

ANNUAL REPORT & FINANCIAL STATEMENT.



Company Limited by Guarantee

Registered in England & Wales
number 06579658

Registered charity 1124915



JUNE 2025



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ADMINISTRATIVE DETAILS.



01 Name of
Charity

KEEN London
Governing document: Memorandum and
Articles of Association incorporated 29
April 2008 as amended by
special resolution dated 8 October 2009

02 Registered
Charity
Number

1124915

03 Registered
Company
Number

06579658 (England and Wales)

04 Trustees and
Directors

Clare Ellis
Emily Gardiner
Hazel Peck
Jill Robinson, Chair
Marushka Lobo, Treasurer
Patrick Smears
Sara Hazzard (appointed July 2024)
Hemant Bedarkar (appointed July 2024)

05 Registered
Office

Unit W1,
8 Woodberry Down
London
N4 2TG

06 Bankers

CAF Bank Limited
25 Kings Hill Avenue
Kings Hill
West Malling
Kent ME19 4JQ

07 Independent
Examiner

Caroline Clarke
Counterculture Partnership LLP
23 St Leonards Road
Bexhill
East Sussex
TN40 1HH

TRUSTEES' REPORT.

Welcome to KEEN London's Annual Report, together with the financial statement for the year ended 30th June 2025. This report covers the charity's objectives and activities, our achievements and performance over the last 12 months, provides a financial review, and covers the statutory reporting requirements.

In 2024/25, KEEN London was proud to offer the continuation of our much-loved weekly sessions in South, East and North London plus the expansion of Rising Stars, our service for under 5s and our Summer residential.

These achievements represent the continuation of our strategy to reach more of the children who need our services the most. This is especially true in a time where the economic climate presents difficulties for many of our beneficiaries' families and the funding landscape remains extremely competitive.

More details on all our services can be found on the following pages.



Proud runners up at the London Sport Community Impact Awards 2025

→ 208

KEEN Club sessions run in 2024/25

→ 132

children were supported

→ 4,000

hours of 1:1 support provided

OBJECTIVE & ACTIVITIES.

KEEN London is driven by a powerful mission: to improve the physical activity, social interaction and quality of life for children with disabilities in the London area.

We are more than just a charity: we are often a lifeline for families across London, providing free, highly sought-after, one-to-one support during our sports and activity sessions. These sessions open doors to opportunities that many children with disabilities are often denied: access to physical activities, participation in sports and games, and the chance to build vital teamwork and social skills. But the impact goes beyond the children—our services offer precious respite to families and carers, knowing their children are in a safe, nurturing, and incredibly fun environment.

At KEEN, our work is centred on the public benefit. We offer free sports and activities for children with both physical and learning disabilities, designed to enrich their lives in ways that standard services often cannot. Every decision we make aligns with the Charity Commission's guidance on public benefit, ensuring that we serve the community in the most impactful way possible.

Our weekly KEEN Club sessions, held during school terms in Hackney, Lambeth and Brent, create vibrant and inclusive spaces where children can thrive. For many, our annual residential weekend, most recently held in July 2025, is a life-changing experience, offering them their first taste of independence away from home. Our preschool "Rising Stars" sessions, now held weekly, play a crucial role in early intervention, providing essential support for parents of children with SEND (Special Educational Needs and Disabilities).

Across London, families of children with SEND are facing increasing challenges — longer waits for assessments, rising numbers of EHCPs, and more frequent appeals as parents fight for essential support. In this context, KEEN London's work has never been more vital. Our free, inclusive sessions provide children with disabilities a safe space to belong and thrive, while offering families valuable respite and connection.

Our unique 1:1 support means we truly get to know each child — their needs, their strengths, and their potential. Families often tell us that their child makes noticeable progress at KEEN, sometimes achieving things they haven't yet managed to do in school, thanks to our tailored, specialist support for children with SEND. As pressures on services grow, our role beyond sessions has expanded too. Increasingly, our staff are asked to provide letters, evidence, and testimonials for families navigating tribunals. Meanwhile, our Parent Champions continue to foster community and peer support, bringing parents together to share experiences, advice, and trusted services.

ACHIEVEMENTS & PERFORMANCE.

Over the last 12 months KEEN London has run 208 KEEN Club sessions across three locations. Supported 132 children with over 4,000 hours of 1:1 support. Here is a little more information about what those hours looked like.

The summer of 2024 kicked off with our annual residential where we returned to Hindleap Warren in the Sussex countryside.

This year we supported a growing number of younger and higher-need children, including more non-verbal athletes. To ensure every child received the support they needed, we increased our volunteer coach team from 20 to 21, enabling more 2:1 support where required. With the sun shining all three of our groups took on a combination of team building activities (crate building and pioneering) and individual challenges (zip lining, archery, climbing).



An athlete uses the red rope to position the bow and arrow, a few minutes after this shot the team celebrated as he got his first bullseye.



Each athlete was supported by one of their regular volunteers from the moment they woke till the bedtime story. Overnight our staff team were on hand to regularly check on the rooms and athletes giving our hard working volunteers some well deserved rest. All parents had completed in depth bedtime routine profiles to ensure each child received the support they needed whether that was to pray, read a story or to provide tooth brushing encouragement (kindly provided by coach Charlie, a dentist by day job). The safety, consistency, and inclusive environment of KEEN's weekly sessions prepared athletes to thrive on the residential trip. Familiar routines and trusted volunteers helped build the confidence, independence, and trust needed to face new experiences. For many, it was their first time away from home and thanks to KEEN's supportive foundation, they embraced new challenges, made friends, and achieved milestones once thought out of reach'.

Our annual residential is a lot of work for three days but the impact that these three days have on the children that take part is transformational. We like to check in with parents a few weeks after the trip and see if they notice any difference in their athletes as a result of their participation.

