



Swim England East Region

(A company limited by guarantee with charitable status)

Directors' and Trustees' Report and Financial Statements

For the year ended 31st December 2024

Company number 12931432

Charity number 1193136

**Swim England East Region Company Number 12931432 a company limited by
guarantee with charitable status Charity Number 1193136.
Directors' and Trustees' Report and Financial Statements for the year
ended 31st December 2024**

Financial Statements for the year ended 31st December 2024

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Report of the Trustees for the year ended 31st December 2024

The Board presents its report and financial statements for the year ended 31st December 2024.

1. Introduction

The Trustees, who are also the Directors of the Company, present their report and the financial statements of the Company for the year ended 31st December 2024. The Trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" (FRS102) in preparing the annual report and financial statements of the Charity.

The financial statements have been prepared in accordance with the accounting policies set out in notes to the accounts and comply with the Charity's governing document, the Charities Act 2011, the Companies Act 2006, the Memorandum and Articles of Association, and the 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 published in October 2019.

2. Reference and administrative information

Charity Name: Swim England East Region

Charity registration number: 1193136

Company registration number: 12931432

Registered Office: Pavilion 3
SportPark
3 Oakwood Drive
Loughborough University
Loughborough
LE11 3QF

Board and Charity Trustees:

Ian Mackenzie	Interim Chairman	Appointed 6 th October 2020
Keith Belton	Finance Director	Appointed 6 th October 2020
Tom Baster	Director	Appointed 13 th August 2024
Sheila Mackenzie	Director	Appointed 13 th August 2024
Geraldine Metcalf	Director	Appointed 13 th August 2024
Stewart Murray	Director	Appointed 13 th August 2024
Helen Stephens	Director	Appointed 11 th October 2022

Ian Cotton	Chairman	Retired 24 th April 2024
Yvonne Stead	Director	Resigned 20 th June 2024

Independent Examiner: Stephenson Smart (East Anglia) Limited
East Coast House,
Galahad Road, Beacon Park,
Gorleston, Great Yarmouth,
Norfolk, NR31 7RU

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2. Reference and administrative information (continued)

Bankers

The Co-operative Bank p.l.c.
P.O. Box 250
Delf House
Skelmersdale
WN8 6WT.

National Westminster Bank plc
21 Gentleman's Walk
Norwich
NR2 1NA

3. Structure, governance and management

The Charity, which is a Company limited by guarantee, was registered on 6th October 2020 in England and Wales and received charitable status on 18th January 2021.

The Board of Trustees have overall responsibility for the direction, management and control of the Charity. The Trustees are:

Ian Mackenzie, Interim Chairman

Keith Belton, Finance Director

Tom Baster, Member Elected Director

Sheila Mackenzie, Member Elected Director

Geraldine Metcalf, Member Elected Director

Stewart Murray, Member Elected Director

Helen Stephens, Member Elected Director

4. Our aims and objectives

As one of eight regions of the National Governing Body of the aquatic sports of swimming, open water swimming, diving, high diving, artistic swimming and water polo, the Charity is the regional governing body for those sports in the East Region. The area of benefit comprises the counties of Bedfordshire, Cambridgeshire, Hertfordshire, Norfolk, Suffolk, and Essex (excluding the Greater London Boroughs of Barking and Dagenham, Havering, Newham, Redbridge and Waltham Forest).

In furthering the aims of the Charity, the Trustees have considered the Charity Commission's guidance on public benefit.

The objects of the Charity are for the benefit of the public in relation to aquatic sports:

- To promote community participation in swimming, open water swimming, diving, artistic swimming and water polo
- To advance physical education through the medium of swimming, open water swimming, diving, high diving, artistic swimming and water polo;

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- To relieve people with physical, sensory and mental disabilities by encouraging and facilitating participation in sporting activities, sporting programmes and assisting in the provision of training, facilities and equipment particularly in relation to swimming, open water swimming, diving, artistic swimming and water polo;
- To advance health and the saving of lives by the provision of teaching and training in water safety and swimming instruction; and
- To advance any other purpose that is charitable in accordance with the laws of England and Wales in association with swimming, open water swimming, diving, high diving, artistic swimming, water polo and other aquatic activities.

