out in note 8 to the accounts.

The Board met in person four times during the year and held a strategic planning day, AGM and EGM [to elect two of four new trustees] during this financial year. A number of informal conference calls were also held.

Day-to-day management of the Charity is delegated to the Chief Executive Officer. This post was held by Ruth Holdaway MBE until May 2019. Kate Nicholson (Head of Innovation and Insight) and Wendy Hawk (Head of Engagement and Communications) shared the role of Acting CEO from then until October 2019 when Stephanie Hilborne OBE started in role after a rigorous recruitment process. Key management personnel are the respective heads of insight & innovation, campaigns & engagement, and finance & operations.

In 2019 the Board reviewed its own diversity and skills gaps and undertook a trustee recruitment process supported pro bono by Sports Recruitment International (SRI) with input from Perret Laver. The trustees recruited increased our ethnic diversity and gender diversity with 44% of the board now male.

We continue to review and promote diversity among staff recruitment. So far, we have one male member of staff, and 12% ethnic diversity. Given the cause we are working for, however, it is likely that we would have lower male representation, and arguably is right that Women in Sport is led predominantly by women themselves.

2. Objectives and Activities

2.1 Charity's Objects

- A) The provision or assistance in the provision, in the interests of social welfare, of sport and leisure facilities and opportunities for women and girls which will improve their conditions of life by promoting their physical, mental and social wellbeing.
- B) The promotion and advancement of the education of women in management and sports-related job skills.

2.2 Our Strategy for 2019/2020

Our Vision is of a society where women and men have equal opportunities

Women and girls are missing out on the lifelong benefits of sport. **Our Mission** is to change this, now, for every woman and girl in the UK.

How We Do It: We are the only organisation in the UK that researches sport purely from the perspective of women and girls. We use the insight gained to drive change through campaigns and partnerships. Across all our work, we include women and girls in socially deprived communities, where sport can have a uniquely empowering effect.

Our Values are:

Fairness: We believe in equal opportunities for women and girls, not only in sport, but in society as a whole. Where these do not exist, we are committed to championing change. We go the extra mile to ensure everyone has a fair chance to enjoy the benefits and potential of sport.

Challenging: We do not accept the current sporting environment with its limited opportunities for women and girls. With a passion for progress, we will challenge the norms and current attitudes, and demand changes in the way sport is run.

Insight-led: Insight and evidence drive everything we do. We research our subjects rigorously to build expertise and develop the highest quality information. By insisting on innovative thinking, we ensure we are always thought leaders for women and girls in sport.

Collaborative: We understand the specific and unique role we play in working to achieve our ambitious vision, but we cannot achieve it alone. So, where appropriate, we work in partnership with like-minded people to transform sport for women and girls.

Our Strategic Aims

AIM 1 – Help to ensure that girls stay engaged with sport and physical activity at times when they are most at risk of losing interest – through primary school and through the transition to adulthood.

AIM 2 – Harness the opportunity that menopause offers to encourage women to take physical activity into the next stage of their lives

AIM 3 – Change the culture of sport so sexism and discrimination become a thing of the past.

AIM 4 – Diversify and increase income to enable us to do more for women and girls.

AIM 5 – Constantly improve our governance to ensure we are the most trusted charity in the sector for women, girls and our partners.

The previous Aim “to use sport to empower women and girls living in deprived communities to reach their full potential” was elevated as a thread to run through the strategy. The Board believes that all our work should consider women and girls in lower socio-economic groups and that we should be core to our planning and delivery. It was therefore included in the Charity’s ‘How We Do It’ Statement.

A new strategic aim was introduced focused on harnessing the time of menopause to empower women through sport. As a natural time of reappraisal in a women's life, menopause was identified as a key opportunity to embed regular activity habits and re-engage inactive women in sport and exercise; establishing habits which they could take with them into later life. Our research indicated strong desire to be more active at this stage - 84% of women who did not achieve the recommended 150 minutes of physical activity per week would like to do so. With women over 60 years old estimated to account for over 10 million by 2030, focusing on this gateway to later life has huge potential to bring about healthier, happier lives for many women.

2.3 Public Benefit

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

Women in Sport's insight and research clearly highlights the persisting gender gap in sport. Every aspect of society needs to respect women and girls and offer them equal opportunities. In sport there remains a long way to go before this level of equity is achieved, and Women in Sport exists to champion the rights of women and girls to have equal access to playing, working in and leading sport. Women in Sport is aware that women and girls in lower socio-economic groups often have least access to the joy, fulfilment and lifelong benefits of sport and addressing this is a key part of our work.

Women in Sport's work with National Governing Bodies, County Sport Partnerships and Sport for Development Charities that deliver sport and physical activity, enables the barriers to women and girls' participation in sport to be broken down through practical measures, and each year more women and girls enjoy the benefits of sport as a result of our interventions. Women in Sport also collaborates with organisations outside the sector and leads change through influencing and mass communications.

3. Achievements & Performance

Throughout the year, the Women in Sport team worked hard to make a positive impact and get closer to achieving our goals.

3.1 Aim 1: Help ensure girls engage with sport at the times they are at risk of dropping out: primary school and the transition to adulthood

3.1.1 Transition to Adulthood/Reframing Sport

In 2019, we released a foundational piece of insight, Reframing Sport for Teenage Girls, that shines the spotlight on the wider world of teenage girls, putting them at the heart of the research. This has helped us start the journey of reframing how sport and physical activity can have both relevance and appeal during this time, through the understanding of the five Key Anchors in girls' lives, and the creation of 8 Principles for Success.

"This research has inspired us to work with Women in sport for future programmes for girls and embed the Reframing Sport for Girls Insight into our work".

Reframing Sport workshop participant

To support organisations we developed a new Innovation Series of four expert workshop sessions and created a self-service toolkit for dissemination through our Research and Advice Service. The materials were designed to help organisations understand the needs of teenage girls, apply the insight and ultimately to inform strategies and inspire new ideas for more relevant programmes for girls. This work continues to be one of the most popular areas on the Women in Sport website with a total of 1,875 report downloads to date, and the online toolkit having been viewed by 3,463 individuals.

