



# Trustees' Annual Report for the period

<b>From</b>	Period start date			<b>To</b>	Period end date		
	Day 1	Month July	Year 2022		Day 30	Month June	Year 2023

## Section A Reference and administration details

**Charity name** Sandbach United Football Club (CIO)

**Other names charity is known by** None

**Registered charity number (if any)** 1197338

**Charity's principal address**

**Sandbach United Football Club**

**Hind Heath Road**

**Sandbach Cheshire**

**Postcode** CW11 3LZ

### Names of the charity trustees and officials who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Peter Colclough	Chairman (Trustee)		Executive Committee & Membership
2	Jarrold Bowyer	Club Secretary (Trustee)		Executive Committee & Membership
3	Ian Dolman	Club Treasurer (Trustee)		Executive Committee & Membership
4	Chris Hall	Business Manager		Executive Committee & Membership
5	Liz Clark	Disability & Inclusion Officer		Executive Committee & Membership
6	Janine Byron	Club Welfare Officer		Executive Committee & Membership
7	Tom Watkin	Head of Football	January 2023 to Present	Executive Member & Membership

### Names of the trustees for the charity, if any, (for example, any custodian trustees)

Name	Dates acted if not for whole year

### Names and addresses of advisers (Optional information)

Type of adviser	Name	Address
CIO Governance and Compliance	Janine Byron	Ettiley Health, Sandbach, Cheshire.

### Name of chief executive or names of senior staff members (Optional information)

Oliver Byron – Operations Manager

## Section B Structure, governance and management

### Description of the charity's trusts

Type of governing document (eg. trust deed, constitution)	Associated Model Governing Document
How the charity is constituted (eg. trust, association, company)	As a Charitable Incorporated Organisation
Trustee selection methods (eg. appointed by, elected by)	Recruitment and formal appointment

### Additional governance issues (Optional information)

You **may choose** to include additional information, where relevant, about:

- policies and procedures adopted for the induction and training of trustees;
- the charity's organisational structure and any wider network with which the charity works;
- relationship with any related parties;
- trustees' consideration of major risks and the system and procedures to manage them.

All trustees apply by way of a formal application form and by providing a biography of their skills, experience and knowledge which deems them suitable for the post. Once successful via the SUFC recruitment process, Trustees are then provided with FA committee training together with any relevant training required such as Welfare Officers training. They receive other training through mentorship, peer support and the reading of existing policies and procedures. We are also looking at gaining additional support from Cheshire Action which is the VCFSE organisation which provides support locally to charities.

The Executive Committee comprises of the Chairman, the Secretary, the Treasurer, the Club Welfare Officer, the Head of Football, the Business Manager, the Disability & Inclusion Officer and the Club Operational Manager.

The charity is connected to the local County FA, the Regional FA and National FA. We work with a number of other charitable organisations such as the Connor Ruscoe Memorial Fund, Cheshire Buddies, McMillan, Autism Dogs, Cerebral Palsy United, Sandbach Animal Rescue, Young Minds, Dementia UK, Cancer Research, Still Born Charity and CLASP.

The major risks currently are the lack of training facilities and car parking space for the number of members wishing to join the club. We are currently working with the Football Foundation, Sports England and the Local Authority to explore additional funding to develop the site. Systems are in place to manage the increased demand for training facilities with other off site facilities being explored. Car parking is being managed through use of an additional overflow car park and ongoing maintenance of the existing car park to mitigate any health and safety risks associated with the current site.

## Section C Objectives and activities

### Summary of the objects of the charity set out in its governing document

The SUFC Charitable Objects are: *For the public benefit, the advancement of amateur sport, namely all aspects of football to promote physical and mental health and wellbeing by involving exertion, mental skill and social interaction in the town of Sandbach and surrounding neighbourhoods to all members of the community regardless of their age, gender, race, religion, ability and any other characteristics by the provision of a sports venue and facility and associated activities.*

**Please see below a summary of how the Club is meeting the required public benefits of the CIO objects/purposes:**

- *Providing public participation in amateur sport*
- *Providing opportunities for physical activity for young people and adults*

At SUFC we are consistently seeing an increase in demand for members to join the Club. Currently there are 64 football teams of varying abilities for both boys and girls between the ages of 4 years to open age (18+). These are made up of over 900 members of the Club. We operate a waiting list at most ages and are consistently looking at how we can increase the offer at the Club to cater for all people who express an interest in joining the organisation.