5. Ensuring our work delivers our aims

We review our aims, objectives and activities each year. This review looks at what we achieved and the outcomes of our work in the previous 12 months. The review looks at the success of each key activity and the benefits they have brought to those groups of people we are set up to help. The review also helps us ensure that our aims, objectives and activities remained focused on our stated purposes. We have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing our aim and objectives and in planning our future activities. In particular, the Trustees consider how planned activities will contribute to the aims and objectives they have set.

During 2024, the Charity continued to deliver all competitions across the disciplines and increased the number of development programmes being offered. We also continued to deliver key workshops and courses for volunteers.

6. The focus of our work

The club membership has dropped slightly in 2024. The drop in membership is again down to a reduction in 'Train' members where clubs with swim lesson programmes have set these up as swim schools which do not require participants to be registered members of Swim England to take part in the activity at the swim school. There has been an increase in 'Compete' and 'Support' members suggesting an underlying growth in club membership.

The Charity has continued to deliver online courses for volunteers – these have included Team Manager courses, Safeguarding courses, and Time to Listen courses for Welfare Officers. In addition, the region has supported specific role workshops run by Swim England – these have included sessions for Chairs, Secretaries, and Welfare Officers.

The support for clubs has continued to ensure that they maintain their Club Affiliation with Swim England. This has particularly been focussed on their governance through support with their constitution by the staff and Regional Membership Officer. This has helped the region to ensure that we maintain a safe, sustainable and high-quality network of clubs.

The Charity has continued with an Athlete Bursary scheme to support athletes from the region with costs when being selected for national programmes across all the disciplines. This has proved successful although the take-up has remained relatively low. We extended the scheme in 2024 to include Coaches which was well received.

More details of our work throughout 2024 can be found on our website both in our 'News' section and in the minutes of the meetings of the Board of Directors and the various Leadership Groups.

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The Board with the support of a working group achieved the Regional Governance Code put in place by Swim England based on the Sport England Governance Code.

7. Volunteers

Volunteers remain an integral part of the Charity, particularly in supporting the competitions and events run throughout the region.

The support and ongoing dedication of volunteers within the region is amazing to see and ensures that the Charity's activities continue to be a success. However, the challenge remains on how we get more new volunteers involved and succession planning is going to be important.

We have used our website and social media platforms as well as monthly newsletters to keep our volunteers informed and engaged.

8. How our activities deliver public benefit

The benefits of swimming continue to grow through research and new initiatives linked to the health and wellbeing benefit of the sport and recreational activity.

The region continues to positively promote aquatics to the whole community, support clubs with their current and future members, and work to ensure that the facilities used by clubs and the whole community remain fit for purpose.

9. Who used and benefited from our services?

Our services remain being used by our members, by our member clubs and the volunteers who run these clubs and by the communities in East Region. The region needs to continue to deliver activity that support all existing members while giving opportunities to new members and future generations of athletes, so that the sport remains beneficial.

10. Finance review

The principal funding sources for the Charity are affiliation fees paid by members of aquatic clubs in the region and fees paid by participants in competitions and development events run by the region.

Net income increased this year principally due to the successful running of the Swim England Diving National Skills Finals 2024 which we expect to repeat in 2025. The Board closely monitors income and expenditure to maintain financial stability.

Most meetings remain virtual and so travel expenses have remained low.

The overall financial position of the Charity remains strong and so there are opportunities for increased development work in 2025 to further develop the role it plays in the aquatic disciplines across the region.

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11. Investment Policy

Aside from retaining a prudent amount in reserves each year most of the Charity's funds are to be spent in the short term so there are few funds for long term investment.

Having considered the options available, the Board is concerned to ensure effective management of surplus cash balances. For this reason, the Company aims to minimise its exposure to individual banks by using a number of high street banks with separate banking licences. The Directors decide on the opening and closing of bank accounts and approve the list of signatories. To facilitate payments for online and telephone purchases and bookings, and to avoid the need for the use of personal accounts, debit cards have been issued to key officers and staff.

Although the Company aims to keep the amount held by a bank within the limit of the deposit protection scheme, the reality is that accounts suitable for charitable organisations such as ours, are hard to find.

12. Reserves Policy

The Board has reviewed its Reserves Policy and agreed that the Company will aim to have cash reserves to enable it to pay for staff and essential running costs for a year in the event that there is no affiliation or other income.

13. Plans for future years

The Board has agreed operational plans and supporting budgets for 2025. Discipline Leadership Groups are invited to submit any proposed changes to the plans to the monthly Board meetings, so that these can be considered in the light of current financial predictions.