In total, 21 organisations attended the 'innovation series programme' across a range of different sports and activities ranging from the Lawn Tennis Association and England Cricket Board, to sport for development and community organisations such as Laureus and Street Games.

What Next?

The Innovation Series resulted in over 100 seed ideas, several of which we are refining further at Women in Sport. One of the first ideas we will look to test in 2020/21 is a 'Sports Ready' puberty initiatives to help girls feel more comfortable taking part in sport as they become young adults.

We will continue to share our expert knowledge in this space and develop our learning with NGB's, Sport for Development organisations and wider to look at how sport can be made more relevant to teenage girls. This will include targeting low socio economic groups and BAME groups to understand their needs in engaging in sport and physical activity.

3.1.2 Girls Active Awards

The Girls Active programme is changing the way P.E. and sport are taught in over 700 primary and secondary schools across England and Northern Ireland, supporting over 80,000 girls.

We worked with the Youth Sport Trust to deliver the Girls Active Awards which celebrate the work girls are doing to transform sport in their schools. This year almost 150 nominations were made across 80 different schools.

We hosted an award ceremony at the House of Commons, supported by Baroness Tanni Grey-Thompson and awards ambassadors including Jenna Downing, World Champion inline skater.

“Taking part in the Girls Active scheme has enabled me to do the most incredible things in and out of school. I have been able to build my confidence in my ability and inspire others to do the same.” Louisa, Girls Active participant

What Next?

In 2020, we will celebrate five years of working with the Youth Sport Trust and the Girls Active programme. We will engage and inspire even more girls and schools in the programme including launching a new schools award for any school who has been part of the programme over the last five years.

3.1.3 Daughters and Dads Active and Empowered

Daughters and Dads Active and Empowered is an 11-week programme which aims to increase physical activity levels, sports skills and social-emotional wellbeing of primary-school aged girls by challenging stereotypes and playing sport and physical activity. It also increases fathers' confidence and ability to act as role models in relation to their daughter's participation.

In its pilot year, working with Fulham FC Foundation, and in partnership with University of Newcastle, Australia and EFL Trust, the programme engaged 14 families in Merton, South London

Father figures in the programme mentioned growing a stronger bond with their daughters which had a positive knock-on effect on the family dynamic and suggested they would increase the amount of family activity they do as a result of taking part.

All the girls that took part in the project showed a strong belief that girls are just as capable as boys at physical activity and should be able to enjoy the same opportunities, both individually and with their family. Women in Sport and the project partners will explore these initial findings in greater depth with a larger sample size to understand any significant impact in year two and three.

“It's like I had a blindfold on when it came to being active with [my daughter]. It's been such fun to find out more and more things that we can do together, and both enjoy.”

Daughters and Dads participant

What Next?

In November 2019 we began working in partnership with six Club Community Organisations; Fulham FC Foundation, Middlesbrough FC Foundation, Leyton Orient Trust, The Albion Foundation, Stoke City Community Trust Foundation and Foundation of Light to deliver in some of the most deprived areas of England reaching out to more families to get active. In total we aim to reach 120 families – 120 Dads and 180 girls plus their wider family group totalling engaging with 540 people. The Covid-19 crisis and lockdown led to a suspension of this work with on line equivalents rolled out where feasible.

3.1.4 Project 51

Project 51 is a partnership programme between Sported and Women in Sport, funded by Comic Relief, that helps girls in the most deprived areas of the UK to get active and fulfil their potential. This project supported our aim to reach out to disadvantaged and vulnerable communities to affect change at grassroots.

During the two years of the programme, 30 community sport groups were engaged, helping 639 girls. The seven female young ambassadors recruited were offered unique experiences, giving them new skills and increasing their confidence.

The impact made included:

- 92% of girls said they enjoyed sport more
- 82% feel more positive about their future
- 92% feel they have more opportunities to be successful
- 86% said they felt more confident to try new things
- 83% said they felt happier
- 80% of community groups said they were more confident in using sports sessions to challenge gender stereotypes and use positive role models.

“I’ve had so many opportunities [as a result of Project 51] and my eyes have been opened. The things that I’ve learned. The things that I’ve seen and been a part of. Just by knowing the information e.g. knowing that a lot of girls don’t want to play because of periods. That wouldn’t have crossed my mind as I’ve always just played sports. Knowing that information means that you can start off conversations and appeal to people. I can now talk openly with people.”

Caitlin, Project 51 Young Influencer

What Next?

We are continuing to grow awareness of engaging girls across Sported’s 3000 community clubs through their Girls Unite programme, which is empowering more girls to take part in sport and physical activity. Our involvement includes capacity building clubs through workshops and training.

Understanding the trigger points for falling out of sport for girls continues to be an important area for Women in Sport, including as young as 5 years old when early habits can be formed for life. We will continue to build this foundational knowledge and disseminate across the sector where we can influence change.

3.2 Aim 2: Harness the opportunity that menopause offers to encourage women to take physical activity onto the next stage of their lives

3.2.2 Menopause, Me and Physical Activity

Our ambition is for women to re-engage with physical activity during the menopause, so they can keep active into later life and become stronger, healthier and physically active for longer; with a focus on women in more deprived areas of the UK. We know there are approximately 400,000 women experiencing menopause in the UK per year and only 57% of women of this age are active each week.

We have created a 'Menopause & Later Life' Insight pack as part of our Research and Advice Service, bringing together key Women in Sport research with other sources (over 700 downloads and over 1,000 unique page views). We have also hosted a podcast episode focusing on menopause with guest speakers Dr Heather Currie (Meno Matters) and Jane Dowling (Meno and Me).

"The "Menopause, Me and Physical Activity" report has been invaluable, providing an insight that is relevant, authentic and practical. This has helped to inform and shape our training to encourage women to be more active through menopause and beyond." Menohealth

What Next?

We plan to develop our insight and understanding of this complex life cycle and to test new ways to make sport and physical activity more relevant to women during this time. We will look at women's journeys through menopause and how we can support them to get active. We'll be testing physical activity sessions with women and launching a campaign to challenge stereotypes that exist around menopause, breaking down the barriers that prevent participation.