87.5%

noticed an improvement in their child's confidence

75%

noticed an improvement in their child's independence

50%

noticed an improvement in their child's social skills

KEEN CLUBS.

KEEN Club South (Lambeth).

This year we welcomed 23 new athletes to our South London KEEN Club and proudly watched 15 graduate.

We were delighted to see one of our longstanding athletes take on a new role for KEEN London as our first EDI youth Champion. Natalia's time at KEEN London had been extended since her first two years were spent predominantly online, or in smaller sessions following covid. Being slightly older than her peers, Natalia was already eager to help out in sessions, welcome new athletes and support the service where she could.

Since taking on this new role Natalia has been providing monthly reports which have helped us capture athletes' voices and perspectives, shaping how we make KEEN more inclusive and representative. Having experienced KEEN first-hand as an athlete, her insights and weekly engagement have been invaluable in strengthening our approach to equality, diversity, and inclusion.

KEEN Club East (Hackney).

This year we welcomed 22 new athletes to our Hackney KEEN Club and watched 13 of our fabulous athletes graduate.

Our first term at Hackney involved a few more trips and a temporary 'home' as our previous session venue closed for weekend hire. We were incredibly proud of our athletes and their families for their resilience and adaptability as session plans looked a little different for a few weeks.

Whilst larger, more active group games and activities were somewhat limited in our temporary venue, the provision of a sensory room allowed us to explore some new activities. We welcomed a local yoga teacher who helped our athletes stretch and focus. We used the sensory room to host a sound bath, run by local expert Guppy who taught our athletes (and coaches) some techniques to maintain their sense of calm and empower them with coping mechanisms they can use on a daily basis. The session helped focus our athletes' concentration and encouraged everyone to express themselves more freely with movement and gentle percussion.

Our final wellbeing event focused on dental wellbeing with coach Charlie (a qualified dentist) exploring different techniques for children with sensory challenges to look after their teeth. With brushing techniques, plaque detection tricks, unflavoured, unfoaming tooth pastes and special brushes our parents came away with plenty of useful information to make the daily chore more fun and less of a challenge. Our thanks to Dentaaid the dental health charity for supporting this event and providing lots of samples. Having a term to focus more on sensory play and wellbeing was a great way to return after the summer and some of our more active athletes surprised us all with their engagement these sessions and new experience.

KEEN Club North (Brent).

This year we welcomed 16 new athletes to our Wembley KEEN Club and celebrated the graduations and achievements of 9 of our long standing cohort, many of whom attending the very first Brent session.

At the end of 2024 we also said our goodbyes to Samira, our North London Coordinator who, after studying part time, had graduated and found full time work as a speech and language therapist. Having benefited from Samira's knowledge during the last two years we were incredibly grateful for all she brought to our new service and thankful that she took the time to provide a long handover to our new Coordinator Bushra.

Bushra has got to know our athletes and invested some time in sensory activities to suit their needs. These include our very own fish tank with moving toy fish, eat-safe sensory trays and playdough, sensory chairs and a wide range of new sensory equipment and toys that have been added to our sessions. Through these, athletes have been able to stimulate their sensory needs while exploring and engaging with a wider range of play. These new activities have also encouraged our athletes to develop their social interaction and communication by sharing, taking turns and playing parallel to each other and in groups. Getting creative, we've used the equipment available to us in Brent to create different obstacle courses requiring them to balance along beams, climb obstacles and jump across stepping stones. The obstacle courses have given athletes the chance to challenge themselves in a safe environment building their independence through play.



→ 16

new athletes were welcomed to our Wembley KEEN Club

→ 9

graduations & achievements at our Wembley KEEN Club

SPECIAL OCCASIONS.



('Celebrations' continued) In April we were delighted to see our work and a beautiful case study shared with 60,000 football fans at the Emirates stadium with a two page feature in the programme for Arsenal's Champions League game against PSV Eindhoven. The article (shown below) celebrated the work in our Hackney KEEN Club which had recently been supported by funding from Arsenal in the community Foundation.

→ Winter Parties.

We ended the year with Winter Parties at each of our sites - complete with three Santas, a snowman (and his dog), and plenty of festive fun. For many of our families, these events are one of the few opportunities to celebrate together, with food, music and gifts for every child. We keep the focus on togetherness, making sure every family feels welcome and included. We shared food, dances, laughs and crafts. As always these events would not be possible without our incredible volunteers, who not only bring energy and enthusiasm but also help provide gifts, food and festive magic.

→ Celebrations.

2025 got off to a great start with Kirstie, Neil, Viktoria, and Samantha taking to the red carpet at the London Sport Awards where KEEN London was shortlisted for the Community Impact Award. Held at the prestigious Guildhall in the City of London, it was a big night and truly humbling to be surrounded by so many fantastic charities. We were incredibly proud to be named runner-up, from over 400 entries.

At the end of March we created crescent moons to celebrate Eid with athletes using paints and pens to bring colour to their decorations. (Continued overleaf)

→ Spring Party: Reuniting the KEEN Community.

The sun shined as our athletes enjoyed a variety of inflatable obstacles whilst the hire of the astro pitch gave our athletes the space to take on their coaches and beat the goalie (VAR still being checked for that one).

As always, the day was filled with energy, laughter and colour — helped along by special guest from Rainbow Mascots, Sonic the Hedgehog, and our brilliant balloon artists from D & D Parties.

Our Spring Party is more than just a celebration; it's a chance to bring our KEEN community together. Families past and present joined to reconnect, share memories and catch up with staff and

volunteers. Seeing former athletes return is a wonderful reminder of the lasting relationships and sense of belonging KEEN creates.