Other activities at the Club include: Walking football; walking cricket; Soccer Six; private hire of 3G; Soccer camps; Girls Wildcats; Soccer School; Sport birthday parties; Football Festivals/Tournaments; Coaches and Family Tournament; Darts tournament; Walking group; University of the 3<sup>rd</sup> Age Walking Football and Cricket; BTEC Education and Semi-Professional Football Academy (ESPFA).

The Club also funds young people who wish to take up refereeing to take the appropriate qualifications and training courses. In 2022/2023 we funded 10 young people through the Cheshire FA Referee Programme.

- *Providing opportunities to support the mental health and wellbeing of young people and adults*
- *Providing opportunities to increase social interaction and tackle social isolation*

There is much evidence to suggest that taking part in sporting activity can have a profound and positive impact on people's mental health and mood. Being physically active can increase mood, reduce the chances of depression and anxiety and can lead to a more balanced and healthy lifestyle. By providing the range of activities (detailed above) we feel that we are supporting children, young people, adults and older people to help to manage their own mental health by being involved in sporting activity at the Club.

SUFC has a fully trained Youth Mental Health First Aider on site and available at any time.

In terms of tackling social isolation and increasing social interaction we have a range of activities to support this. We have introduced an "Over 65 coffee morning" which takes place weekly offering a book club, sharing of knitting patterns, reminiscence sessions, concerts and quizzes to encourage local socially isolated people to make friends and socialise. We also hold regular Open Mic sessions, Bingo, Quizzes etc and have expanded our food offer to encourage more people, both members and non-members, to come along to the club and socialise. We also have social teams at SUFC such as Walking Football; Walking Cricket; VETS team and Womens Social Football Team.

- *Providing volunteering opportunities for all ages:*

SUFC have approx. six FTE paid staff and is run in the main by part time staff and volunteers who willingly give up their time to help to run the community facility. We have a range of opportunities and positions such as: Match day stewards; team managers; coaches; parent helpers; admin

**Summary of the main activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit)**

workers; Executive Committee members/Trustees; Welfare Assistants and Over 65 Group volunteers. We also offer a range of opportunities for young people to complete work experience. One of our volunteers has also just been awarded the Cheshire FA Grassroots Club Volunteer of the Year Award which is an amazing achievement.

- *Providing opportunities for protected characteristic groups to enjoy football and social engagement;*

In addition to the Volunteer of the Year we have also just been awarded the Cheshire FA Grassroots Most Inclusive Club of the Year Award which shows just how much is done at the Club to promote Diversity and Inclusion. We actually have an Executive Committee member whose specific role is Disability and Inclusion which evidences the importance placed on this by the Club. We have sponsored and supported the first ever Sandbach Pride event in 2022. We support Cheshire Buddies which is a charity set up to support children with disabilities who train at the Club and take part in events regularly. Cerebral Palsy (CP) United also train at the Club and have been part of the programme for three years now with the group enjoying a range of activities such as football training sessions, socialisation, Bingo, visits with Santa and also the parents benefit from peer to peer support from other parents of children with additional needs.

We have held fundraising and family days for the local CLASP charity who support lone parents. We pride ourselves on being leaders in providing football opportunities for women and girls with a total of 16 teams at the Club ranging from 4 years to open age.

We have a diverse ethnic range of members although we recognise that there is more to do in this area to ensure that we are as inclusive as possible. The Club currently does not collect the ethnicity of its membership but it is recognised that this is good practice and plans are in place to start to collect this. The BAME population % in Cheshire East is 5.3% and the club's vision is to be representative of this locally.

- *Opportunity to complete the Duke of Edinburgh Award*

We provide a range of voluntary and physical activity opportunities for young people to complete this award. In 2022/2023 we supported 2 of our members to achieve the Bronze award.

### **Additional details of objectives and activities (Optional information)**

You **may choose** to include further statements, where relevant, about:

- policy on grantmaking;
- policy programme related investment;
- contribution made by volunteers.

SUFC is not a grant making charity and therefore the policy does not apply.

We have a Club Strategy document which details our plans for investment in the future. The key areas of investment are an additional 3G, improvements to the car park and improved LED lighting.

In terms of the contribution made by volunteers to the club, an estimated total number of hours per year can be calculated as follows:  
No of volunteers = 150 (this is a conservative estimate)  
150 x 10 hours per week (average) = 1500 x 45 weeks = 67,500 hours per annum.