3.3 Aim 3: Change the culture of sport so sexism and discrimination become a thing of the past

3.3.1 Beyond 30%

Women in Sport continues to challenge the existing culture of sport to become more inclusive for women. In 2019, Sport England's Annual Survey on Diversity in Sport Governance revealed that women now make up an average 40% of board members across bodies funded by Sport England and UK Sport. Many other sports organisations still do not achieve 30% and they need to change.

Our Beyond 30% work dives deeper into the culture of sports workplaces to ensure that women are heard, valued and supported at all levels and to build the pipeline of talented female leaders. This has included bringing together 60 women through an online community to share their experiences and challenges. We want the number of women leading and influencing in sport to grow, and to develop solutions to the cultural barriers which currently exist.

What Next?

Our latest work, Level Up: Winning Culture, brought together women working in sport and created a community in which they can share their experiences. Going forward we're looking to develop this community and use the insights gained to build innovative mechanisms to accelerate positive cultural change. This may include an organisational health check to assess inclusive cultures, a male allies programme and continued support for the community of women who have supported this work.

3.3.3 Our Research and Advice Service

The Research and Advice Service is our shop window to our insight, practical advice, toolkits and guides. As well as resources, we offer bespoke advice, services, workshops and webinars. The Research and Advice Service is set up to support organisations and help them improve their offer to women and girls.

We have achieved a reach of over 43,000 individuals requesting individual support and advice, using our resources by accessing the Research and Advice Service, listening to our newly launched podcast or attending a webinar or stakeholder forum.

Our resources and tools on the Research and Advice Service website section have been developed over the last year, with a new library of curated research and insight. This has shown a 10% increase in traffic to the website ensuring greater navigation across the site and user-friendly resources.

Webinars continue to be a useful source of revenue with attendance exceeding 40 people per session, and 97% of attendees saying they would recommend our webinars to a colleague.

"It is important for my organization, Global Goals World Cup to be able to find and use research in our work which not only provides evidence to the transformational nature of sport but from a girls and women's perspective. We have relied heavily on Women in Sport research/toolkits and resources on our current project which includes women from 13 EU countries who have previously had barriers to participating in sport."

Marisa Schlenker, Global Goals World Cup

3.3.4 Campaigns and Influencing

We saw a successful period for communications during 2019/20 reaching over 112million through our media coverage, and an AVE of £876k. The summer of women's sport in 2019 meant that Women in Sport secured high levels of reactive media (30%) with 15% of our media coverage proactive opportunities.

All social channels have shown an increase in both followers and engagement. Instagram (38% growth) and LinkedIn (109%) show the highest growth, with our highest reach remaining through Twitter (8% growth).

We continue to grow our proactive relationships with key media including The Telegraph, The Sunday Times, SportsBeat and Leisure Media.

We also showcased Women in Sport's work at several events and conferences including Street Games Conference and Awards, Women in Sport and Exercise Conference, Project 51 Sandwell Conference, Westminster Insight: Achieving Equality for Women in Sport and Everything in Sport: Women Edition.

In 2019, we launched the Women in Sport Podcast which brings to life insight, advice and expertise from across the sector. This has been highly successful with 4100 people listening to 8 episodes. CSM Live confirmed a 12-month sponsorship in March 2020.

We continue to develop our partnerships across the Sport for Development and Made By Sport coalitions and collaborations. Our Associate Head of Innovation has supported the Sport for Development team over the last 8 months, whilst recruitment for a new director took place and as part of a commissioned work programme. This will enable us to continue to grow our relations with this audience and group.

And finally, our work with central government has been important around our teenage girl work and was well received forming part of the schools' action plan.

4. Financial Review

Women in Sport realised a surplus on unrestricted funds this year due to successful fundraising and one-off savings in costs. This has led to an increase in unrestricted reserves and gives the organisation greater financial stability as we look at 2020 and beyond. The global pandemic and economic consequences of this points towards fundraising being challenging going forward. These are unique circumstances however we are pleased to have secured 75% of our budgeted income for 2020/2021 through existing grants. The organisation regularly reviews fundraising progress and closely monitors expenditure. Our cash flow forecast is robust and likely to stay so over the next 12 months.

In 2019/2020 Women in Sport's income was £955,791. This was a marginal decrease from our 2018/2019 income of £960,179. It was the organisation's aim to maintain financial stability while laying the foundation for fundraising by growing our pipeline of support from Trusts and Corporations for future years.

Importantly our unrestricted income rose by 18% compared to 2018/2019. This resulted from a generous unrestricted grant from the Garfield Weston Foundation, an increase in individual and corporate giving associated with our high profile during 2019's "summer of women's sport", and our first year of funding from players of People's Postcode Lottery. When combined with salary savings from vacancies including the CEO vacancy the charity realised a surplus of £53,747 on unrestricted funds.

Vitality, Sport England confirmed a two-year Expert Partner Grant in support of our work in 2019-2021. The relationship with Sport England remains of fundamental importance to us and in light of the financial impact of Covid-19, it is reassuring to have 60% of our budgeted income for 2020-2021 confirmed.

There was a £34,464 deficit on restricted funds as we completed a full year of project work on restricted funding secured in the previous financial year. Most critically this included Beyond 30% and Daughters and Dads (funded by Comic Relief and the Sport England Families Fund respectively). This was the principal reason why expenditure in 2019/2020 was £936,507 compared to £909,055 in 2018/2019.

Total fund balances at the end of the year were £245,837. There was an increase in unrestricted funds from £173,409 to £226,667.

Whilst the Covid-19 crisis and lockdown has had a substantial impact on the economy as a whole, on front-line charities and on government spending, the principal immediate impact on Women in Sport has been to initiate home working for all staff and to adjust the focus of our media work and insights gathering. Indirect impacts include the risk that Trusts and Foundations limit their support to front-line charities or that Government spending will be severely curtailed to reduce the national debt. Sport England currently provides two thirds of the charity's income, and has invited a streamlined application from Expert Partners including Women in Sport for continuity funding to March 2022. Whilst this grant is not yet secured, the trustees consider it is unlikely that the Government will so severely curtail spending in 2021-22 as to prevent the body from making such grants, although government spending cuts may potentially affect Sport England from April 2022. Overall whilst the crisis has wreaked economic havoc it has stimulated charitable giving, shone a spotlight on the benefits of sport and activity, and drawn attention to gender inequality so trustees are positive about the charity's financial position for the coming 12 months.

