



SWINDON TOWN FC

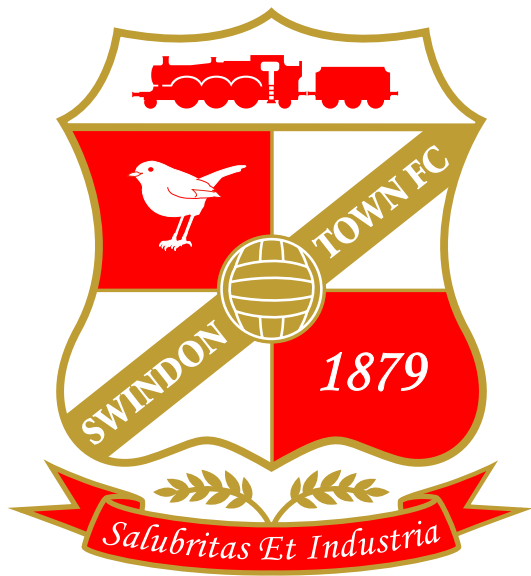
Annual Report

For The Year Ended 31 May 2023

This report was produced by Goal Assist Limited
in partnership with Fair Game UK.

SWINDONTOWNFC.CO.UK





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A FOOTBALL CLUB SHOULD BE THE HEARTBEAT OF THE TOWN AND THE LOCAL COMMUNITY.

WITHOUT FANS YOU DON'T HAVE A CLUB.

Clem Morfuni

ABOUT OUR CLUB

Welcome Swindon Town Football Club

Founded in 1879, Swindon Town Football Club holds a rich history deeply rooted in the fabric of English football.

Situated in the heart of Swindon, Wiltshire, the club has been a focal point of community pride and sporting excellence. Swindon Town FC epitomises the ethos of teamwork, resilience, and passion for the beautiful game.

Since its inception, Swindon Town Football Club has weathered both triumphs and setbacks, including unforgettable moments like clinching the Football League Cup in 1969, a monumental feat forever etched in the memories of our loyal fans.

Our journey has been graced by iconic players, from Don Rogers to Glenn Hoddle, each leaving an indelible mark on Swindon's footballing legacy.

In recent years, Swindon Town has embarked on a mission to strengthen its presence both on and off the pitch. The club remains committed to sustainable growth, investing in infrastructure and facilities to ensure a bright future for generations of fans to come.

Fuelled by the unwavering passion of our devoted fanbase and guided by a clear vision of success, Swindon Town Football Club remains resolute in our pursuit of excellence.

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Swindon Town FC Annual Report



