

English Sports Development Trust Limited

Company number 4290188

[A subsidiary company of The English Sports
Council]

Annual Report and Accounts

2024-2025

For the period 1 April 2024 to 31 March 2025

HC 1014

English Sports Development Trust Limited

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Presented to Parliament pursuant to Article 6(2)(b)
of the Government Resources and Accounts Act
2000 (Audit of Non-profit-making Companies)
Order 2009

(SI 2009/476)

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HC 1014



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English Sports Development Trust Limited

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Strategic report

The English Sports Development Trust Limited (ESDTL) is a company limited by guarantee whose sole member and parent is the English Sports Council (ESC). The Company's purpose is to deliver the commercial contracts related to the media buying arrangements for the women's marketing campaign ('This Girl Can') and previously, the campaign to keep adults active during lockdown ('Join the Movement') both managed by the ESC.

A Parent/Subsidiary Memorandum between the Company and the ESC, effective from 1 August 2014, provides the operating and governance framework between the two entities.

The Board of Directors monitor the progress of the campaigns, review and implement the paid media planning and buying contracts and can provide reports back to the ESC on request.

The Chair has accountability for the management of the Company's operations. To facilitate effective operations, the Chair delegates authority for the day-to-day administration to officers of the ESC through a Service Level and Agency Agreement. This means that the Company has no employees.

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The Company's activities are funded by grants from the ESC National Lottery Fund.

The funding provided to invest in paid media to support the This Girl Can (TGC) and Join the Movement campaigns was fully exhausted in 2021-22. Join the Movement is no longer running but This Girl Can has continued without the support of paid media since then.

A business case securing future investment into a new phase of the TGC campaign was approved by ESC's Main Board in December 2024. This included an award of £21.2m (including VAT) to ESDTL to invest in paid media to support the campaign. An application under Section 27 of the National Lottery etc Act was submitted to DCMS for ministerial approval. This was received on 29 May 2024. It will enable ESDTL to invest in paid media for this new phase over the next four years (2025-2028).

This Girl Can turns 10

In 2025, This Girl Can celebrated its tenth birthday with a raft of media coverage, in which the campaign thanked everyone who has been involved and the National Lottery for funding it and held a Parliamentary Reception for senior stakeholders and MPs. Both activities highlighted the power of

the campaign in continuing to energise and bring together influential people in our sector.

Our consumer audiences were supported organically through our day-to-day social media channels as well as two seasonal initiatives: 'Let's Get Out There' which opens up outdoor spaces to more diverse groups; and 'Let's Lift The Curfew', focused on women's safety, particularly after dark. It capitalised on media interest in this area and the PR activity delivered a long tail of coverage over the winter months.

The long-term tracking of the campaign (among women and girls aged 14-60) brand health remains consistent with 48% recognising the campaign and 40% of those agreeing they were likely to get more active as a result.

The older age group (61-74s) and those from lower socio-economic groups are less aware of the campaign, having not been a target of the campaign before. This emphasizes the need for a paid media strategy ensuring the campaign reaches these audiences.

This Girl Can phase six: Belonging Starts with Inclusion

Our new strategy, 'Belonging Starts with Inclusion', recognises the need for a holistic approach if we are

English Sports Development Trust Limited

to deliver sustained change for those most likely to be inactive. This includes women on lower incomes, from Black or Asian Muslim communities, pregnant or with a child under one, and aged 50-74.

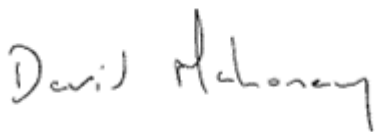
Our 'Raise it' and 'Shape it' strands are providing awareness, insight and guidance to help the sector respond to our audiences' needs, while 'Celebrate it', going live in September 2025, will use paid media to bring relatable, representative content directly into the newsfeeds, high streets and screens of the women who have the most to gain from getting active.

In December 2024, EDSTL appointed a media agency, EssenceMediacom, to plan how we can cost effectively use paid media. Still in development, this plan will use a mix of broadcast (TV, radio and podcasts), on-demand, social and out-of-home channels to surround our women with compelling, engaging adverts that reframe physical activity, celebrate women like them who are already doing it, and feature a clear and measurable call to action. The adverts are due to go live in September 2025 with the first two major bursts in September/October 2025 and a second burst in January/March 2026, with results shaping future waves through to March 2028. The media-buying will be executed by OMD - the Government's centralised media buying agency.