It remains important that the Board in conjunction with the staff and Discipline Managers continue to look at ways we can further invest in the sport to increase the membership and opportunities for development.

14. Structure, governance and management

Governing document

The organisation is a charitable company limited by guarantee, incorporated on 6th October 2020 and registered as a charity on 18th January 2021. 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. In the event of the Company being wound up members are required to contribute an amount not exceeding £1.

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Recruitment and appointment of Board

The Directors of the Company are also charity trustees for the purposes of charity law and under the Company's Articles are known as members of the Board. One third of the Directors retire each year and are eligible for re-election at the next Annual General Meeting within the limits set out in the Memorandum and Articles of Association.

All members of the Board give their time voluntarily and received no benefits from the Charity.

Any expenses reclaimed from the Charity are set out in note 8 to the accounts.

Risk management

A review of the risk register is a standing item for each Board meeting so that risks can be reviewed and is updated at least annually. Where appropriate, systems or procedures have been established to mitigate the risks the Charity faces. Internal control risks are minimised by the implementation of finance policies covering such things as authorisation of all transactions and projects. Procedures are in place to ensure compliance with health and safety of staff, volunteers and participation in activities run by the region.

Organisational structure

Swim England East Region has a Board of Directors, which is held to account by a Members' Forum. The Members' Forum is elected annually by the county associations, with the number of Members for each county determined by the size of its membership at the end of the previous year.

The Board is scrutinised by an Audit, Risk and Probity Committee which also monitors the management of risk. The management of the sport is overseen by a Regional Operations Committee, with the day-to-day management of clubs, development and competitions the responsibility of a structure of Leadership Groups. A Regional Swimming Coaches Forum is part of a national structure to aid communication, planning and development.

A County Forum ensures that there is two-way communication between the region and its six county associations.

The day-to-day responsibility for overseeing the delivery of agreed operational plans rests with the Regional Manager, who attends Board meetings and meetings of other groups including the Regional Operations Committee. The Regional Manager manages the three other members of the staff team, ensuring that the team operates in line with Swim England East Region policies and Swim England HR Policies, and that the team continues to develop their skills and working practices in line with good practice. A new Regional Manager joined the team in May 2024 with a clear directive to oversee the region and support the current three members of staff.

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Related parties

As the middle tier of a three-tiered governance structure, the Charity works in partnership with the national governing body Swim England and the county swimming associations of Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Norfolk and Suffolk in the delivery of its aims and objectives.

15. Going concern

Having considered both the nature of the Charity's assets and liabilities and its principal risks and uncertainties, in particular the ongoing impact of increases in the cost of living, the Board believes that for the foreseeable future adequate resources will be available to the Charity.

The financial statements have, therefore, been prepared on the going concern basis, which assumes that there are adequate resources to continue trading for the foreseeable future.

16. Small companies exemption

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

This report was approved by the Board of Trustees on 11th March 2025 and signed on its behalf by

Ian Mackenzie
Interim Chairman

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Independent Examiners report for the year ended 31 December 2024

Independent examiner's report to the trustees of Swim England East Region ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 December 2024.

Responsibilities and basis of report

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under Section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under Section 145(5) (b) of the 2011 Act.

Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by Section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of Section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Mr H Pettitt FCA CTA

Stephenson Smart (East Anglia) Limited East Coast House Galahad Road Gorleston Great Yarmouth Norfolk
NR31 7RU

Date: 8 April 2025

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**Statement of Financial Activities (including Income & Expenditure Account)
for the year ended 31st December 2024**

		2024		2023
		Unrestricted		
		funds	Total	Total
	Note	£	£	£
Income and endowments from:				
Charitable activities	2	306,376	306,376	271,299
Other trading activities		244	244	1,055
Investments	3	3,248	3,248	2,559
Other	4	0	0	0
Total income and endowments		309,868	309,868	274,913
Expenditure on:				
Raising funds		301	301	1,033
Charitable activities	5	156,697	156,697	152,786
Governance costs	6	141,038	141,038	119,236
Other		-	-	-
Total expenditure		298,036	298,036	273,055
Net gains / (losses) on investments		-	-	-
Net income / (expenditure)		11,832	11,832	1,858
Transfers between funds		-	-	-
Other recognised gains / (losses):				
Other gains / (losses)		-	-	-
Net movement in funds		11,832	11,832	1,858
Reconciliation of funds:				
Total funds brought forward		393,933	393,933	392,075
Total funds carried forward		405,765	405,765	393,933

All income and expenditure derive from continuing activities.