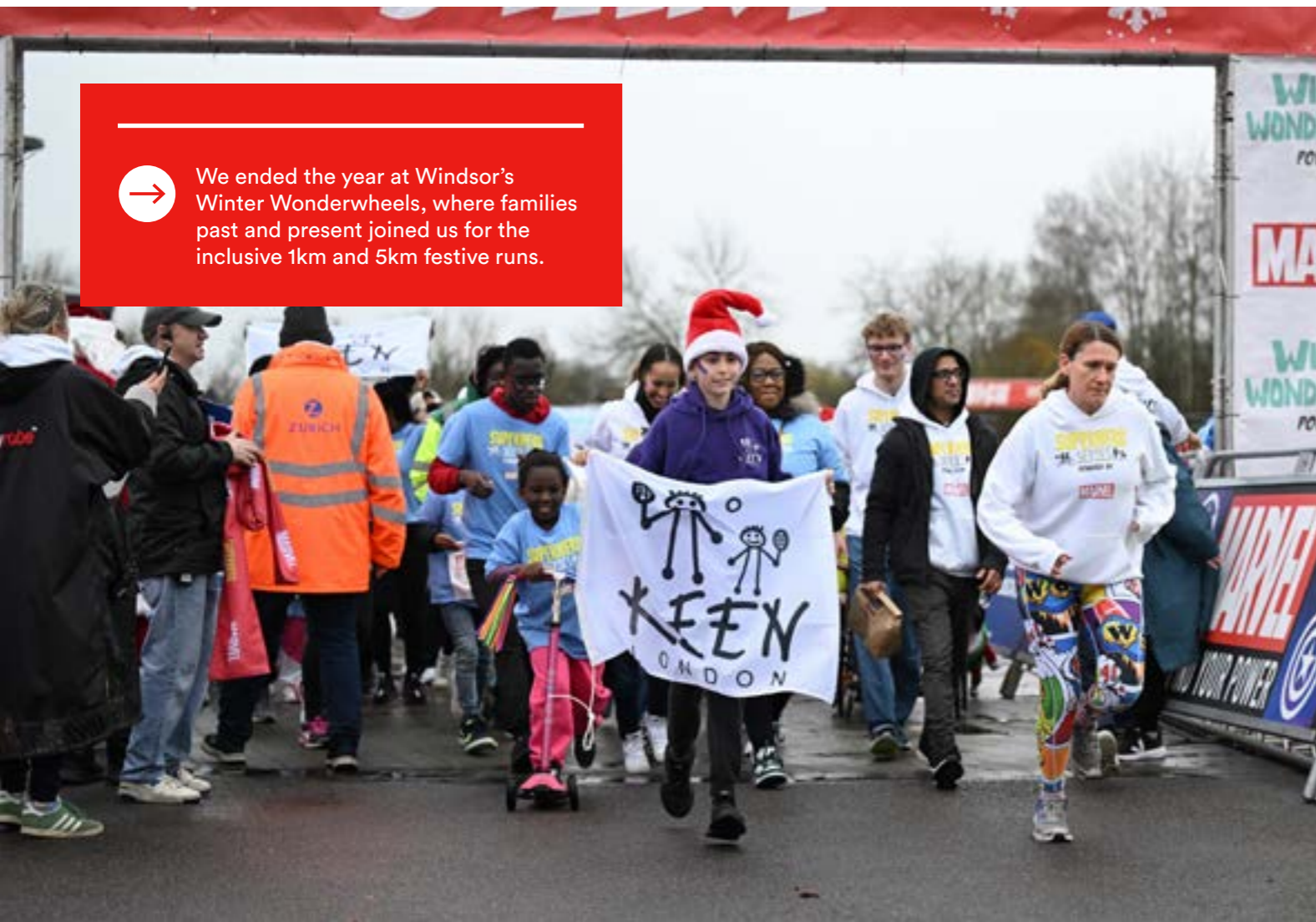
EXPLORING NEW EXPERIENCES: KEEN TRIPS.

Our trips are about more than just days out — they're about building confidence, curiosity and connection in real-world settings. Every outing gives our athletes a chance to experience something new, develop vital life skills, and take steps towards greater independence.

This year, several athletes attended their first-ever cinema screening. What might seem like a simple trip can be a major milestone - managing noise, light, and crowds can be overwhelming for many children with sensory sensitivities. With a small, supportive group and familiar faces around them, our athletes were able to enjoy the full film, while parents were able to relax knowing their children were comfortable and supported.



We ended the year at Windsor's Winter Wonderwheels, where families past and present joined us for the inclusive 1km and 5km festive runs.



Our soft play sessions encouraged physical exploration — helping athletes practise balance, coordination and spatial awareness in a safe, fun environment. Meanwhile, our visit to the Discovery Story Centre, the UK's first dedicated story centre for children, opened up a world of imagination. Through interactive exhibits, sensory crafts and story gardens, children developed creativity, communication and social skills through play.

We got our festive season off to a great start on December 1st taking part in the Winter Wonderwheels event at Windsor. Families past and present took part in the 1km lakeside dash and for those still with energy the 5km run. It was a joyful celebration of progress — a reminder of how far our athletes have come and how much they can achieve when given the right support.

We didn't let the damp get us down with unlimited hot chocolates, Santa and a host of paralympic celebrities taking part. It was a fantastic day!

→ 1km

lakeside dash united families past and present in a celebration of progress

→ 5km

run highlighted the determination and potential of our athletes

RISING STARS.

Over the course of the year 35 families attended Rising Stars with 8 families attending multiple times. Throughout the sessions our team made 28 referrals to different support services including CAMHS, the Disability Register, early years SEN services, schools, EHCP assessment, Speech and language therapy.

96%

families felt more knowledgeable about services in their area after attending

91%

said they had enough information to start planning their children's future

84%

attending families joined the KEEN club waiting list (for when their child turns 5)

Thanks to an unexpected legacy, we've been able to expand our Rising Stars preschool service — moving from fortnightly to weekly sessions and welcoming Joy as our new Parent Support Coordinator. Joy first joined KEEN as a volunteer during our pilot sessions and brings invaluable local insight and lived experience to the role. Together, we've created a trusted, community-led space where families can share concerns, explore support options, and connect with others who understand.