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At the request of the ESDTL Board, the campaigns team is exploring additional evaluation methods, including econometric modelling, to optimise each round of investment and understand campaign impact. The team will also be further integrating the campaign into Sport England's place-based work. This will include upweighting media spend in specific locations to support localised campaigns on-the-ground activations focusing on our women's needs.

Finally, to support this new activity, ESDTL welcomed three new Board Members – Pippa Glucklich and Chetan Murthy with backgrounds in media planning, and Kate Miller from the England and Wales Cricket Board who has used sport to connect with under-represented groups. As the paid media element of This Girl Can builds back up, the ESDTL Board has provided an even greater level of check and challenge, and I would like to thank them all for their hard work and commitment.



David Mahoney

Chair

24 June 2025

Directors' report

The Directors present their report on the affairs of the Company together with the accounts and auditor's report for the year ended 31 March 2025.

This report has been prepared in accordance with the special provisions relating to small companies under section 419 of the Companies Act 2006. The Company is not required to apply rules on Non-Financial and Sustainability Reporting as it qualifies as a small company and has less than 500 employees and a turnover of less than £500m.

Directors

The Directors who served during the year are:

Mel Bound (Joined as Director on 8 April 2024)

Pippa Glucklich (Joined as Director on 4 December 2024)

David Mahoney (Joined as Director on 18 June 2022, took over as Chair from 21 June 2022)

Kate Miller (Joined as Director on 4 December 2024)

Chetan Murthy (Joined as Director on 4 December 2024)

Nick Pontefract (Joined as Director on 29 April 2023, resigned on 4 December 2024)

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Ben Wilson (Joined as Director on 11 August 2023, resigned on 4 December 2024)

Since January 2018, the ESDTL Board has been supported by the ESC's This Girl Can Project Board, whose purpose is to oversee campaign strategy and implementation. No ESDTL members are currently serving on the Project Board. The Project Board is chaired by the ESC Executive Director of Digital, Marketing and Communications.

Jitendra Patel was appointed as Company Secretary on 7 June 2024, taking over the role from Richard Mabbitt.

The ESDTL Board normally meets three times during the year but met four times in the current year due to the formal recommencement of the activities of the Company following the Section 27 approval from DCMS in the prior year.

The Company employed no staff in 2025 or 2024. The English Sports Council provides a financial and administrative service to the Company, under the terms of a service level agreement, for which no charge is made. The Directors did not receive any fees or allowances for the year.

Registered address Sport Park, Oakwood Drive, Loughborough, England, LE11 3QF.

English Sports Development Trust Limited

Sole member The English Sports Council.

Auditor The Comptroller and Auditor General, National Audit Office, 157 - 197 Buckingham Palace Road, Victoria, London, SW1W 9SP.

Financial review

During the year, the Company received a £171k Lottery grant (2023-24: Nil). Licensing income from the “This Girl Can” brand is partially offset by audit and other administration costs.

There is an accrual of £6,000 for audit fees at 31 March 2025 (2024: £5,500), supported by funds held by the ESC on behalf of the Company (see note 11 to the accounts).

The movement in the general reserve was nil due to all costs incurred being recoverable via recharges to ESC or accrued Lottery grant drawdowns.

Future developments and going concern

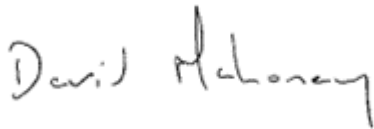
These are discussed in the Strategic Report on pages 1 to 5 and further details on going concern are included in Note 1.1 of the Notes to the accounts on page 29.

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Statement as to disclosure of information to auditors

The Directors who were in office on the date of approval of these accounts have confirmed, as far as they are aware, that there is no relevant audit information of which the auditors are unaware.

Each of the Directors has confirmed that they have taken all the steps that they ought to have taken as Directors to make themselves aware of any relevant audit information and to establish that it has been communicated to the auditors.



David Mahoney

Chair

24 June 2025

Statement of Directors' responsibilities

The Directors are responsible for preparing the annual report and accounts in accordance with applicable law and regulations.

Company law requires the Directors to prepare accounts for each financial year. Under that law the Directors have elected to prepare the accounts in accordance with International Financial Reporting Standards as adopted by the United Kingdom (IFRS as adopted by the UK) and applicable law.