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

The Charity has no Restricted or Endowment Funds

The annexed notes form part of these financial statements.

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Balance Sheet as at 31st December 2024

Fixed assets	Note	2024 £	2023 £
Tangible assets	10	2,811	812
		2,811	812
Current assets			
Stocks	11	6,234	8,979
Debtors	12	5,640	7,406
Cash at bank and in hand		393,694	379,287
		405,568	395,672
Creditors: amounts falling due within one year	13	2,614	2,551
Net current assets		402,954	393,121
Total assets less current liabilities		405,765	393,933
Creditors: amounts falling due after more than one year		0	0
Provisions for liabilities		0	0
Net assets		<u>405,765</u>	<u>393,933</u>
Charity funds			
Unrestricted funds	14	405,765	393,933
Total charity funds	14	<u>405,765</u>	<u>393,933</u>

The annexed notes form part of these financial statements.

The Company is entitled to exemption from an audit under Section 477 of the Companies Act 2006 for the year ended 31st December 2024.

The members have not required the Company to obtain an audit of its financial statements for the year ended 31st December 2024 in accordance with Section 476 of the Companies Act 2006.

The Directors acknowledge their responsibilities for:

- a) Ensuring that the Company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- b) Preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of the financial year and its surplus or deficit for each financial year in accordance with the requirements of the Companies Act 2006 relating to financial statements so far as applicable to the Company.

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

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Balance Sheet as at 31st December 2024 (continued)

These financial statements were approved by the Board of Trustees and authorised for issue on 11th March 2025, and are signed on behalf of the Board by

The annexed notes form part of these financial statements

Ian Mackenzie
Interim Chairman

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The principal accounting policies are summarised below. The accounting policies have been applied consistently throughout the year and in the preceding year.

1. Basis of accounting

The Charity constitutes a public benefit entity as defined by FRS102. 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 issued October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS102), the Charities Act 2011, the Companies Act 2006 and UK Generally Accepted Accounting Practice.

The financial statements are prepared on a going concern basis under the historical cost convention.

The financial statements are presented in sterling which is the functional currency of the Charity and rounded to the nearest pound.

Fund accounting

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity.

Restricted funds are subjected to restrictions on their expenditure imposed by the donor or through the terms of an agreement with the source.

Income

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

Resources expended

Expenditure is recognised on an accrual basis as a liability is incurred.

Fixed assets

Fixed assets (excluding investments) are stated at cost less accumulated depreciation. The costs of minor additions or those costing below £1,000 are not capitalised. Depreciation is on a straight-line basis over the estimated useful life. This has been taken to be 5 years for office, technical swimming and promotional equipment. Furniture has been depreciated over 10 years. IT purchases are over three years and for the backstroke ledges purchased for Swimming and the sound system for Artistic Swimming it is over 10 years.

Assets donated from ASA East Region, an unincorporated entity, which traded as Swim England East Region have been included with a cost equal to their net book value at 31st December 2020. These assets are depreciated on a straight-line basis over the remaining useful life of the assets (one – five years).

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Stock

Stock is valued at the purchase cost of the items concerned.

Tax

The Charity is an exempt charity within the meaning of schedule 3 of the Charities Act 2011 and is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes.

The Charity is not registered for VAT.

2. Income from charitable activities

	2024 £	2023 £
Membership income	107,815	107,979
Events	198,561	163,320
	306,367	271,299

All income from charitable activities was attributable to unrestricted funds.

3. Income from investments

	2024 £	2023 £
Interest - deposits	3,248	2,559
	3,248	2,559

All income from investments was attributable to unrestricted funds.