At a time when many early years services are being cut, we're proud to be doubling our delivery and extending vital support to more families who need it.

The sessions have continued to develop in structure with attendance of other third sector and statutory services, reflecting increased partnership working and providing families with more direct access to support and resources. We welcomed Lambeth SEND Team who have been able to further support families with signposting and next steps as well as .-WhipperSnappers the popular locally based music arts group specialising in sensory musical exploration.

Additional Support Offered

In June We supported the start of the Disabled Children's Partnership (DCP)'s Fight for the Ordinary Campaign as we asked families and supporters to sign a petition to save EHCP's ahead of the forthcoming government schools white paper.

We have supported six families through the EHCP application process, including five parents who required assistance in preparing for the tribunal. KEEN London has contributed assessment reports and witness statements, and on several occasions, staff have attended tribunal hearings as supporting witnesses for parents.

We shared individual funding resources with families that could benefit from communication aids, mobility aids, specialist furniture, therapies. Two families took up support we shared with one of our partner funders, the Childhood Trust and as part of their transforming spaces project supporting athletes with new equipment to increase their independence at home.



2024/25 IN NUMBERS.

100%

of families said KEEN positively impacted the children it supports

98%

of families reported an increase in confidence & self-esteem

98%

of families noticed an increase in social interaction

84%

of families noticed an improvement in communication

90%

of families agree that KEEN has provided an opportunity to build friendships

80%

of families noticed an increase in emotional regulation

84%

of families noticed an increase in mental wellbeing

84%

of families do not receive any other free 1:1 services, activities or respite

72%

report KEEN as the only time they get to themselves

EDI.

Over the past year, KEEN London has made significant progress on its Equality, Diversity and Inclusion journey. A new EDI advisory group was established, bringing together voices from across the organisation including trustees, staff, volunteers and parents, to ensure that inclusion is embedded in everything we do. The group has made progress towards agreeing its aims and objectives and begun identifying practical ways to strengthen representation, accessibility, and belonging throughout our programmes and operations.

Alongside this, the whole KEEN London team has taken part in bespoke EDI training designed around our community, exploring the barriers and challenges faced by children with SEND and disabilities, and reflecting on how we can remove them in our sessions and culture. Our Parent Coffee Mornings have also gone from strength to strength, creating safe and supportive spaces for families to connect and share experiences. For the first time in KEEN's history, we had Parent Champions at all three sites, each playing a vital role in building peer networks and amplifying family voices within our community.

We have also begun to see early success in diversifying our volunteer pool and broadening our reach to include more children with physical disabilities, not just those with learning or developmental needs. This has included beginning to develop new partnerships with SEND Local Authority Teams, Short Breaks services, and Healthcare and Rehabilitation Teams. While there is still more work ahead, these steps mark meaningful progress towards a more inclusive KEEN London, one where every child, family, and volunteer truly belongs.

Fundraising

From October to January we saw Tesco stores around east London collect blue tokens for KEEN London as part of the stronger starts programme. We were delighted to receive £500 and grateful to everyone that selected KEEN London.

In June we celebrated Small charity Week with our first online auction raising £1,000, our huge thanks to all our donors.

- Arsenal Football Club
- Burberry
- F1
- Haringey Huskies
- Manchester City Football Club
- Middlesex County Cricket Club
- Studio Canal
- Sweaty Betty
- Tatty Devine
- Tottenham Hotspur

Special thanks to the following individuals



We are incredibly grateful to **Fred Wellings** for a very kind gift left in his will. With Fred's legacy we have been able to reach more families and provide support at an early age. We are

delighted to be able to provide this support to local families at a time when so many services are being cut or reduced.

EDI Continued.

We want to take this opportunity to remind our supporters that gifts in wills of any size can make a huge difference, from new equipment, a first residential weekend or a new service. For small charities like ours the impact can be life changing for the many children and families that rely on our services.

Over the last 12 months we have seen some incredible fundraising from our volunteers, our families and new-found friends.

We would like to give special thanks to **Laura Cress** for organising not one but two epic fundraising events this year, raising over £5,000 and once again sharing the KEEN family with people far and wide (the in person and online mixture worked a treat).

KEEN Club Hackney volunteer **Petra Dlugosova** for once again proving that she is super human with a variety of ultra marathon challenges spanning this year and next (including a 56 km ultra trail marathon up Snowdonia (UTMB) with an elevation gain of 3,400 m!)

KEEN Club Hackney volunteer **Marco Lautier** for gathering his friends to take on the Barcelona marathon and raising over £2,000.

The **2024 KEEN London Tough Mudder team.**

We would also like to thank the following companies and people for their ongoing support of our work:

- **Aby Dingle** for the design for this report
- **Zurich** for sponsoring our Superhero Series spaces
- **KEEN Group taxis** for providing transport to our families to attend events outside of KEEN
- **Rainbow Mascots** for bringing the special guests to our spring and summer parties.



SUMMARY.

The economic climate remains difficult, and especially so for many members of the KEEN London community. Our services have never been more needed, and we are proud to have expanded our work.

We are focused on building a sustainable future for the charity. We are confident that the KEEN London team - comprising staff, volunteers, and Trustees - will face future challenges with the same commitment to our goals, energy, enthusiasm, and professionalism.

We are extremely thankful to the volunteers who continue to give us their time and to the funders who continue to support us. As always, however, our greatest source of pride is seeing our beneficiaries flourish and grow, thanks to the work of the KEEN London community.

→ Financial Review

Total income including endowment received for the year amounted to £397,221 (2024: £266,393), comprising £391,735 from donations, grants, endowments and legacies and £5,486 from investment income. Unrestricted income totaled £125,771 (2024: £121,913). The increase in income reflects higher levels of grant, endowment and donation funding received during the year.