4.1 Fundraising

This year has shown that we are building good foundations for fundraising, with a steady increase in both repeat and new funding for the charity. We also continue to maintain excellent relations with our expert partner funder Sport England, and with Comic Relief who has supported a number of our projects, most recently Beyond 30%.

A particularly important aspect of this has been the growth in unrestricted income from the previous year. We were delighted to secure new support from the People's Postcode Lottery and repeated support from Garfield Weston Foundation. Both are supporting our core funding as well as our strategic programmes including the Menopause work and growing the Research and Advice service.

We have also been successful in developing our income from corporate funders including sponsorship for our podcast series by CSM and our Impact Report by Argent Related.

Income from partners paying for specialist advice has grown, this “commissioned work” remains a strong area for Women in Sport and which we will continue to grow this during the next year. Key notable areas included commissioned work from Youth Sport Trust, Sported and London United.

The charity would like to take this opportunity to acknowledge its main funders Sport England, Comic Relief, players of People's Postcode Lottery and Garfield Weston. Its sponsors and supporters Misfits Ltd, Life Health Foods, CSM, MSN, Virgin Active and Argent Related and the many individual donors who contribute towards our activities.

Women in Sport follows the fundraising practices as per section 13 of the Charities (Protection and Social Investment) Act 2016. Women in Sport does not currently work with any commercial or professional fundraisers. Women in Sport has received no complaints relating to fundraising during the year. If any complaints were received, these would be dealt with by the Trustees and/or senior management.

4.2 Investments

The charity holds no investments. The charity had £338,181 in cash balances as at 31st of March 2020. The charity holds cash to ensure that it can manage its working capital requirements for project expenditure. In most instances, funds are received in advance (quarterly) and are drawn down over the course of each quarter. Therefore, the charity does not carry sufficient fund balances over the course of the year for investments over 3 months. Given low interest rates and its cash requirements the charity does not presently hold investments.

4.3 Reserves Policy

The trustees review the level of reserves and the reserves policy annually as part of their review of the business plan and budgets. The reserves are monitored regularly by the Audit Committee which reports back to the Board after each meeting. The high dependency the charity has on its large grant from Sport England means that the trustees consider this as an important factor.

As part of our review and to ensure financial stability we continue to diversify and grow our income channels to build reserves to support any changes in funding. We also considered the reserves required for dealing with unforeseen circumstances and investing for the future of the organisation.

Our target level for unrestricted reserves in 2020/2021 is three months' operating costs, or £187,000. Unrestricted reserves of £226,679 at 31 March 2020 surpass this level at three and a half months. The Trustees' intention is to maintain reserves at a minimum three months' worth of operating costs during the course of this year.

This is to provide the organisation with stability while we meet the unique challenges of Covid-19. The Board will continue to monitor and review reserves over the next year to ensure the right level of reserves are maintained.

4.4 Risk Management

Risk Management is integral to the governance of the organisation by the Board of Trustees. The day to day management of risk is the responsibility of the Chief Executive working closely with the Head of Finance and Operations and other senior staff. The Charity's risk policy (2017), sets out a framework for the identification, assessment and mitigation of risks. The Risk Map was assessed regularly by the Audit Committee during the year. In January 2020 the Board undertook its annual review of the risks and published an updated risk register, this is being updated as a result of the Coronavirus pandemic.

Risks are scored for impact and likelihood and those at the top of the register relate to: loss of relative profile connected to the growth in initiatives related to our charitable aims, an issue the trustees believe is caused in part by our success and requires the charity to stay outward-looking and build new partnerships to ensure it is constantly adding value and at the leading edge; an inadequately clear strategic direction, actively mitigated by a current strategic review; loss of continuity being mitigated by a project on the organisation's history and active efforts to reconnect to former trustees and staff; and loss of key personnel – active steps being taken to address remuneration and recognition.

During the year a key risk relating to the diversity of the trustee board has been actively addressed so that it is now gender balanced and more ethnically diverse; the staff team remains predominantly female but steps are being taken to be more proactive with our messaging during recruitment.

As a charity with long term aims to shift societal culture and build strategic knowledge in other organisations, the new risks created by the coronavirus pandemic will largely be indirect.

5. Plans for the future

The charity commenced a strategic review early in 2020 to make sure it has clarity on its direction and positioning for the future. This will provide an updated strategic framework around which the charity will work and will ensure clear line of sight for all employees.

We are entering the third year of a three-year business plan and this will continue to be following during 2020/21 with adjustments as the strategic review concludes and in order to account for the current situation with Covid-19. We are confident in the need to understand the lives of girls in order to be able to engage people in sport and exercise and will be adding to our understanding with insights into women in lockdown. We are needing to refocus on the re-emergence of women's sport and grassroots participation post lockdown and have built a strong platform for ensuring we remain leaders in this field during unprecedented times, supporting organisations across the sector through additional insight and resources and directly the women, girls and families that we support.

Our revised vision, beliefs and aims will better position Women in Sport over the coming 5–10 years, helping to clarify our offer to funders and prospective partners, as well as build our influencing and advocacy ask. Our core themes and life stages for when women and girls drop out of sport remain critical to this forward-thinking approach, as well as building an inclusive and supportive culture for women and girls to thrive in.

We have been delighted with the development of a more diverse and larger trustee board, welcoming Rupen, Nick, Sophie and Mark to the Women in Sport family, building our knowledge, skills and governance as well as awareness of the impact we can make. Alongside a new CEO, Stephanie Hilborne OBE, the year ahead will be an exciting one as we continue to grow our relationships with key funders, partners and government to influence and advocate support to ensure no woman or girl is denied the chance to play sport and be active.

This year we expect will be a more challenging year for funding, and so building our close allies and collaborating with partners will be important in securing the funds to achieve our ambitions. We already have this in our friends at Youth Sport Trust, Sported, EFL, Fatherhood Institute as reported above, but also across the sporting sector. We must find ways to build physical activity into the everyday and widen the 'ecosystem' of sport at every key trigger point for when women and girls may fall off.