Under company law the Directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing these financial statements, the Directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable, relevant and reliable;
- state whether they have been prepared in accordance with IFRS as adopted by the UK;
- assess the company's ability to continue as a going concern, disclosing, as applicable, matters

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related to going concern; and use the going concern basis of accounting unless they either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so; and

- The Directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006.

They are responsible for such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error, and have general responsibility for taking such steps, as are reasonably open to them to safeguard the assets of the company and to prevent and detect fraud and other irregularities.

**The certificate and report of the
Comptroller and Auditor General to the
members of English Sports
Development Trust Limited (Company
number 4290188) and to the Houses of
Parliament**

Opinion on financial statements

I certify that I have audited the financial statements of English Sports Development Trust Limited for the year ended 31 March 2025 under the Government Resources and Accounts Act 2000.

The financial statements which comprise the English Sports Development Trust Limited's

- Statement of Financial Position as at 31 March 2025;
- Statement of Comprehensive Net Income, Statement of Cash Flows and Statement of Changes in Equity for the year then ended; and
- the related notes including the significant accounting policies.

The financial reporting framework that has been applied in the preparation of the financial statements is applicable law and the UK adopted International Accounting Standards.

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In my opinion, the financial statements:

- give a true and fair view of the state of the English Sports Development Trust Limited's affairs as at 31 March 2025 and its net operating income after taxation for the year then ended ; and
- have been properly prepared in accordance with UK adopted International Accounting standards and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Opinion on regularity

In my opinion, in all material respects, the income and expenditure recorded in the financial statements have been applied to the purposes intended by Parliament and the financial transactions recorded in the financial statements conform to the authorities which govern them.

Basis for opinions

I conducted my audit in accordance with International Standards on Auditing (UK) (ISAs (UK)), applicable law and Practice Note 10 *Audit of Financial Statements and Regularity of Public Sector Bodies in the United Kingdom (2022)*. My responsibilities under those standards are further described in the *Auditor's responsibilities for the*

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audit of the financial statements section of my certificate.

Those standards require me and my staff to comply with the Financial Reporting Council's *Revised Ethical Standard 2024*. I am independent of the English Sports Development Trust Limited in accordance with the ethical requirements that are relevant to my audit of the financial statements in the UK. My staff and I have fulfilled our other ethical responsibilities in accordance with these requirements.

I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my opinion.

Conclusions relating to going concern

In auditing the financial statements, I have concluded that the English Sports Development Trust Limited's use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work I have performed, I have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the English Sports Development Trust Limited's ability to continue as a

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going concern for a period of at least twelve months from when the financial statements are authorised for issue.

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

Other Information

The other information comprises the information included in the Annual Report but does not include the financial statements and my auditor's certificate thereon. The Directors are responsible for the other information.

My opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in my certificate, I do not express any form of assurance conclusion thereon.

My responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements, or my knowledge obtained in the audit, or otherwise appears to be materially misstated.

If I identify such material inconsistencies or apparent material misstatements, I am required to

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determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work I have performed, I conclude that there is a material misstatement of this other information, I am required to report that fact.

I have nothing to report in this regard.

Opinion on other matters

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

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

Matters on which I report by exception

In the light of the knowledge and understanding of the English Sports Development Trust Limited and its environment obtained in the course of the audit, I have not identified material misstatements in the Strategic Report and the Directors' Report.

I have nothing to report in respect of the following matters which I report to you if, in my opinion:

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- adequate accounting records have not been kept or returns adequate for my audit have not been received from branches not visited by my staff;
- the financial statements to be audited are not in agreement with the accounting records and returns; or
- I have not received all of the information and explanations I require for my audit.

Responsibilities of the Directors for the financial statements

As explained more fully in the Statement of Directors' Responsibilities, the Directors are responsible for:

- maintaining proper accounting records;
- providing the C&AG with access to all information of which management is aware that is relevant to the preparation of the financial statements such as records, documentation and other matters;
- providing the C&AG with additional information and explanations needed for his audit;
- providing the C&AG with unrestricted access to persons within the English Sports Development Trust Limited from whom the auditor determines it necessary to obtain audit evidence.