COMPANY INFORMATION

Swindon Town Football Company Limited

DIRECTOR

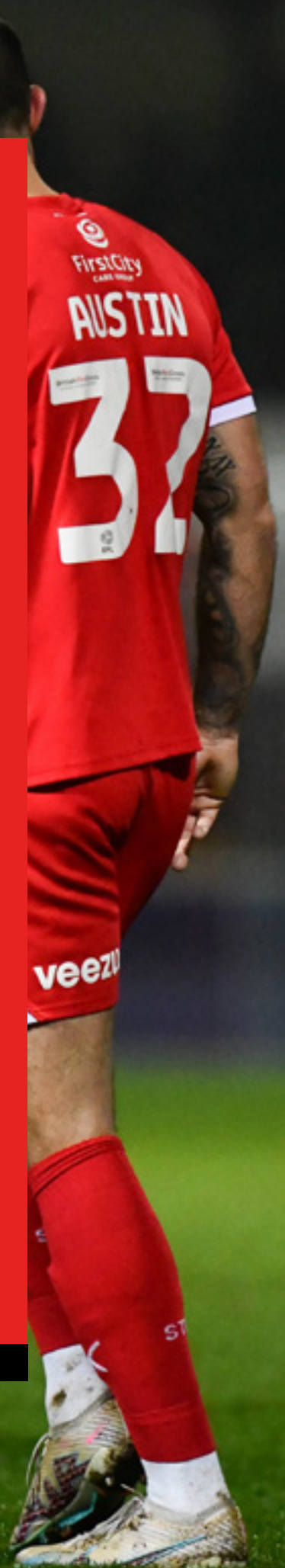
Mr C G B Morfuni

REGISTERED OFFICE

County Ground
County Road
Swindon
Wiltshire
SN1 2ED

ACCOUNTANTS

UHY Ross Brooke
Chartered Accountants
16 Dorcan Business
Village
Murdock Road, Dorcan
Swindon
Wiltshire
SN3 5HY



REPORT OVERVIEW



Fan-Focused Financial Transparency: **An Independent Review**

This report, produced by Goal Assist in collaboration with Fair Game UK, aims to offer an impartial fan-focused explanation of Swindon Town Football Company Limited's Annual Accounts, serving to furnish fans with comprehensive insights. Swindon Town upholds a steadfast dedication to financial transparency, recognising the pivotal role it plays in upholding the club's fiscal stability. Concurrently, the club remains unwavering in its commitment to fostering growth, channelling investments towards fostering success both on and off the pitch. Through the commission of this report, Swindon Town endeavours to provide fans with a deeper understanding of the club's financial landscape, underlining its enduring pledge to prudent financial management and sustained progress.



This independent report marks a significant stride in granting fans valuable insights into the inner workings of Swindon Town beyond the field.

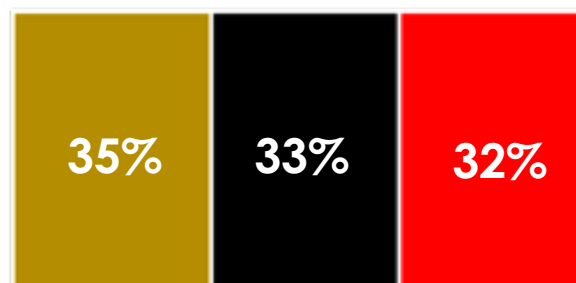
We extend our commendation to Swindon Town for their openness and transparency demonstrated throughout the development of this report.

Joshua Price
CEO Goal Assist

THE DASHBOARD

REVENUE

£6,033,097	
Total Revenue	
Matchday	1,964,534
Commercial	2,091,929
Broadcasting	1,976,633
	6,033,097



VARIANCE ON PRIOR YEAR

2023	£6,033,097
2022	£6,650,650



OWNERSHIP SUPPORT

Loans were provided to the club during the financial year by Axis Football Investments Ltd, of which Mr C G B Morfuni is the controlling party.

LOANS FROM OWNERSHIP

£1,561,385

NET TRANSFER INCOME

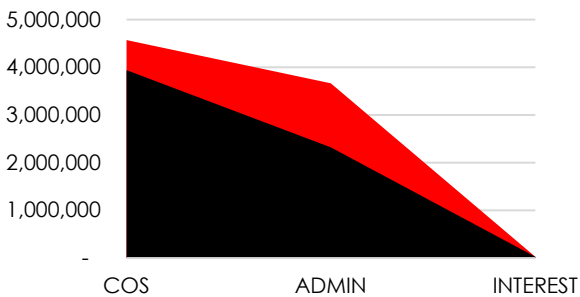
2023	£911,750
2022	£445,000



COSTS

Prior Year Comparison

■ 2023 ■ 2022



£8,256,616

Total Expenditure

Cost of Sales	4,569,576
Admin Expenses	3,664,206
Interest Payable & Similar Expenses	22,834
	8,256,616

INVESTMENT

On receipt of a £2,300,000 donation from The Nigel Eady Trust, Swindon Town Football Company Limited and Swindon Town Community Mutual Limited formed a joint venture named The County Ground Stadium Custodians Limited to purchase the County Ground.