6. Statement of responsibilities of the trustees

The trustees are required to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and the for the year. In preparing those financial statements the Trustees are required to:

- select suitable accounting policies and then apply them consistently
- observe the methods and principles in the applicable charities Statement of Recommended Practice (SORP)
- make judgements and estimates that are reasonable and prudent
- state whether applicable accounting standards and statements of recommended practice 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 charity will continue in operation

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and which enable them to ensure that the financial statements comply with the Companies Act 2006.

The Trustees are responsible for the maintenance and integrity of the corporate financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

The Trustees are also responsible for safeguarding the assets of the charity and for taking reasonable steps for the prevention and detection of fraud and other irregularities. The Trustees confirm that to the best of their knowledge there is no information relevant to the audit of which the auditors are unaware.

The Trustees also confirm that they have taken all necessary steps to ensure that they themselves are aware of all relevant audit information and that this information has been communicated to the auditors. Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The total number of such guarantees at 31 March 2019 was six (2018: seven).

The Trustees are members of the charity, but this only entitles them to voting rights. The Trustees have no beneficial interest in the charity.

The above report has been prepared in accordance with the provisions applicable to the small companies regime as set out in part 15 of the Companies Act 2006.

Approved by the Trustees, and signed on their behalf by:



Jayne Haines, Chair

Date: 16 July 2020

7. Independent auditor's report to the members of Women in Sport

Opinion

We have audited the financial statements of Women in Sport (the 'charitable company') for the year ended 31 March 2020 which comprise the statement of financial activities, the balance sheet, and statement of cash flows, the principal accounting policies and the notes to the financial statements. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2020 and of 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's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company 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.

Emphasis of matter – effects of COVID-19

We draw attention to the information contained in the trustees' report and principal accounting policies to these financial statements, which describe the principal immediate impact of the COVID-19 pandemic on the charity and potential effects on future income streams. Whilst a significant portion of income has been secured for future years, the crisis has created economic, social and operational uncertainties which cannot be fully quantified or predicted. Our opinion is not modified in respect to this matter.

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
- the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the charitable company'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 and financial statements, 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.

Opinions on other matters prescribed by the Companies Act 2006

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

- ◆ the information given in the trustees' report for the financial year for which the financial statements are prepared is consistent with the financial statements
- ◆ 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 the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' report. We have nothing to report in respect of the following matters in relation to which 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; or
- ◆ the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the trustees' report and from the requirement to prepare a strategic report.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement, the trustees (who are also the directors of the charitable company for the purposes of company law) 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 charitable company'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 charitable company or to cease operations, or have no realistic alternative but to do so.

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.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's members, 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 charitable company's members 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 the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Buzzacott LLP

16 July 2020

Catherine Biscoe (Senior Statutory Auditor)
For and on behalf of Buzzacott LLP, Statutory Auditor
130 Wood Street
London
EC2V 6DL

Statement of financial activities for the year ended 31 March 2020
(Incorporating an income & expenditure account)

	Notes	Restricted funds £	Unrestricted funds £	2020 Total funds £	Restricted funds £	Unrestricted funds £	2019 Total funds £
Income from:							
Donations and grants	1	123,513	83,302	206,815	165,976	27,482	193,458
Charitable activities:							
. Insight and research	2	485,124	49,986	535,110	431,727	69,604	501,331
. Culture of women's sport	3	202,261	4,195	206,456	239,643	—	239,643
Other trading activities	4	—	7,410	7,410	—	25,747	25,747
Total income		810,898	144,893	955,791	837,346	122,833	960,179
Expenditure on:							
Raising funds:							
. General fundraising		123,514	28,919	152,433	165,976	63,057	229,033
Charitable activities:							
. Insight and research		490,415	52,346	542,761	403,765	51,507	455,272
. Culture of women's sport		231,433	10,358	241,791	219,798	4,952	224,750
Total expenditure	6	845,362	91,623	936,985	789,539	119,516	909,055
Net income and net movement in funds	7	(34,464)	53,270	18,806	47,807	3,317	51,124
Reconciliation of funds:							
Total funds brought forward		53,622	173,409	227,031	5,815	170,092	175,907
Total funds carried forward		19,158	226,679	245,837	53,622	173,409	227,031

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in note 15 to the accounts.

Balance sheet 31 March 2020

	Notes	2020 £	2020 £	2019 £	2019 £
Fixed assets					
Tangible assets	10	—	—	—	—
Current assets					
Debtors	11	108,830		131,217	
Cash at bank and in hand		338,181		264,892	
		<u>447,011</u>		<u>396,109</u>	
Liabilities:					
Creditors: amounts falling due within one year	12	<u>(201,174)</u>		<u>(169,078)</u>	
Total net assets	13		<u>245,837</u>		<u>227,031</u>
Funds					
Restricted funds			19,158		53,622
Unrestricted funds:					
. General funds			<u>226,679</u>		<u>173,409</u>
Total funds	14		<u>245,837</u>		<u>227,031</u>

These financial statements have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

Approved by the trustees and signed on their behalf by:



Jayne Haines

Chair

Date: 16 July 2020

Women in Sport (Company Registration Number 03075681 (England and Wales))

Statement of cash flows 31 March 2020

	2020	2019	
	£	£	
Cash flows from operating activities:			
Net cash provided (used in) operating activities	A 73,289	(30,862)	
Increase (decrease) in cash and cash equivalents in the year	73,289	(30,862)	
Cash and cash equivalents at the beginning of the year	264,892	295,754	
Cash and cash equivalents at the end of the year	B 338,181	264,892	
A Reconciliation of income to net cash provided by (used in) operating activities			
	2020	2019	
	£	£	
Net income for the year (as per the statement of financial activities)	18,806	51,124	
Adjustments for:			
. Decrease (increase) in debtors	22,387	(81,721)	
. Increase (decrease) in creditors	32,096	(265)	
	73,767	(30,862)	
B Analysis of cash and cash equivalents			
	2020	2019	
	£	£	
Cash at bank and in hand	338,181	264,892	
Total cash and cash equivalents	338,181	264,892	
C Analysis of changes in net debt			
	At 1 April 2019 £	Cashflows £	At 31 March 2020 £
Cash at bank and in hand	264,892	73,289	338,181

Principal accounting policies 31 March 2020

The principal accounting policies adopted, judgements and key sources of estimation are laid out below, presented in sterling, and rounded to the nearest pound.

Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities in preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Women in Sport 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.

The financial statements are presented in sterling and rounded to the nearest pound.

Going concern

The accounts have been prepared on the assumption that the charitable company is able to continue as a going concern, which the trustees consider appropriate having regard to future confirmed funding, revised budgets for 2020/2021 and beyond and cash balances at the signing date.

As explained in the trustees' report, whilst the Covid-19 crisis and lockdown has had a substantial impact on the economy as a whole, on front-line charities and on government spending, the principal immediate impact on Women in Sport has been to initiate home working for all staff and to adjust the focus of our media work and insights gathering. Sport England currently provides two thirds of the charity's income, and has invited a streamlined application from Expert Partners including Women in Sport for continuity funding to March 2022. Whilst this grant is not yet secured, the trustees consider it is unlikely that the Government will so severely curtail spending in 2021-22 as to prevent the body from making such grants, although government spending cuts may potentially affect Sport England from April 2022. There is also a risk that Trusts and Foundations limit their support to front-line charities.

Taking into account the above, as well as the charity's cost base and reserves position at 31 March 2020, and having looked at least 12 months from the date of signing these accounts, the trustees have concluded that there are no material uncertainties about the charitable company's ability to continue as a going concern.

Principal accounting policies 31 March 2020

Critical accounting estimates and areas of judgement

Preparation of the accounts requires the trustees and management to make significant judgements and estimates.

The items in the accounts where these judgements and estimates have been made include:

- ◆ the useful economic lives attributed to tangible fixed assets used to determine the annual depreciation charge; and
- ◆ the allocation of support costs.

Income

Income is recognised when the charitable company has entitlement to the funds, any performance conditions attached to the items of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from the government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charitable company has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Income received in advance of provision of a service relating to specific periods is deferred until criteria for income recognition are met. Membership and consultancy fees are recognised when invoiced, unless they relate to a future event or period, in which case they are deferred

Donated services and facilities

Donated professional services and donated facilities are recognised as income when the charitable company has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charitable company of the item, is probable and the economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the charitable company which is the amount the charitable company would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt

Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charitable company; this is normally upon notification of the interest paid or payable by the bank.

Fund accounting

Unrestricted funds are available to spend on activities that further any of the purposes of the charity. Designated funds are unrestricted funds of the charitable company which the trustees have decided at their discretion to set aside to use for a specific purpose. Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charitable company's work or for specific projects being undertaken by the charitable company.

Allocation of income

Sport England grant income has been allocated to activities in direct proportion to restricted expenditure, including all directly attributable restricted costs and allocated salaries and overheads. Grant income received for general fundraising activities and building capacity has been recognised as income from donations.

Expenditure on irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

Allocation of support costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. These costs have been allocated between cost of raising funds and expenditure on charitable activities based on the percentage of direct costs (staffing and project) of each activity.

Tangible fixed assets

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

Computer equipment	4-5 years straight line
Office furniture	4 years straight line

Items of equipment are capitalised where the purchase price exceeds £1,000. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use.

Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Creditors

Creditors and provisions are recognised where the charitable company has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

Principal accounting policies 31 March 2020

Financial instruments

The charitable company only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value.

Pension costs

The company operates a defined contribution pension scheme for its employees. There are no further liabilities other than that already recognised in the SOFA.

VAT

The company is registered for VAT and operates a business/non-business apportionment. It is therefore not able to reclaim all the input VAT it suffers. Irrecoverable VAT is included with the cost it relates to.

Notes to the financial statements 31 March 2020

1 Donations and grants

	Restricted funds £	Unrestricted funds £	2020 Total funds £
Sport England	123,513	—	123,513
Trusts	—	26,000	26,000
General donations	—	14,249	14,249
Corporate donations	—	23,053	23,053
Gifts in kind	—	20,000	20,000
Total donations	123,513	83,302	206,815

Gifts in kind are represented by:

. Recruitment support	—	20,000	20,000
	—	20,000	20,000

	Restricted funds £	Unrestricted funds £	2019 Total funds £
<i>Sport England</i>	165,976	—	165,976
<i>Trusts</i>	—	4,250	4,250
<i>General donations</i>	—	8,858	8,858
<i>Corporate donations</i>	—	11,307	11,307
<i>Gifts in kind</i>	—	3,067	3,067
Total donations	165,976	27,482	193,458

Gifts in kind are represented by:

. Legal advice	—	3,067	3,067
	—	3,067	3,067

2 Charitable activities: Insights and research

	Restricted funds £	Unrestricted funds £	2020 Total funds £
Grants and service level agreements			
Sport England Expert Partner	384,182	—	384,182
Sport England Families Fund	54,224	—	54,224
Get Out Get Active	16,153	—	16,153
Comic Relief – Project 51	20,565	—	20,565
Youth Sport Trust (Girls Active Insight)	—	—	—
Youth Sport Trust (Girls Active Awards)	—	21,335	21,335
Sported Girls United	—	13,548	13,548
People's Postcode Lottery	10,000	—	10,000
Other			
Consultancy fees	—	9,350	9,350
Workshops/webinars	—	5,753	5,753
Total	485,124	49,986	535,110

2 Charitable activities: Insights and research (continued)

	<i>Restricted funds</i> £	<i>Unrestricted funds</i> £	<i>2019 Total funds</i> £
Grants and service level agreements			
<i>Sport England Expert Partner</i>	327,788	—	327,788
<i>Sport England Families Fund</i>	27,174	—	27,174
<i>Get Out Get Active</i>	40,597	—	40,597
<i>Comic Relief – Project 51</i>	36,168	—	36,168
<i>Youth Sport Trust (Girls Active Insight)</i>	—	8,926	8,926
<i>Youth Sport Trust (Girls Active Awards)</i>	—	22,500	22,500
<i>Sported Girls United</i>	—	13,548	13,548
Other			
<i>Consultancy fees</i>	—	4,250	4,250
<i>Consultancy Laureus Sport For Good</i>	—	16,401	16,401
<i>Workshops</i>	—	3,979	3,979
Total	431,727	69,604	501,331

To better reflect the nature of the charity's work, income and expenditure relating to "Girls" and "Menopause" in 2020 and "Girls" and "Sport for Development" in 2019 have been amalgamated under the heading "Research and Insights" in both years.