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- ensuring such internal controls are in place as deemed necessary to enable the preparation of financial statements to be free from material misstatement, whether due to fraud or error;
- preparing financial statements, which give a true and fair view, in accordance with the Companies Act 2006;
- preparing the Annual Report, in accordance with the Companies Act 2006; and
- assessing the English Sports Development Trust Limited'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 Directors either intend to liquidate the entity or to cease operations, or has no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

My responsibility is to audit and report on the financial statements in accordance with the Government Resources and Accounts Act 2000.

My 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 a certificate that includes my opinion. Reasonable assurance is a high level

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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.

Extent to which the audit was considered capable of detecting non-compliance with laws and regulations including fraud

I design procedures in line with my responsibilities, outlined above, to detect material misstatements in respect of non-compliance with laws and regulations, including fraud. The extent to which my procedures are capable of detecting non-compliance with laws and regulations, including fraud is detailed below.

Identifying and assessing potential risks related to non-compliance with laws and regulations, including fraud

In identifying and assessing risks of material misstatement in respect of non-compliance with laws and regulations, including fraud, I:

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- considered the nature of the sector, control environment and operational performance including the design of the English Sports Development Trust Limited's accounting policies.
- inquired of management, the English Sports Development Trust Limited's head of internal audit and those charged with governance, including obtaining and reviewing supporting documentation relating to the English Sports Development Trust Limited's policies and procedures on:
 - identifying, evaluating, and complying with laws and regulations;
 - detecting and responding to the risks of fraud; and
 - the internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations including the English Sports Development Trust Limited's controls relating to the English Sports Development Trust Limited's compliance with the Companies Act 2006; Government Resources and Accounts Act 2000 and Managing Public Money.
- Inquired of management, English Sports Development Trust Limited's head of internal

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audit and those charged with governance whether:

- they were aware of any instances of non-compliance with laws and regulations;
- they had knowledge of any actual, suspected, or alleged fraud;
- discussed with the engagement team and the relevant internal specialists, regarding how and where fraud might occur in the financial statements and any potential indicators of fraud.

As a result of these procedures, I considered the opportunities and incentives that may exist within the English Sports Development Trust Limited for fraud and identified the greatest potential for fraud in the following areas: revenue recognition, posting of unusual journals, complex transactions and bias in management estimates. In common with all audits under ISAs (UK), I am required to perform specific procedures to respond to the risk of management override.

I obtained an understanding of the English Sports Development Trust Limited's framework of authority and other legal and regulatory frameworks in which the English Sports Development Trust Limited operates. I focused on those laws and regulations that had a direct effect on material amounts and

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disclosures in the financial statements or that had a fundamental effect on the operations of the English Sports Development Trust Limited. The key laws and regulations I considered in this context included Companies Act 2006, Government Resources and Accounts Act 2000, Managing Public Money and tax Legislation.

Audit response to identified risk

To respond to the identified risks resulting from the above procedures:

- I reviewed the financial statement disclosures and testing to supporting documentation to assess compliance with provisions of relevant laws and regulations described above as having direct effect on the financial statements;
- I enquired of management, the Audit, Risk and Governance Committee and in-house legal counsel concerning actual and potential litigation and claims;
- I reviewed minutes of meetings of those charged with governance and the Board and internal audit reports;
- in addressing the risk of fraud through management override of controls, I tested the appropriateness of journal entries and other adjustments; and evaluated the business

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rationale of any significant transactions that are unusual or outside the normal course of business.

I communicated relevant identified laws and regulations and potential risks of fraud to all engagement team members including and remained alert to any indications of fraud or non-compliance with laws and regulations throughout the audit.

A further description of my 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 my certificate.

Other auditor's responsibilities

I am required to obtain sufficient appropriate audit evidence to give reasonable assurance that the expenditure and income recorded in the financial statements have been applied to the purposes intended by Parliament and the financial transactions recorded in the financial statements conform to the authorities which govern them.

I communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings,

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including any significant deficiencies in internal control I identify during my audit.

Report

I have no observations to make on these financial statements.

Gareth Davies

Comptroller and Auditor General

National Audit Office

157-197 Buckingham Palace Road

Victoria, London, SW1W 9SP

27 June 2025

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Statement of comprehensive net income	Note	2025 £'000	2024 £'000
Income			
Lottery grant	2	171	-
Other income	3	6	191
Total operating income		177	191
Expenditure			
Media planning and buying	4	(171)	-
Auditor's remuneration	5	(6)	(6)
Total operating expenditure		(177)	(6)
Net operating income before taxation		-	185
Taxation	7	-	(46)
Net operating income after taxation		-	139

There are no other items of comprehensive income or expenditure.