DIRECTOR'S REPORT

SWINDON TOWN FOOTBALL COMPANY LIMITED DIRECTOR'S REPORT FOR THE YEAR ENDED 31 MAY 2023

The director presents his report and the financial statements for the year ended 31 May 2023.

DIRECTOR OF THE COMPANY

The director who held office during the year was as follows: Mr C G B Morfuni

PRINCIPLE ACTIVITY

The principal activity of the company is that of a professional football club together with related commercial activities.

The financial statements for the year include profit in relation to £2,300,000 received from The Nigel Eady Trust, of which £1,150,000 was donated to Swindon Town Community Mutual Limited. Swindon Town Football Company Limited and Swindon Town Community Mutual Limited have formed a joint venture called The County Ground Stadium Custodians Limited to purchase the County Ground and this transaction was completed on 24 March 2023. Swindon Town Football Company Limited therefore have a 50% investment in the joint venture of £1,150,000.



MR C G B MORFUNI
DIRECTOR

Without the funds received from The Nigel Eady Trust related to the purchase of the County Ground in the joint venture, the loss for the year would have been £1,073,519.

SMALL COMPANIES PROVISION STATEMENT

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.

Approved and authorised by the director on 4 March 2024

Mr C G B Morfuni
Director

ACCOUNTANTS' REPORT

Chartered Accountants' Report to the Director on the Preparation of the Unaudited Statutory Accounts of Swindon Town Football Company Limited for the Year Ended 31 May 2023

In order to assist you to fulfill your duties under the Companies Act 2006, we have prepared for your approval the accounts of Swindon Town Football Company Limited for the year ended 31 May 2023 as set out on pages 4 to 14 from the company's accounting records and from information and explanations you have given us.

As a practising member firm of the Institute of Chartered Accountants in England and Wales (ICAEW), we are subject to its ethical and other professional requirements which are detailed at <http://www.icaew.com/en/members/regulations-standards-and-guidance/>.

This report is made solely to the Board of Directors of Swindon Town Football Company Limited, as a body, in accordance with the terms of our engagement letter. Our work has been undertaken solely to prepare for your approval the accounts of Swindon Town Football Company Limited and state those matters that we have agreed to state to the Board of Directors of Swindon Town Football Company Limited, as a body, in this report in accordance with ICAEW Technical Release 07/16 AAF. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Swindon Town Football Company Limited and

its Board of Directors as a body for our work or for this report.

It is your duty to ensure that Swindon Town Football Company Limited has kept adequate accounting records and to prepare statutory accounts that give a true and fair view of the assets, liabilities, financial position and profit of Swindon Town Football Company Limited. You consider that Swindon Town Football Company Limited is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the accounts of Swindon Town Football Company Limited. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory accounts.

UHY Ross Brooke
Chartered Accountants
16 Dorcan Business Village
Murdock Road, Dorcan
Swindon
Wiltshire
SN3 5HY
4 March 2024

PROFIT AND LOSS ACCOUNT

Historical Results.

Profit and Loss Account for the Year Ended 31 May 2023

(As restated)

	Note	2023	2022	YoY Variance	
		£	£	£	%
Turnover		6,033,097	6,650,650	(617,553)	(9%)
Cost of sales		(4,569,576)	(3,936,669)	(632,907)	16%
Gross profit		1,463,521	2,713,981	(1,250,460)	(46%)
Admin expenses		(3,664,206)	(2,318,666)	(1,345,540)	58%
Other operating income	3	2,300,000	73,589	2,226,411	3025%
Operating profit		99,315	468,904	(369,589)	(79%)
Interest payable and similar expenses		(22,834)	(20,767)	(2,067)	10%
Profit before tax		76,481	448,137	(371,656)	(83%)
Profit for the financial year		76,481	448,137	(371,656)	(83%)

The above results were delivered from continuing operations.

The company has no recognised gains or losses for this year other than the results above.

Swindon Town Football Company Limited has achieved its second consecutive profitable year, reporting a profit before tax of £76,481.