4. Other income

	2024 £	2023 £
Other	-	-
	-	-

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5. Analysis of expenditure on charitable activities

Charitable activities 2024	Activities undertaken directly	Grant funding of activities	Support costs	Total	Total
	2024 £	2024 £	2024 £	2024 £	2023 £
Artistic Swimming	10,302	-	-	10,302	8,003
Bursaries and Grants	9,814	-	-	9,814	3,025
Club Leadership	1,825	-	-	1,825	870
Disability Swimming	1,646	-	-	1,646	3,005
Diving	10,947	-	-	10,947	4,931
Masters Swimming	3,830	-	-	3,830	4,641
Open Water Swimming	17,212	-	-	17,212	15,761
Swimming	94,228	-	-	94,228	103,024
Swimming Officials	914	-	-	914	934
Water Polo	5978	-	-	5978	8,592
	<hr/> 156,696	-	-	156,696	152,786

The significant increase in expenditure on Diving is because the Region hosted the National Skills Final in 2024 and we expect to do so again in 2025. The reduction in expenditure on Swimming is mainly because in 2023 we received an invoice relating to 2022 pool hire of around £9k several months late meaning it was paid in 2023 rather than 2022.

6. Governance costs

		2024 £	2023 £
Trustee remuneration	8	-	-
Trustee expenses	8	-	-
Managing the region		138,513	116,321
Independent Examiner's remuneration	7	2,520	2,400
Other		5	515
		<hr/> 141,038	119,236

7. Independent Examiner's remuneration

The independent Examiner's remuneration amounts to an independent examination fee of £2,520

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8. Trustees' and key management personnel remuneration and expenses

The Trustees neither received nor waived any remuneration during the year. The Articles of Association do not permit the remuneration of any Trustee.

Trustees are entitled to be reimbursed reasonable expenses properly incurred when acting on behalf of the Charity. Expenses amounting to £2,667 (2023 £2,718) were reimbursed to the Trustees. The reimbursement was in relation volunteering at events run by the region or attending events on behalf of the region and was on the same basis as all other volunteers.

9. Staff costs and employee benefits

The average monthly number of employees and full time equivalent (FTE) during the period was 4.

Paid staff are jointly employed with Swim England who provide HR services such as payment of salaries, national insurance, pensions, PAYE etc on behalf of the Charity. The Charity is invoiced for the cost of its staff

Staff costs were as follows:

	2024 £	2023 £
Salaries and wages	107,744	89,483
Social security costs	10,567	8,340
Pension contributions	7,416	5,970
	125,727	103,793

The 2023 figure above includes a total of £2,191 in bonuses paid to staff for additional responsibilities in the absence of a Regional Manager. No payments were made in 2024.

No member of staff received salary and benefits of more than £60,000

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10. Tangible fixed assets

	Mobile telephones £	Event equipment £	Furniture £	Total £
Cost				
At 1 st January 2024	1,531	3,891	25	<u>5,447</u>
Additions	-	2,795	-	2,795
Disposals	-	-	-	-
At 31 st December 2024	<u>1,531</u>	<u>6,686</u>	<u>25</u>	<u>8,242</u>
Depreciation				
At 1 st January 2024	1,531	3,089	15	4,635
Disposals	-	-	-	-
Charge for the year	-	791	5	796
At 31 st December 2024	<u>1,531</u>	<u>3,880</u>	<u>20</u>	<u>5,431</u>
Net book value 31 st December 2024	-	<u>2,806</u>	<u>5</u>	<u>2,811</u>
Net book value 31 st December 2023	-	<u>802</u>	<u>10</u>	<u>812</u>

11. Stocks

	2024 £	2023 £
Finished goods	6,234	8,979
	<u>6,234</u>	<u>8,979</u>

All stock is held is for use or sale at events.

12. Debtors

	2024 £	2023 £
Prepayments and accrued income	5,640	7,406
	<u>5,640</u>	<u>7,406</u>

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13. Creditors: amounts falling due within one year

	2024 £	2023 £
Accruals	2,614	2,551
	<u>2,614</u>	<u>2,551</u>

14. Fund reconciliation

	Balance at 31/12/2023 £	Income £	Expenditure £	Transfers £	Gains / (losses) £	Balance at 31/12/2024 £
Unrestricted funds	393,933	309,868	298,036	-	-	405,765
	<u>393,933</u>	<u>309,868</u>	<u>298,036</u>	<u>-</u>	<u>-</u>	<u>405,765</u>

	Balance at 31/12/2022 £	Income £	Expenditure £	Transfers £	Gains / (losses) £	Balance at 31/12/2023 £
Unrestricted funds	392,075	274,913	273,055	-	-	393,933
	<u>392,075</u>	<u>274,913</u>	<u>273,055</u>	<u>-</u>	<u>-</u>	<u>393,933</u>

15. Related party transactions

There are no related party transactions during the period.