3 Charitable activities: Culture of Women's Sport

	<i>Restricted funds</i> £	<i>Unrestricted funds</i> £	2020 Total funds £
Grants and service level agreements			
<i>Sport England</i>	156,698	—	156,698
<i>Comic Relief – Beyond 30%</i>	45,563	—	45,563
Other			
<i>Consultancy</i>	—	4,195	4,195
<i>Miscellaneous/events income</i>	—	—	—
Total visibility of women's sport	202,261	4,195	206,456

	<i>Restricted funds</i> £	<i>Unrestricted funds</i> £	<i>2019 Total funds</i> £
Grants and service level agreements			
<i>Erasmus</i>	28,479	—	28,479
<i>Sport England</i>	108,264	—	108,264
<i>Comic Relief – Beyond 30%</i>	49,880	—	49,880
Other			
<i>Sponsorship</i>	15,000	—	15,000
<i>Miscellaneous/event income</i>	38,020	—	38,020
Total visibility of women's sport	239,643	—	239,643

4 Other trading activities

	Restricted funds £	Unrestricted funds £	2020 Total funds £
Sponsorship			
Consultancy	—	6,381	6,381
Workshops	—	1,029	1,029
Total other trading activities	—	7,410	7,410

	Restricted funds £	Unrestricted funds £	2019 Total funds £
<i>Sponsorship</i>	—	5,000	5,000
<i>Consultancy Breast Cancer Now</i>	—	18,583	18,583
<i>Workshops</i>	—	1,054	1,054
<i>Other income</i>	—	1,110	1,110
Total other trading activities	—	25,747	25,747

5 Government grants

The charitable company receives government grants, defined as funding from Sport England to fund charitable activities. The total value of such grants in the period ending 31 March 2020 was £718,617 (2019: £629,202). There are no unfulfilled conditions or contingencies attaching to these grants in as at 31 March 2020.

6 Expenditure

	General fundraising £	Insights and research £	Culture of women's sport £	Support and governance costs £	2020 Total funds £
Staff costs (note 8)	97,332	292,483	130,976	44,358	565,149
Travel and accommodation	1,489	11,389	2,071	2,994	17,943
Training and recruitment	117	—	190	47,177	47,484
Project costs	1,034	62,189	39,067	—	102,290
Publicity and marketing	1,019	30,532	3,237	7,974	42,762
Office costs	36	—	—	44,175	44,211
Premises expenses	269	2,331	707	48,090	51,397
Legal and consultancy	1,600	7,143	3,321	7,567	19,631
Website dev/management	5,681	9,352	4,676	17,246	36,955
Audit and accountancy	—	—	—	9,163	9,163
Sub-total	108,577	415,419	184,245	228,744	936,985
Allocation of support and governance costs	42,856	128,342	57,546	(228,744)	—
Total expenditure	152,433	542,761	241,791	—	936,985

6 Charitable activities: Insights and research (continued)

	General fundraising £	Insights and research £	Culture of women's sport £	Support and governance costs £	2019 Total funds £
Staff costs (note 8)	127,344	204,847	97,376	52,368	481,935
Travel and accommodation	197	12,107	7,657	3,680	23,641
Training and recruitment	9,906	476	1,830	24,620	36,832
Project costs	1,475	69,527	33,208	2,304	106,514
Publicity and marketing	1,239	17,308	10,344	5,996	34,887
Office costs	—	—	—	40,495	40,495
Premises expenses	—	—	—	62,036	62,036
Legal and consultancy	3,667	17,274	9,015	30,253	60,208
Website development	6,299	6,746	1,384	30,146	44,575
Sundry expenses	—	60	—	2,992	3,052
Audit and accountancy	—	—	3,600	11,280	14,880
Sub-total	150,127	328,345	164,414	266,170	909,055
Allocation of support and governance costs	78,906	126,927	60,337	(266,170)	—
Total expenditure	229,033	455,272	224,750	—	909,055

To better reflect the nature of the charity's work, income and expenditure relating to "Girls" and "Menopause" in 2020 and "Girls" and "Sport for Development" in 2019 have been amalgamated under the heading "Research and Insights" in both years.

7 Net movement in funds

This is stated after charging:

	2020 £	2019 £
Trustees' reimbursed expenses	—	—
Auditors' remuneration:		
. Statutory audit (including VAT)	8,820	8,040
. Under accrual in prior year	913	3,240
. Other services (including VAT)	—	3,600

Trustees indemnity insurance is included as part of the charity's general insurance premium. No Trustees were remunerated during the financial year 2019/2020 (2018/2019: nil). No trustees were reimbursed expenses for travel in the year (2019: nil).

8 Staff costs and numbers

Staff costs were as follows:

	2020 £	2019 £
Salaries and wages	501,698	427,314
Social security costs	47,602	40,989
Pension contributions	15,849	13,632
	565,149	481,935

The number of employees earning more than £60,000 (including taxable benefits but excluding pension contributions) are as follows:

	2020 No.	2019 No.
£70,000 to £80,000	—	1

The key management personnel of the charitable company comprise the chief executive and senior managers. Total employee benefits paid to key management personnel were £213,432 (2019: £218,658).