KEEN London is grateful to its project funders for continuing to support our services and Staff with grants from John Lyon's Charity, The National Lottery Community Fund, Walcot Foundation and Children in Need.

We would like to thank the Trustees of The Edward Gosling Foundation for their incredibly generous 5-year deed of grant which commenced in 2024/25. This demonstration of long-term commitment to our work offers us a level of confidence which is particularly welcome in these very uncertain times.

We have also benefited from individual donations from supporters and volunteers in our third match funding appeal with the Big Give which was also supported by the Childhood Trust, Dentons Solicitors and the Pixel Foundation.

Our thanks also to the following funders for their continued support of our work over this period: The Masonic Charitable Foundation, The Worshipful Company of Tobacco Pipe Makers and Tobacco Blenders, the Sterry Family, Charles S French Charitable Trust, the Arsenal Foundation and Matchroom Sport.

[Continued Overleaf]

Summary Continued.

Total expenditure amounted to £282,854 (2024: £258,004). The increase in expenditure reflected an increase in venue costs at all sites, improved volunteer training and recognition and increased venue costs in East and South London. We have continued to encourage the take-up of volunteer expenses which has reduced the barriers to volunteering.

Staff costs increased this year as we took the opportunity to give salary increases to reflect the increase in cost of living. We also employed a new part-time member of staff to cover our Rising Stars programme and increase the capacity of our service from twice a month to weekly, allowing us to reach and support even more families in need. Our Director is supported by a fulltime Volunteer Manager and, on part-time contracts, a Senior Session Coordinator, three Session Coordinators, a Fundraiser - whose objective is to deliver long-term financial sustainability for the charity - and a Finance Manager to ensure optimal financial record-keeping and management.

We recorded a net surplus of £18,367 and remaining endowment of £96,000 totaling a net income of £114,367 (2024: £8,389), reflecting increased income from grants and donations.

Reserves Policy

The Trustees are dedicated to building sufficient reserves to support the charity's current activities, while also considering any uncertainties in income levels. They aim to maintain free reserves at a level equivalent to six to nine months of expenditure, estimated to be between £151,000 and £226,000 based on next year's budget.

Funds of £15,000 and £5,000 were allocated to the Development Fund and the Equality, Diversity, and Inclusion (EDI) programmes respectively. This ensures the availability of resources to continue these important initiatives.

At the close of the financial year, total reserves stood at £276,194, with £170,723 in the Free Reserve (General Fund) and £96,000 in endowment funds. In line with the previous year, the reserves policy will continue to cover six to nine months of expenditure.

Thanks to generous donor support, it has been another successful year of fundraising, and the Trustees are confident that our expert staff team and new service initiatives will further strengthen KEEN London's financial sustainability.

The Trustees have concluded that there are no significant uncertainties regarding the charitable company's future operations.

Keen London Trustees' Report (continued) For The Year Ended 30 June 2025

FINANCIAL STATEMENT OF TRUSTEES' AND DIRECTORS' RESPONSIBILITIES

The Trustees (who are also directors of KEEN London for the purposes of company law) are responsible for preparing the trustees' annual report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees 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 of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period.

In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charities SORP
- Make judgments and estimates that are reasonable and prudent
- State whether applicable UK 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 that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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

Members of the charity guarantee to contribute an amount not exceeding £10 to the assets of the charity in the event of winding up. The total number of such guarantees at 30 June 2025 was eight (2024: six). The Trustees are members of the charity but this entitles them only to voting rights. The Trustees have no beneficial interest in the charity.

Preparation of the Report

The report was approved and authorised for issue by the Trustees on 15th January 2026 and is signed on behalf of the Trustees by:

Small Company Rules

This report has 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.

The trustees' report was approved by the board of trustees and signed on its behalf by:

Marushka lobo P. Smeers

Date 17/02/2026

17/02/2026

Keen London
Independent Examiner's Report to the Trustees of Keen London
For The Year Ended 30 June 2025

I report to the charity trustees on my examination of the accounts of the Company for the year ended 30 June 2025.

Responsibilities and Basis of Report

As the charity 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

Since the Company's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of The Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

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.

Caroline Clarke

17/02/2026

Date
Clarke + Wells
Ground Floor
66 High Street
Lewes
East Sussex
BN7 1XG

STATEMENT OF FINANCIAL ACTIVITIES.

Keen London
Statement of Financial Activities (including Income and Expenditure Account)
For The Year Ended 30 June 2025

					2025	2024
		Unrestricted funds	Restricted funds	Endowment funds	Total funds	Total funds
	Notes	£	£	£	£	£
INCOME AND ENDOWMENTS FROM:						
Donations and legacies	3	120,285	151,450	120,000	391,735	261,783
Investments	4	5,486	-	-	5,486	4,610
		<u>125,771</u>	<u>151,450</u>	<u>120,000</u>	<u>397,221</u>	<u>266,393</u>
EXPENDITURE ON:						
Raising funds	5	(25,086)	-	-	(25,086)	(24,012)
Charitable activities:	5					
Sports and fun activities for children with learning difficulties		(129,123)	(128,645)	-	(257,768)	(233,992)
		<u>(154,209)</u>	<u>(128,645)</u>	<u>-</u>	<u>(282,854)</u>	<u>(258,004)</u>
NET INCOME		<u>(28,438)</u>	<u>22,805</u>	<u>120,000</u>	<u>114,367</u>	<u>8,389</u>
Transfers between funds	14	24,000	-	(24,000)	-	-
NET MOVEMENT IN FUNDS		<u>(4,438)</u>	<u>22,805</u>	<u>96,000</u>	<u>114,367</u>	<u>8,389</u>
RECONCILIATION OF FUNDS:						
Total funds brought forward		195,161	62,666	-	257,827	249,438
TOTAL FUNDS CARRIED FORWARD	14	<u>190,723</u>	<u>85,471</u>	<u>96,000</u>	<u>372,194</u>	<u>257,827</u>

The notes on pages 7 to 13 form part of these financial statements.