ONS data suggests the value of 1 hour volunteering is the equivalent of a paid role of £14.43 per hour. This equates to a total of £974,025 in social value to the local economy.

**Summary of the main achievements of the charity during the year**

**Football related achievements 2022/2023**

2022/2023 has been an incredibly successful year for SUFC with a range of awards, trophies, cups etc. being won together with a whole host of other achievements gained throughout the year. A summary is provided below:

- Under 11 Boys – League Cup winners
- Under 12 Boys – League Cup runners up
- Under 13 Boys – 2 x Cup runners up
- Under 13 Boys – League winner
- Under 14 Boys – League winners
- Under 14 Boys – 2 x Cup winners
- Under 14 Girls – Cheshire Cup runners up
- Under 14 Girls – League runner up
- Under 15 Boys – League winners
- Under 15 Boys – Cup winner
- Under 15 Boys – Cup runner up
- Under 16 Boys – League winners
- Under 16 Boys – League cup winner
- Under 17 Boys – League winners
- First Team (Men) – Highest position ever in the League
- First Team (Men) – Runners up in promotion play-off final
- The highest ever crowd at SUFC attended both the semi-final and final play-off.

The Annual SUFC Football Festival was a huge success with over 350 teams involved over 8 days (4 weekends). Examples of feedback from the event include: *“Best football tournament I’ve ever been to!”* (Middlewich FC U8) *“Very well organised, all the boys absolutely loved it”* (Mobberley FC U9) *“Thank you to you and the team for the tournament, a great facility and a very well organised event”* (Appleton FC U12 Girls).

The Club has recruited 40 new managers and coaches over the course of 2022/2023 with 60% of them having completed all the mandatory training (which includes Children’s Safeguarding and Emergency Aid) and having a DBS certificate.

The success of our Disability and Inclusion Officer has led to the post holder being offered a paid role within Cheshire FA to continue the good work taking place at the club at a County level.

Ten of our players have progressed from the Club into professional academies across the country e.g. Stoke City FC, Crewe FC, Manchester City FC and Port Vale FC.

Five of our players have progressed from starting at Under 7’s right through to now playing for the Reserves and the Men’s First Team.

**Non-Football related achievements 2022/2023**

The Cross Bar is integral to the success of the Club offering an opportunity to socialise, relax and make new friends. During 2022/2023 there have been significant developments at the Cross Bar with:

- Refurbishment of the bar area
- New tables and chairs purchased for the bar area
- New fully commercial kitchen
- Fully decorated bar area

- New music equipment donated
- Increased food offer and menus available
- Introduction of new produce such as cocktails, slush puppies, new real ales etc.
- Increased use of the Bar area with use from:
  - Team Presentation Evenings
  - Charity evenings
  - Bingo/quizzes etc
  - Private functions
  - Networking events/business brunch
  - Over 65's coffee mornings
  - McMillan coffee mornings
  - Open mic evenings
  - DJ's and singers
  - FA Training Courses

As a result of the improvements, the Cross Bar has seen an annual turnover increase of 27% from 2022 to 2023 for the same period each year.

In addition to this, from a facility point of view the Club has:

- Improved the storage facilities with new racking installed
- Received a donation of a large shipping container for storage
- Received kitchen equipment, seating and other donations from a local company
- Increased the outside lighting to improve safety for members/customers/staff/volunteers attending the site.
- Implemented more "Safety" signage across the site.
- Repaved the spectator area for safety reasons
- Laid artificial grass in some spectator areas to mitigate slippage concerns due to bad weather.
- All the 11 pitches have been re-rope with "Play Safe/Respect" barriers.
- Pitches have had drainage work completed to improve the impact of inclement weather.
- The front of the building has had significant work done to improve the drainage systems.
- Received a donation of an external "Coffee Shack" to increase the offer for customers at the bar area.
- Hosted 5 x Cup finals for Crewe and District AJ Cooke Trophy and MCYL Cup Final U 11/12/13's

### **Fundraising and Community Social events**

A number of ticketed events have taken place to bring the local membership and community together at the site. These include an Oasis tribute band and a Stone Roses tribute band with other acts performing on the night.

In addition to this the Club held its first Sausage and Real Ale Festival which was a huge success and more recently a Back to School Family Fun Day which was a free event and again was a huge success with attendance of approx. 150 people.