The notes on pages 29 to 37 form an integral part of these accounts.

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Company number 4290188

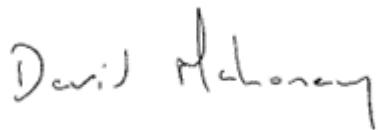
Statement of financial position	Note	2025 £'000	2024 £'000
Current assets			
Trade and other receivables	8	608	483
Total assets		608	483
Current liabilities			
Trade and other payables	9	(177)	(52)
Total liabilities		(177)	(52)
Net assets		431	431
Equity			
General reserve		431	431
Total reserves		431	431

ESDTL qualifies for exemption from the requirements of Part 16 of the Companies Act 2006 under section 482 (non-profit making companies subject to public sector audit) of that Act.

The financial statements are subject to audit by the Comptroller and Auditor General under the Government Resource and Accounts Act 2000 (Audit of Public Bodies) Order 2017.

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The accounts on pages 25 to 37 were approved by the Board of Directors and were signed on its behalf by:



David Mahoney

Chair

24 June 2025

The notes on pages 29 to 37 form an integral part of these accounts.

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Statement of cash flows	2025	2024
	£'000	£'000
Net operating income before taxation	-	185
(Increase)/decrease in trade and other receivables	(125)	(186)
Increase/(decrease) in trade and other payables	171	1
Corporation tax	(46)	-
Net cash flow from operating activities	-	-
Net increase in cash and cash equivalents	-	-
Cash and cash equivalents at 1 April	-	-
Cash and cash equivalents at 31 March	-	-

Statement of changes in equity	General reserve
	£'000
Balance at 1 April 2023	292
Net operating income for the year	139
Balance at 31 March 2024	431
Net operating income for the year	-
Balance at 31 March 2025	431

The notes on pages 29 to 37 form an integral part of these accounts.

Notes to the accounts

1 Statement of accounting policies

The accounts have been prepared under the historical cost convention in accordance with International Financial Reporting Standards (IFRS) as adopted by the United Kingdom, and the Companies Act 2006.

The policies adopted by the ESDTL as set out and described below have been applied consistently to all periods presented in these accounts.

1.1 Going concern

The Company's activities are funded by Lottery grants from the ESC National Lottery Fund, for the purpose of paid media. This is awarded by the Secretary of State for Culture, Media and Sport, under section 27 of the National Lottery etc. Act 1993.

Funding for ESDTL to run paid media campaigns requires Section 27 approval which has been obtained from DCMS on 29 May 2024 to fund the company's activities for the next four years (up to 31 March 2028). As a result, these accounts are prepared on a going concern basis.

1.2 Trademark income

Until section 27 approval was received from DCMS, revenue from licensing agreements for the use of ESDTL's trademarks is recognised at the point at which the agreement is signed in accordance with IFRS15 – Revenue from contracts with customers, as the benefit that the customers derive from the use of the trademarks is independent of the activities of ESDTL. Amounts are invoiced in accordance with agreed dates at various points over the term of the licence agreement that are not dependent on any performance obligations and so will result in income being accrued at the point of signing the agreement and released when invoiced. Since the date of section 27 approval was received, the value of the trademark is now being enhanced by the activities of ESDTL and Sport England. In line with IFRS 15, the performance obligation associated with the granting of a licence is now satisfied over time as ESDTL's customers obtain and consume the benefit of the enhancements. Therefore, trademark income is recognised over the term of the licence agreement in line with the satisfaction of the performance obligation.

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1.3 Expenditure

All expenditure is recognised on an accruals basis once liability is incurred.

1.4 Trade and other receivables/ payables

Trade and other receivables are non-derivative financial assets with fixed or determinable payments that are not traded in an active market. Since these balances are expected to be realised within 12 months of the reporting date, they are measured at transaction price less provision for any impairment.

The Company has no bank account and uses the bank account of ESC to receive Lottery and other funds which are held for the payment of expenditure relating to the Company, as and when needed. Such amounts held on its behalf are included in other receivables as an amount owed from ESC.

Trade and other payables are measured at the transaction price.