Keen London
Comparative Statement of Financial Activities (including Income and Expenditure Account)
For The Year Ended 30 June 2025

				2024
		Unrestricted funds	Restricted funds	Total funds
	Notes	£	£	£
INCOME AND ENDOWMENTS FROM:				
Donations and legacies	3	117,303	144,480	261,783
Investments	4	4,610	-	4,610
		<u>121,913</u>	<u>144,480</u>	<u>266,393</u>
EXPENDITURE ON:				
Raising funds	5	(24,012)	-	(24,012)
Charitable activities:	5			
Sports and fun activities for children with learning difficulties		(111,409)	(122,583)	(233,992)
		<u>(135,421)</u>	<u>(122,583)</u>	<u>(258,004)</u>
NET INCOME		<u>(13,508)</u>	<u>21,897</u>	<u>8,389</u>
		<u>(13,508)</u>	<u>21,897</u>	<u>8,389</u>
NET MOVEMENT IN FUNDS				
RECONCILIATION OF FUNDS:				
Total funds brought forward		208,669	40,769	249,438
TOTAL FUNDS CARRIED FORWARD	14	<u>195,161</u>	<u>62,666</u>	<u>257,827</u>

The notes on pages 7 to 13 form part of these financial statements.

BALANCE SHEET.

**Keen London
Balance Sheet
As At 30 June 2025**

		Unrestricted funds	Restricted funds	Endowment funds	2025 Total funds	2024 Total funds
	Notes	£	£	£	£	£
CURRENT ASSETS						
Debtors	10	16,016	-	-	16,016	7,862
Cash at bank and in hand		195,256	85,471	96,000	376,727	254,575
		211,272	85,471	96,000	392,743	262,437
Creditors: Amounts Falling Due Within One Year	11	(20,549)	-	-	(20,549)	(4,610)
NET CURRENT ASSETS (LIABILITIES)		190,723	85,471	96,000	372,194	257,827
TOTAL ASSETS LESS CURRENT LIABILITIES		190,723	85,471	96,000	372,194	257,827
NET ASSETS		190,723	85,471	96,000	372,194	257,827
FUNDS OF THE CHARITY						
Endowment Funds					96,000	-
Restricted Funds					85,471	62,666
Unrestricted Funds					190,723	195,161
TOTAL FUNDS	14				372,194	257,827

For the year ending 30 June 2025 the charitable company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the charitable company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

On behalf of the board

Marushka lobo P. Smeers

Date

17/02/2026

17/02/2026

The notes on pages 7 to 13 form part of these financial statements.

NOTES TO FINANCIAL STATEMENTS.

Keen London Notes to the Financial Statements For The Year Ended 30 June 2025

1. General Information

Keen London is a company limited by guarantee, incorporated in England & Wales, registered number 06579658 and registered charity number 1124915. The registered office is .

KEEN London was incorporated on 29th April 2008 and took over the assets and liabilities of KEEN London (Trust) which had been established in 2002. Each of the Trustees is a Director of the company and a guarantor, having agreed to contribute a sum no greater than £10 in the event of the company being wound up.

In the opinion of the Trustees, there is no ultimate controlling party.

2. Accounting Policies

2.1. Basis of Preparation of Financial Statements

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)", Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Companies Act 2006.

The charitable company is a Public Benefit Entity as defined by FRS 102.

Assets and liabilities are initially recognized at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

2.2. Fund Accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Designated funds comprise unrestricted funds that have been set aside by the trustees for a specific purpose.

Restricted funds are to be used for specific purposes as laid down by the donor.

Endowment funds are generated from the gift of an expendable endowment from The Edward Gostling Fund. The amount that may be applied from the income and capital of the Endowment is limited to £24,000 for the first year and then each subsequent year £24,000 plus any interest earned.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

2.3. Incoming Resources

Income is recognized when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably. Volunteer time donated is not recognized as income.

2.4. Resources Expended

Expenditure is recognized 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.

2.5. Cash and Cash Equivalents

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.

2.6. Pensions

The Charity operates a defined contribution pension scheme for its employees. Pension costs are recognised when contributions become payable.

3. Income from Donations and Legacies

Keen London
Notes to the Financial Statements (continued)
For The Year Ended 30 June 2025

	2025			2024
	Unrestricted funds	Restricted funds	Endowment funds	Total funds
	£	£	£	£
Grants	120,285	151,450	120,000	391,735
	Unrestricted funds	Restricted funds	Endowment funds	Total funds
	£	£	£	£
Grants	117,303	144,480	-	261,783

The following grants are included within the total income from donations and legacies above:

	2025		
	Unrestricted funds	Restricted funds	Total funds
	£	£	£
Global Charities	-	-	-
Heagreaves Foundation	-	-	-
John Lyons	-	32,000	32,000
MCF MASONIC	-	-	-
National Lottery 2023	-	65,950	65,950
Post Code Lottery	-	-	-
RBG Legal	-	-	-
Robert Gavron Charitable Trust	-	-	-
Wembley National Stadium Trust	-	-	-
Rank Foundation	-	-	-
Unrestricted Grants	-	-	-
BBC	-	37,000	37,000
Walcott Foundation	-	16,500	16,500
	-	151,450	151,450
	Unrestricted funds	Restricted funds	Total funds
	£	£	£
Global Charities	-	5,000	5,000
Heagreaves Foundation	-	34,720	34,720
John Lyons	-	32,000	32,000
MCF MASONIC	5,000	-	5,000
National Lottery 2023	-	65,135	65,135
Post Code Lottery	35,000	-	35,000
RBG Legal	19,819	-	19,819
Robert Gavron Charitable Trust	5,000	-	5,000
Wembley National Stadium Trust	-	5,625	5,625
Rank Foundation	-	2,000	2,000
Unrestricted Grants	52,484	-	52,484
BBC	-	-	-
Walcott Foundation	-	-	-
	117,303	144,480	261,783