	2020 No.	2019 No.
Average staff head count	16	14

9 Taxation

The charitable company is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

10 Tangible fixed assets

	Office equipment £	Furniture and fittings £	Total £
Cost			
At 1 April 2019	12,261	1,173	13,434
Disposals	(9,074)	—	(9,074)
At 31 March 2020	3,187	1,173	4,360
Depreciation			
At 1 April 2019	12,261	1,173	13,434
On disposals	(9,074)	—	(9,074)
At 31 March 2020	3,187	1,173	4,360
Net book value			
At 31 March 2020	—	—	—
At 31 March 2019	—	—	—

11 Debtors

	2020 £	2019 £
Trade debtors	36,608	51,160
Prepayments	16,017	22,972
Accrued income	56,205	57,085
	108,830	131,217

12 Creditors: amounts due within one year

	2020 £	2019 £
Trade creditors	25,442	69,096
Accruals	37,739	57,674
Deferred income	96,000	—
PAYE/ NI	12,718	11,985
Pension	4,264	4,507
VAT	9,689	9,374
Grants payable to partners	14,948	15,764
Other creditors	—	678
	201,174	169,078

Movements in deferred income consist of:

	2020 £	2019 £
Brought forward	—	9,857
Released in the year	—	(9,857)
Deferred in the year	96,000	—
Carried forward	96,000	—

13 Analysis of net assets between funds

	Restricted funds £	Unrestricted funds £	Total funds £
Tangible fixed assets	—	—	—
Current assets	194,736	252,275	447,011
Current liabilities	(175,578)	(25,596)	(201,174)
Net assets at 31 March 2020	19,158	226,679	245,837

	Restricted funds £	Unrestricted funds £	Total funds £
<i>Tangible fixed assets</i>	—	—	—
<i>Current assets</i>	163,290	232,819	396,109
<i>Current liabilities</i>	(109,668)	(59,410)	(169,078)
<i>Net assets at 31 March 2019</i>	53,622	173,409	227,031

14 Movement in funds

	At 1 April 2019 £	Income £	Expenditure £	Transfers between funds £	At 31 March 2020 £
Restricted funds					
Sport England	—	664,393	(664,393)	—	—
Families Fund	5,694	54,224	(52,108)	—	7,810
Beyond30% (Comic Relief)	40,520	45,563	(74,735)	—	11,348
GOGA	2,000	16,153	(18,153)	—	—
Project 51 (Comic Relief)	5,408	20,565	(25,973)	—	—
People's Postcode Lottery	—	10,000	(10,000)	—	—
Total restricted funds	53,622	810,898	(845,362)	—	19,158
Unrestricted funds					
General funds	173,409	144,893	(91,623)	—	226,679
Total unrestricted funds	173,409	144,893	(91,623)	—	245,837
Total funds	227,031	955,791	(936,985)	—	245,837

	At 1 April 2018 £	Income £	Expenditure £	Transfers between funds £	At 31 March 2019 £
<i>Restricted funds</i>					
<i>Sport England</i>	—	602,028	(602,028)	—	—
<i>Families Fund</i>	—	27,174	(21,480)	—	5,694
<i>Beyond30% (Comic Relief)</i>	—	49,880	(9,360)	—	40,520
<i>GOGA</i>	—	40,597	(38,597)	—	2,000
<i>Project 51 (Comic Relief)</i>	5,815	36,168	(36,575)	—	5,408
<i>Erasmus</i>	—	81,499	(81,499)	—	—
<i>Total restricted funds</i>	5,815	837,346	(789,539)	—	53,622
<i>Unrestricted funds</i>					
<i>General funds</i>	170,092	122,833	(119,516)	—	173,409
<i>Total unrestricted funds</i>	170,092	122,833	(119,516)	—	173,409
<i>Total funds</i>	175,907	960,179	(909,055)	—	227,031

Purposes of restricted funds*Sport England*

Sport England funds Women in Sport to deliver a number of programmes of work with the overall intention of helping sports deliverers transform their sport(s) in order to increase participation amongst women and girls. Programmes of work are as follows: 1. Insight; 2. Bespoke consultancy to National Governing Bodies of sport; 3. Working with delivery partners; 4. Policy and Governance; 5. Dissemination and Communications.

14 Movement in funds (continued)

Purposes of restricted funds (continued)

Families fund (Sport England) Daughters and Dad's project.

Encourage fathers and significant male figures to engage in sport and general physical activity with daughters / young girls with the aim of encouraging them to maintain physical and sporting activity. This is run in conjunction with football clubs, only Fulham FC currently but will be expanding to other clubs.

Comic Relief Beyond 30%

Comic Relief provided ongoing funding to develop our understanding on how to influence and support sports organisations to build a sustainable pipeline of future female leaders.

GOGA

Women in Sport is a national partner for the Get Out Get Active (GOGA) project. The project is funded by Spirit of 2012 and delivered across the UK by a consortium of partners, which is led by the English Federation of Disability Sport (EFDS). GOGA is focused on getting some of the UK's least active people moving, through fun and inclusive activities. Women in Sport are sharing our research and insights with all eighteen GOGA localities across the UK to help them get a better understanding of the needs of women and girls in their communities.

Comic Relief Project 51

Project 51 is delivered with Sported, is a programme aimed at helping girls in some of the most deprived communities in UK to fulfil their potential and use sport overcome the impact of negative gender stereotypes.

People's Postcode Lottery

Players of People's Postcode Lottery will be supporting the development of Women in Sport's work in supporting more women going through menopause to access the lifelong benefits of sport, through research, programme development and campaigning. This unique programme will follow a group of women who are currently inactive and going through menopause, to develop an understanding of their lives, values and motivations. Previous research by Women in Sport has shown that 84% of women would like to be more active during the menopause. By working with other organisations in the sector the charity will look to create ideas to support women to engage in physical activity that meets their needs during menopause.

Erasmus

Women in Sport has received funding from the Education, Audio-visual and Culture Executive Agency of the European Commission to lead a project to tackle gender stereotyping in the media coverage of women's sport. The aim is to increase the quality and quantity of media coverage of women's sport at a national and EU level. The project is being delivered in conjunction with partner organisations in Greece, Malta, Romania and Sweden.

15 Related party transactions

Sue Wicks a Trustee is the Head of Grants and Investments at Comic Relief. Women In Sport has received funding from Comic Relief for its Beyond 30% work and Project 51 as disclosed in Notes 3 and 15.

Income recognised from Comic Relief is £66,128 (2019: £86,048).