1.5 Dividends

The Company is prohibited by its Articles of Association from declaring a dividend.

1.6 Taxation

Corporation tax is payable on Trademark and licence income derived from trading activities.

1.7 Value Added Tax

The Company is in a group VAT registration scheme with ESC and is jointly and severally liable for all group VAT liabilities. No VAT is charged on transactions between members of the VAT group.

1.8 Reporting standards issued but not yet effective

There is one reporting standard issued but not yet effective: IFRS 17 (Insurance Contracts). IFRS 17 (Insurance Contracts) was issued in May 2017, replacing IFRS 4 (Insurance Contracts). The effective date of IFRS 17 in the public sector is 1 April 2025.

IFRS 17 requires that insurance liabilities be measured at the present value of future insurance cash flows, resulting in more uniform measurements and presentation for all insurance contracts. Management has assessed the effect of the new standard and has concluded that there are no material assets or liabilities recognised as insurance contracts in ESDTL and therefore this standard will have no impact on the financial statements.

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2 Lottery grant

	2025	2024
	£'000	£'000
Lottery grant	171	-
Total	171	-

The Lottery grant relates to the “This Girl Can” brand campaign media planning and buying costs.

3 Other income

	2025	2024
	£'000	£'000
Costs recharged to ESC	6	6
Trademark income	-	185
Total	6	191

The costs recharged to ESC consist of audit fees for both years.

Trademark income was received in respect of the use of the “This Girl Can” brand.

4 Media planning and buying

	2025	2024
	£'000	£'000
Media planning	171	-

Media planning costs relate to the “This Girl Can” brand campaign.

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5 Auditor's remuneration

	2025	2024
	£'000	£'000
Audit fees	6	6

There were no fees for non-audit work in 2025 and 2024. The audit fees for both years have been recharged to ESC, £6,000 in 2025 and £5,500 in 2024.

6 Staff Costs

The Company employed no staff in 2025 and 2024. ESC provides a financial and administrative service to the Company, under the terms of a service level agreement, for which no charge is made (note 11).

The Directors did not receive fees or allowances for the year.

7 Taxation

	2025	2024
	£'000	£'000
UK corporation tax at 25% (2024: 25%)	-	46
Total	-	46

Corporation tax is payable on income derived from trading activities (note 1.6). Trademark income (note 3) is trading income and subject to UK corporation tax.

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8 Trade and other receivables

	2025	2024
	£'000	£'000
Accrued income	177	72
English Sports Council (ESC)	431	411
Total	608	483

Accrued income includes audit fees recharged to ESC and Lottery grant relating to media planning of the “This Girl Can” brand campaign (2023-24 included audit fees recharged to ESC and accrued trademark income in respect of the use of the “This Girl Can” brand). ESC represents the balance of trademark income earned to date for ESDTL (see note 11).

9 Trade and other payables

	2025	2024
	£'000	£'000
Accruals	177	6
Corporation tax	-	46
Total	177	52

Accruals consist of audit fees, media planning costs and statutory filing costs.

10 Derivatives and other financial instruments

The Company relies entirely on the ESC National Lottery Fund grant to finance its operations. Other than trade receivables and trade payables that arise from its operations, it holds no financial instruments.

The Company performs all transactions in Sterling and therefore has no currency exchange risk. The Company does not enter any forward foreign currency contracts or similar financial instruments. The Company does not borrow money and therefore has no exposure to interest rate risk or liquidity risk in this regard. The Company does not enter any interest rate swaps or similar financial instruments.

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11 Related party transactions

The Company has a close working relationship with its parent body ESC. ESC National Lottery Fund is the Company's main provider of funds enabling it to conduct its objectives. ESC provides a financial and administrative service to the Company for which no charge is made. The Company has no bank account and uses the bank account of ESC to receive Lottery funds which are held for the payment of expenditure relating to the Company.

	2025	2024
	£'000	£'000
Recharged income	6	6
Amount owing from ESC	431	411

12 Ultimate parent body

The results of the Company (registered and incorporated in the UK) are consolidated in the accounts of the ESC. The accounts of the ESC Group are available from its registered office at Sport Park, 3 Oakwood Drive, Loughborough, Leicestershire, England LE13 3QF.

13 Post financial year-end events

There have been no other post balance sheet events and the annual report and accounts were authorised for issue on the date of certification by the Comptroller and Auditor General.

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