4. Investment Income

Keen London
Notes to the Financial Statements (continued)
For The Year Ended 30 June 2025

	2025	2024
	Unrestricted funds	Unrestricted funds
	£	£
Bank interest receivable	5,486	4,610

5. Analysis of Expenditure

	2025		
	Activities undertaken directly (see note 6)	Support costs (see note 7)	Total
	£	£	£
Raising funds	25,086	-	25,086
Sports and fun activities for children with learning difficulties	254,913	2,855	257,768
	279,999	2,855	282,854

	2024		
	Activities undertaken directly (see note 6)	Support costs (see note 7)	Total
	£	£	£
Raising funds	24,012	-	24,012
Sports and fun activities for children with learning difficulties	228,340	5,652	233,992
	252,352	5,652	258,004

6. Direct Costs

	2025		
	Raising funds	Sports and fun activities for children with learning difficulties	Total
	£	£	£
Fundraising activities:			
Cost of raising funds	2,708	-	2,708
Employee costs:			
Wages and salaries	22,378	164,340	186,718
Employers NI	-	10,317	10,317
Employers pensions - defined contribution schemes	-	5,109	5,109
Staff costs	-	1,858	1,858
Premises expenses:			
Premises costs	-	24,562	24,562
General administration:			
Events, premises hire and entry fees	-	48,727	48,727
	25,086	254,913	279,999

Keen London
Notes to the Financial Statements (continued)
For The Year Ended 30 June 2025

	2024		
	Raising funds	Sports and fun activities for children with learning difficulties	Total
	£	£	£
Fundraising activities:			
Cost of raising funds	2,137	-	2,137
Employee costs:			
Wages and salaries	21,875	146,657	168,532
Employers NI	-	9,412	9,412
Employers pensions - defined contribution schemes	-	4,520	4,520
Staff costs	-	4,880	4,880
Premises expenses:			
Premises costs	-	20,301	20,301
General administration:			
Events, premises hire and entry fees	-	42,570	42,570
	<u>24,012</u>	<u>228,340</u>	<u>252,352</u>

7. Support Costs

	2025
	Sports and fun activities for children with learning difficulties
	£
General administration:	
Insurance	784
DBS checks	2,071
	<u>2,855</u>
	2024
	Sports and fun activities for children with learning difficulties
	£
General administration:	
Insurance	769
DBS checks	1,998
Customer Relationship Management project	2,426
Diversity and Inclusion Project	459
	<u>5,652</u>

Keen London
Notes to the Financial Statements (continued)
For The Year Ended 30 June 2025

8. Staff Costs

Staff costs were as follows:

	2025	2024
	£	£
Wages and salaries	186,718	168,532
Social security costs	10,317	9,412
Other pension costs	5,109	4,520
	<u>202,144</u>	<u>182,464</u>

No employees received employee benefits (excluding employer pension costs) for the reporting period of more than £60,000.

9. Average Number of Employees

Average number of employees during the year was: 7 (2024: 7)

10. Debtors

	2025	2024
	£	£
Due within one year		
Trade debtors	745	6,631
Other debtors	15,271	1,231
	<u>16,016</u>	<u>7,862</u>

Prepayments include office deposit and prepaid insurance.

11. Creditors: Amounts Falling Due Within One Year

	2025	2024
	£	£
Trade creditors	8,141	1,872
Taxation and social security	2,408	2,738
Accruals and deferred income	10,000	-
	<u>20,549</u>	<u>4,610</u>

12. Deferred Income

Deferred income movements in the year were as follows:

	2025	2024
	£	£
Balance at the start of the period	-	-
Income deferred in the current period	10,000	-
Balance at the end of the period	<u>10,000</u>	<u>-</u>

Income deferred for Matchroom Sport Foundation for projects in 25/26.

13. Pension Commitments

The charitable company operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the charitable company in an independently administered fund.

During the year the charge to the statement of financial activities in respect of defined contribution schemes was £5,109 (2024: £4,520).

At the balance sheet date contributions of £NIL were due to the fund and are included in creditors.

Keen London
Notes to the Financial Statements (continued)
For The Year Ended 30 June 2025

14. Movement in Funds

	As at 1 July 2024	Income	Expenditure	Transfers	As at 30 June 2025
	£	£	£	£	£
Unrestricted funds					
General:					
General unrestricted fund	175,161	125,771	(154,209)	24,000	170,723
Designated:					
Development fund	15,000	-	-	-	15,000
Diversity and Inclusion fund	5,000	-	-	-	5,000
	20,000	-	-	-	20,000
Total unrestricted funds	195,161	125,771	(154,209)	24,000	190,723
Restricted funds					
Heagreaves Foundation	32,874	-	(18,834)	-	14,040
John Lyons	1,246	32,000	(16,424)	-	16,822
Global Charities	2,264	-	(2,264)	-	-
National Lottery 2023	26,282	65,950	(41,800)	-	50,432
Walcott Foundatio	-	16,500	(16,500)	-	-
BBC	-	37,000	(32,823)	-	4,177
Total restricted funds	62,666	151,450	(128,645)	-	85,471
Endowment funds					
Expendable:					
Edward Gostling Fund	-	120,000	-	(24,000)	96,000
Total funds	257,827	397,221	(282,854)	-	372,194