However, it's important to note that this profit figure is bolstered by £2.3 million in funds received from the Nigel Eady Trust, pertaining to the joint acquisition of the County Ground. Excluding these additional funds, the club would have incurred a loss of £1,073,519 for the year, as outlined in the Directors' Report.

In 2023, the club saw an increases of both Cost of sales and Administrative expenses, which surged by just under £2 million. Please see the tables provided for further detail.

Cost of sales	2023	2022
Football	(3,269,676)	(2,993,886)
Catering	(477,877)	(233,498)
Grants and fees payable	(438,089)	(249,000)
Shop / Retail	(332,166)	(330,860)
Marketing	(51,263)	(79,200)
Other	(504)	(50,224)
	(4,569,576)	(3,936,669)



Admin expenses	2023	2022
Overheads	(3,425,956)	(2,763,666)
Net transfer income	911,750	445,000
Joint venture	(1,150,000)	-
	(3,664,206)	(2,318,666)

BALANCE SHEET

Historical Results.

Balance Sheet as at 31 May 2023

(As restated)

	Note	2023	2022	YoY Variance	
		£	£	£	%
Fixed assets					
Intangible assets	5	59,306	-	59,306	-
Tangible assets	6	89,830	31,592	58,238	184%
Investments	7	1,150,000	-	1,150,000	-
		1,299,136	31,592	1,267,544	4012%
Current assets					
Stocks	8	858	2,112	(1,254)	(59%)
Debtors	9	468,656	412,239	56,417	14%
Cash at bank and in hand		84,123	424,793	(340,664)	(80%)
		553,637	839,144	(285,507)	(34%)
Creditors: amount falling due within one year	10	(3,475,527)	(2,981,162)	(494,365)	17%
Net current liabilities		(2,921,890)	(2,142,018)	(779,872)	36%
Total assets less current liabilities		(1,622,754)	(2,110,426)	487,672	(23%)
Creditors: amount falling due after more one year	10	(5,148,157)	(4,736,966)	(411,191)	9%
Net liabilities		(6,770,911)	(6,847,392)	76,481	(1%)
Capital and reserves					
Called up share capital		6,237,293	6,237,293	-	-
Retained earnings		(13,008,204)	(13,084,685)	76,481	(1%)
Shareholders deficit		(6,770,911)	(6,847,392)	76,481	(1%)

During the 2023 financial year, Swindon Town experienced a notable decrease in cash reserves, dropping from a closing balance of £424,793 in 2022 to £84,129 in 2023. The management team, directors, and owner remain diligently engaged in coordinating efforts to safeguard the club's liquidity. They are committed to promptly providing any necessary additional funding to ensure the club's financial stability.

Swindon Town Football Company Limited (Registration number: 00053100)

Balance Sheet at 31 May 2023

For the financial year ending 31 May 2023 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Director's responsibilities:

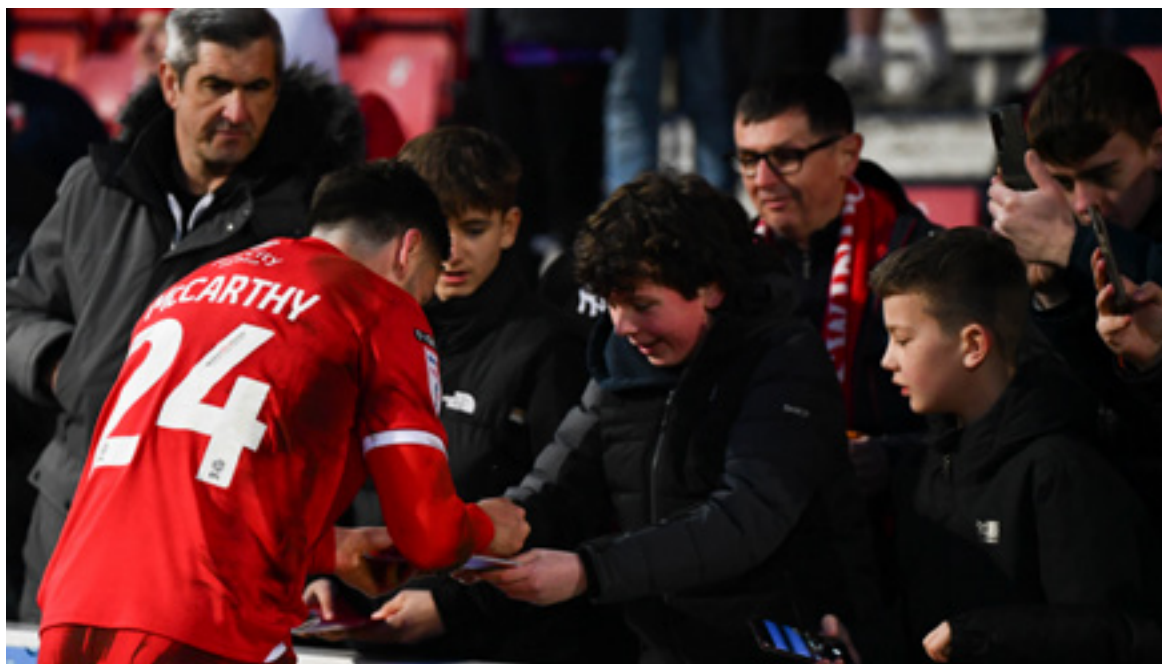
- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476; and
- The director acknowledges his responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

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

Approved and authorised by the director on 4 March 2024

Mr C G B Morfuni

Director



STATEMENT OF CHANGES IN EQUITY

Historical Results.

Statement of Changes in Equity for the Year Ended 31 May 2023

	Share capital	Retained earnings	Total
	£	£	£
At 1 June 2021	6,237,293	(13,532,822)	(7,295,529)
Profit for the year	-	448,137	448,137
At 31 May 2022	6,237,293	(13,084,685)	(6,847,392)
	Share capital	Profit and loss account	Total
	£	£	£
At 1 June 2022	6,237,293	(13,084,685)	(6,847,392)
Profit for the year	-	76,481	76,481
At 31 May 2023	6,237,293	(13,008,204)	(6,770,911)

The Statement of Changes in Equity for Swindon Town Football Company Limited reveals that there were no modifications to the equity structure during the 2023 financial period. Despite this, the total equity within the organisation experienced growth, shifting from (£6,847,392) to a slightly improved position of (£6,770,911). This progression stems from the club's achievement of a £76,481 profit in year ended 31 May 2023.





SWINDON TOWN FOOTBALL COMPANY LIMITED

Notes to the unaudited financial statements for the
year ended 31 may 2023



Note #1

General Information

The company is a private company limited by share capital, incorporated in England and Wales.

The address of its registered office is:

County Ground

County Road

Swindon

Wiltshire

SN1 2ED

Note #2

Accounting Policies

Summary of significant accounting policies and key accounting estimates

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

Statement of compliance

These financial statements have been prepared in accordance with Financial Reporting Standard 102 Section 1A smaller entities - The Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland' and the Companies Act 2006 (as applicable to companies subject to the small companies' regime).

Basis of preparation

These financial statements have been prepared using the historical cost convention except that as disclosed in the accounting policies certain items are shown at fair value.

Going concern

The director acknowledges the challenges facing the company and has secured sufficient personal funding to support all of the company's liabilities as they fall due. As such the director believes the continued use of the going concern basis to be appropriate.

Prior period adjustment

The following prior year adjustments have been made:

A receipt of £240,000 received during the year has been reposted from creditors to sponsorship received.

An accrual for £50,000 for anticipated charges has been reversed to the profit and loss account.

Revenue recognition

Turnover is measured at the fair value of the consideration received or receivable and represents amounts receivable in the normal course of business, net of discounts and other sales-related tax.