The club regularly holds fund raising activities such as: Golden Goal, Pot of Gold Tournament, World Cup/Euro sweepstakes, Football cards etc. Teams are also actively encouraged to take part in these in order to raise funds for their own Age Group Funds.

## Section D

## Achievements and performance

The club also raises funds through sponsorship deals. The Club has a three year sponsorship deal in place and the Men's First Team also raise funds through advertisement boards around the main pitch. Other teams are actively encouraged to arrange sponsorship deals with local businesses, again, to raise money for their individual Age Group Funds with a total of over 40 separate sponsorship deals across the Club.

In addition to this the Club has facilitated a number of other appeals for the local community and people in need:

- Foodbank collections
- The Boot Room (football boots donated and redistributed)
- Ukraine Collection
- Old kits to Africa
- Fundraising event for Still Born Charity
- Charity matches for the Connor Ruscoe Memorial Fund

### Grant funding received 2022/2023

Co-operative Members Scheme - £4,885  
Football Foundation (Pitch Improvement) - £25,859  
Buildbase (Non-league renovation) - £10,000  
Football Foundation (Stadium grant) - £10,688

## Section E

## Financial review

### Brief statement of the charity's policy on reserves

Following the initial grant allocation in 2011/2012 from the Football Foundation, one of the grant conditions is to ensure that the sink fund amounts to £150K at all times. This is to ensure that the 3G can be replaced. The Club currently has £100K in its reserves as the Covid years have hampered the ability to add to the fund due to the facility being closed during this time.

This is currently being managed and plans have been agreed to accelerate the sink fund income with the Football Foundation to achieve this over the next five years by 2028/2029.

In addition to this, budgets are in place for both Pre-Planned and unexpected maintenance.

A new budget format is being implemented so income and expenditure can be monitored to reflect the different elements of the club. This should assist with managing expenditure against objectives and enable us to monitor more effectively. These are:

- The Cross Bar
- Facility
- Football
- Utilities

- Staffing
- Auditing.

These will then be developed as necessary going forward.

**Details of any funds materially in deficit**

N/A

**Further financial review details (Optional information)**

You **may choose** to include additional information, where relevant about:

- the charity’s principal sources of funds (including any fundraising);
- how expenditure has supported the key objectives of the charity;
- investment policy and objectives including any ethical investment policy adopted.

The principal funding sources are:

Source
Membership Fees
The Cross Bar
Sponsorship
Facility Rental
Grants

As stated above, a new budget format is being implemented so income and expenditure can be monitored to reflect the different elements of the club. This should assist with managing expenditure against objectives and enable us to monitor more effectively.

**Section F Other optional information**

**SUFC Key Priorities and Objectives 2023/2024:**

- Development of the “User voice” across all aspects of the Club
- Development of the additional Sub Committees to include appropriate representation from all elements of the Club.
- Developing opportunities to engage with members of the Club: Focus Groups/surveys/consultation events etc.
- To work toward the development/achievement of the Clubs ongoing development goals (as contained in the SUFC Strategy (2023/2028))
  - **AIM:** To have a fun safe environment for everyone involved at the club. Raise standards and behaviour and ensure a safe and positive environment for all members.
  - **AIM:** To support and retain all existing players and teams within the club and look to develop opportunities where gaps in provision exist. Introduce both new male and female players to the game and cater for all members of the wider community.
  - **AIM:** To create a positive environment for every player to develop key essential skills to reach his or her potential. Ensure player pathways exist to aid player development and ensure teams compete at appropriate levels of competition.
  - **AIM:** To recruit, develop and retain a coaching workforce that supports player development and retention. Providing a support structure for coaches within the club so everyone can continue to develop and learn and remain motivated.
  - **AIM:** To ensure the club has the right people in place to run the club and that all volunteers feel supported and valued in what they do. To divide responsibilities across all available people within the club to lighten the load on existing volunteers and look to introduce new volunteers when required.
  - **AIM:** To provide access to the best facilities to all players and extend their use to incorporate the wider community at off peak times. The facility should be maintained and improved to meet the demands of league requirements at Open Age Football and any specific league requirements.

Please see below a link to the Football Foundation video which outlines what we do as a club with a particular focus on disabilities and inclusion.

<https://vimeo.com/tmgmakes/review/854291550/4b2334f289>

## **Section G Declaration**

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)

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Full name(s)

Peter Colclough	Ian Dolman
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Position (eg Secretary, Chair, etc)

Chairman (Trustee)	Treasurer (Trustee)
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Date

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