	As at 1 July 2023	Income	Expenditure	As at 30 June 2024
	£	£	£	£
Unrestricted funds				
General:				
General unrestricted fund	188,669	121,913	(135,421)	175,161
Designated:				
Development fund	15,000	-	-	15,000
Diversity and Inclusion fund	5,000	-	-	5,000
	20,000	-	-	20,000
Total unrestricted funds	208,669	121,913	(135,421)	195,161
Restricted funds				
Heagreaves Foundation	10,899	34,720	(12,745)	32,874
John Lyons	29,870	32,000	(60,624)	1,246
Global Charities	-	5,000	(2,736)	2,264
National Lottery 2023	-	65,135	(38,853)	26,282

...CONTINUED

Keen London
Notes to the Financial Statements (continued)
For The Year Ended 30 June 2025

Wembley National Stadium Trust	-	5,625	(5,625)	-
Rank Foundation	-	2,000	(2,000)	-
Total restricted funds	40,769	144,480	(122,583)	62,666
Total funds	249,438	266,393	(258,004)	257,827

Received £65,950 this financial year from National Lottery towards continuation of our services, volunteer manager. Received further £32,000 from John Lyons towards volunteering cost including volunteering manager post. Received £37,000 from the BBC multi grant fund for IT equipment, communication and evaluation costs. The Development Fund which was established for further enhancement of the organisational capacity of KEEN and continues to be used for the Customer Relationship Management project and scope was expanded during the year to include volunteering project. A reserve of £20,000 previously established to support our programme to develop Diversity and Inclusion in KEEN, will continue to be utilized funding will be required, and further funds was allocated for this purpose.

15. Transactions with Trustees

None of the trustees received any remuneration or any other benefits from an employment with the charity or a related entity during the current or previous year.

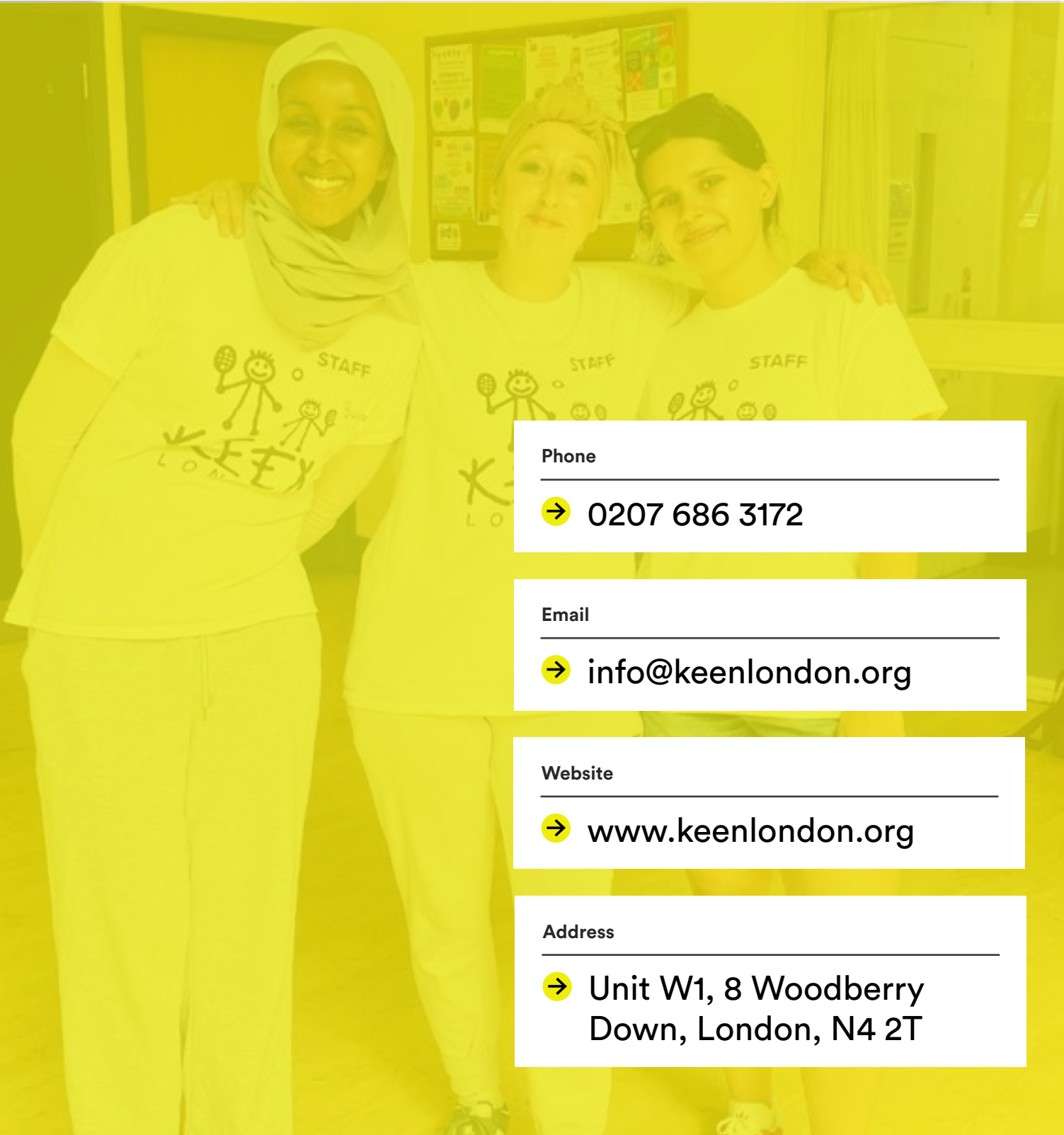
No trustee expenses have been incurred.

16. Related Party Disclosures

Key management personnel (including directors) received compensation of £50,775 (2024: £47,677)



CONTACT US.



Phone

→ 0207 686 3172

Email

→ info@keenlondon.org

Website

→ www.keenlondon.org

Address

→ Unit W1, 8 Woodberry
Down, London, N4 2T