Merchandising revenue is recognised when goods are paid for and title has passed.

Gate receipts and other match day revenues are recognised as the games are played.

Prize money in respect of cup competitions is recognised when received.

Sponsorship and similar commercial income is recognised over the duration of the respective contracts. Broadcasting revenues received for live coverage or highlights are taken when earned whilst merit awards are allowed for only when known.

Match day turnover which is received in advance of the year end but relating to the following year (mainly sale of seasonal facilities) is treated as deferred income. The deferred income is then released to turnover as the games are played.

Tangible assets

Tangible assets are stated in the balance sheet at cost, less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

The cost of tangible assets includes directly attributable incremental costs incurred in their acquisition and installation.

Depreciation

Depreciation is charged so as to write off the cost of assets, other than land and properties under construction over their estimated useful lives, as follows:

Asset class	Depreciation method and rate
Plant and machinery	25% reducing balance
Property improvements	3 to 20 years straight line

Goodwill

Goodwill arising on the acquisition of an entity represents the excess of the cost of acquisition over the company's interest in the net fair value of the identifiable assets, liabilities and contingent liabilities of the entity recognised at the date of acquisition. Goodwill is initially recognised as an asset at cost and is subsequently measured at cost less accumulated amortisation and accumulated impairment losses. Goodwill is held in the currency of the acquired entity and revalued to the closing rate at each reporting period date. Goodwill is amortised over its useful life, which shall not exceed ten years if a reliable estimate of the useful life cannot be made.

Amortisation

Amortisation is provided on intangible assets so as to write off the cost, less any estimated residual value, over their useful life as follows:

Asset class : Player and football staff acquisition costs

Amortisation method and rate: Straight line basis over period of contract

Investments

Investments in equity shares which are publicly traded or where the fair value can be measured reliably are initially measured at fair value, with changes in fair value recognised in profit or loss. Investments in equity shares which are not publicly traded and where fair value cannot be measured reliably are measured at cost less impairment.

Interest income on debt securities, where applicable, is recognised in income using the effective interest method. Dividends on equity securities are recognised in income when receivable.

Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

Debtors

Trade debtors are amounts due from customers for merchandise sold or services performed in the ordinary course of business.

Stocks

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell.

Trade creditors

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers.

Borrowings

Interest-bearing borrowings are initially recorded at fair value, net of transaction costs. Interest-bearing borrowings are subsequently carried at amortised cost, with the difference between the proceeds, net of transaction costs, and the amount due on redemption being recognised as a charge to the Profit and Loss Account over the period of the relevant borrowing.

Interest expense is recognised on the basis of the effective interest method and is included in interest payable and similar charges.

Borrowings are classified as current liabilities unless the company has an unconditional right to defer settlement of the liability for at least twelve months after the reporting date.

Leases

Leases in which substantially all the risks and rewards of ownership are retained by the lessor are classified as operating leases. Payments made under operating leases are charged to profit or loss on a straight-line basis over the period of the lease.

Leases are classified as finance leases whenever the terms of the lease transfer substantially all the risks and rewards of ownership to the lessee.

Assets held under finance leases are recognised at the lower of their fair value at inception of the lease and the present value of the minimum lease payments. These assets are depreciated on a straight-line basis over the shorter of the useful life of the asset and the lease term. The corresponding liability to the lessor is included in the balance sheet as a finance lease obligation.

Lease payments are apportioned between finance costs in the profit and loss account and reduction of the lease obligation so as to achieve a constant periodic rate of interest on the remaining balance of the liability.

Share capital

Ordinary shares are classified as equity. Equity instruments are measured at the fair value of the cash or other resources received or receivable, net of the direct costs of issuing the equity instruments. If payment is deferred and the time value of money is material, the initial measurement is on a present value basis.

Defined contribution pension obligation

A defined contribution plan is a pension plan under which fixed contributions are paid into a pension fund and the company has no legal or constructive obligation to pay further contributions even if the fund does not hold sufficient assets to pay all employees the benefits relating to employee service in the current and prior periods.

Contributions to defined contribution plans are recognised as employee benefit expense when they are due. If contribution payments exceed the contribution due for service, the excess is recognised as a prepayment.



Note #3

Other Operating Income

	2023	2022	YoY Variance	
	£	£	£	%
Government grants	-	73,589	(73,589)	(100%)
Rental income	-	-	-	-
Other income	2,300,000	-	2,300,000	-
	2,300,000	73,589	2,226,411	3025%

Other income relates to money received from The Nigel Eady Trust to enable the purchase of The County Ground.

The £73,589 Government grant received in the 2022 financial year relates to support provided during the COVID-19 pandemic.

Note #4

Staff Numbers

The average number of persons employed by the company (including the director) during the year, was 214 (2022 - 128).

Swindon Town made significant investments in off-field staff support during the 2023 financial year, resulting in a notable 67% increase in the average number of employees. The majority of this expansion in staff was allocated to hospitality, kiosks and ticketing roles.

Note #5

Intangible Assets

	Player registrations	Total
	£	£
Cost or valuation		
Additions acquired separately	100,000	100,000
Disposals	(10,000)	(10,000)
At 31 May 2023	90,000	90,000
Amortisation		
Amortisation change	40,694	40,694
Amortisation eliminated on disposals	(10,000)	(10,000)
At 31 May 2023	30,694	30,694
Carrying amount		
At 31 May 2023	59,306	59,306

All of the intangible assets owned by the club related to player registrations, with the total carrying amount at 31st May 2023 equaling £59,306. Amortisation has been applied on a straight line basis over the period of the players contracts, as per EFL regulation Annex 3, 1.1.5.



Note #6

Tangible Assets

	Land and buildings	Plant and machinery	Office equipment	Total
	£	£	£	£
Cost or valuation				
At 1 June 2022	3,040,426	620,409	9,910	3,670,745
Additions	21,000	52,699	1,863	75,562
At 31 May 2023	3,061,426	673,108	11,773	3,746,307
Depreciation				
At 1 June 2022	3,040,426	596,927	1,800	3,639,153
Charge for the year	963	12,878	3,483	17,324
At 31 May 2023	3,041,389	609,805	5,283	3,656,477
Carrying amount				
At 31 May 2023	20,037	63,303	6,490	89,830
At 31 May 2022	-	23,482	8,110	31,592

As illustrated in the table above, Swindon Town made limited investments in tangible assets during the 2023 financial year. The most significant investment in tangible assets, amounting to £52,699 for Plant and Machinery additions, is associated with the acquisition of hospitality and kiosk equipment.



Note #7

Investments

	2023	2022
	£	£
Investments in joint ventures	1,150,000	-
Carrying amount at 31 May 2023	1,150,000	-

The £1.15 million investment is connected to the joint venture, The County Ground Stadium Custodians Limited, which was established for the acquisition of The County Ground. This venture was facilitated by the £2.3 million received from The Nigel Eady Trust.

Note #8

Stocks

	2023	2022	YoY Variance	
	£	£	£	%
Other Investments	858	2,112	(1,254)	(59%)



Note #9

Debtors

	2023	2022	YoY Variance	
	£	£	£	%
Current				
Trade debtors	173,404	111,920	61,484	55%
Prepayments	11,175	14,613	(3,438)	(24%)
Other debtors	284,077	285,706	(1,629)	(1%)
	468,656	412,239	56,417	14%

Swindon Town implement financial planning strategies to effectively manage both debtors and creditors, while also safeguarding cash reserves. This approach ensures the maintenance of liquidity within the football club, underpinning its financial stability and operational resilience.

Note #10

Creditors

	2023	2022	YoY Variance	
	£	£	£	%
Due within one year				
Loans and borrowing	515,194	517,555	(2,361)	0%
Trade creditors	1,598,805	884,483	714,322	81%
Taxation and social security	223,705	433,332	(209,627)	(48%)
Other creditors	1,137,823	1,145,792	(7,969)	(1%)
	3,475,527	2,981,162	494,365	17%

Creditors: amounts falling due after more than one year

	2023	2022	YoY Variance	
	£	£	£	%
Due after one year				
Loans and borrowing	5,148,157	4,736,966	411,191	9%

Note #11:

Obligations under leases and hire purchase contracts

Operating leases

The total of future minimum lease payments is as follows:

	2023	2022	YoY Variance	
	£	£	£	%
	135,000	135,000	-	-
Not later than one year	400,000	435,000	(35,000)	(8%)
Later than one year and not later than five years	24,483,324	24,500,000	(16,676)	0%
Later than five years	25,018,324	25,070,000	(51,676)	0%

The amount of fixed operating lease payments recognised as an expense during the year was £135,000 (2022 - £35,000).

Note #12

Loans and borrowing

	2023	2022	YoY Variance	
	£	£	£	%
Current loans and borrowing				
Bank borrowings	9,994	9,747	247	3%
Hire purchase contracts	-	3,008	(3,008)	(100%)
Other borrowings	505,200	504,800	400	0%
	515,194	517,555	400	0%
Non-current loans and borrowings				
Bank borrowings	20,752	30,746	(9,994)	(33%)
Other borrowings	5,127,405	4,706,220	421,185	9%
	5,148,157	4,736,966	421,185	9%

Swindon Town witnessed minimal fluctuations in the position of loans and borrowings throughout the fiscal year ending on 31 May 2023. This stability underscores the club's prudent financial management and disciplined approach to debt obligations.

Note #13

Related Party Transactions

Other transactions with the director

Loans were provided to the company during the year by Axis Football investments Ltd, of which Mr C G B Morfuni is the controlling party. At the year end the balance owed to Axis Football Investments Ltd was £2,937,405 (2022 - £1,376,020).

Throughout 2023, Mr C G B Morfuni provided £1,561,385 in loans into Swindon Town Football Company Limited through Axis Football Investments Ltd, where he holds controlling authority. This injection highlights Mr Morfuni's ongoing commitment to supporting Swindon Town FC, contributing to the football club's financial stability.

Note #14

Parent and Ultimate Parent Undertaking

The company's immediate parent is Seebeck 87 Limited, incorporated in England and Wales. The ultimate parent is Axis Football Investments Ltd, incorporated in England and Wales. The ultimate controlling party is Mr C G B Morfuni.



CLOSING REMARKS

FOR THE FANS

This collaborative report, spearheaded by Goal Assist in partnership with Fair Game, is tailored to provide Swindon Town Football Club supporters with a comprehensive understanding of the club's financial standing. Recognising the importance of transparency, Swindon Town prioritises openness in its financial operations to ensure the continued stability and progress of the club.

By leveraging Goal Assist's financial expertise and Fair Game UK's advocacy for fairness in football, this report aims to demystify complex financial data, empowering fans with insights into the club's fiscal landscape. Through this joint effort, Swindon Town reaffirms its commitment to accountability and fan engagement, fostering trust and transparency within the club's community.

Goal Assist Limited, a reputable financial consultancy, brings to the table a wealth of experience in analysing and interpreting financial information, ensuring accuracy and clarity in reporting. Meanwhile, Fair Game UK champions fairness and transparency in football governance, aligning seamlessly with Swindon Town's values of integrity and accountability.

Together, these organisations aim to facilitate meaningful dialogue between the club and its supporters, strengthening Swindon Town's bonds with its fanbase while demonstrating a shared commitment to sustainable growth and success.











Goal Assist

Our team is dedicated to providing clear and comprehensive analysis, ensuring transparency and understanding for all stakeholders. Please do not hesitate to get in touch to find out more.



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