



Poulton Cricket Club  
The Pavilion  
Englands  
Poulton  
GL7 5HX  
[www.PoultonCricketClub.co.uk](http://www.PoultonCricketClub.co.uk)

### TRUSTEE REPORT 2023

This year the club moved its reporting date to calendar year for a variety of reasons but chief amongst these is that a new lease deal with our landlords mean we are combining the Bar and Club accounts for the 2024 Season. This report therefore reflects five quarters and includes the costs of two sets (2022 & 2023) of end season costs. The text of the below report is therefore adjusted to excluded on set of costs for comparison purposes but the financial report needs to reflect all five quarters of the reported period. We will also move to cash based accounting rather than accrual.

The club generated revenue of £38.7k this year but faced costs of £41.8k so has as made a loss of £3.6k. To put this in context, outside major fundraising years like 2021 when we put in the new nets, the next highest revenue year was £31k in 2016, our 125th season. In addition, We see no direct income from bar sales (but do from food sales) and we did not hold a beer festival as we had originally planned in the 2023 season.

This performance was worse than our forecast last January of a loss of £1.5k but this was entirely due to our roller breaking down terminally in April and we were forced to hire an alternative at a cost of £3.5k for the season. Had this not happened, we would have absorbed the cost of our professional grounds team completely.

Our continued focus on reducing costs has transformed the balance sheet enabling us to spend money elsewhere. The club ends the season with cash reserves of £17.2k.

The Golf Day generated £1.7k for the club and the hundred club nearly £3k. Both were the brainchild of Liam James with several other members such as James Mcloughlin and Georgie Shaw doing significant work in support. These fundraisers have had a massive impact on club liquidity.

We had some incredibly large & generous donations/sponsorship for the season and welcomed CIA Fire & Security, Jesse Smith & WJ Castle Butchers, Bluestone Insurance & Davidson Financial Planning as board sponsors while MV37 Ltd made a large corporate donation. I cannot thank our sponsors enough for their generosity and support of our club.

Membership fees were split for the first time in 2023 between a charity membership fee and then the playing membership charge which gives members the right to use club facilities. We are able to claim gift aid on the membership but not the playing charge. Income from the fees was £7.4k in 2023 with Gift Aid from this and prior year donations totalling £2.3k. We are now up to date on gift aid claims. Overall the cost of provision of cricket to local children was kept stable but the offering was greatly enhanced with a far large body of qualified coaches.



This was the first year since 2017 that the club received no funding at all from the ECB or Gloucestershire Cricket Foundation. These are usually worth an average of £3.3k to the club annually.

We used a prior donation for a BBQ to buy a new one, sales of food from the BBQ and kitchen totalled £5.5k with the cost of sales being £3.4k so a £2.1k result in a summer with not particularly good weather.

Admin costs fell for the second consecutive year to £492 from a peak in 2021 of £1,284 due mainly to lower costs of insurance since we re-attained Clubmark status and a cheaper website/availability app combination.

Coaching costs were just £720 in 2023 with only a senior coach paid. These peaked at £7.4k in 2021, so the decision to train more coaches has proved correct and remains the future for the club.

We spent £19.8k at Englands. £14.7k so far on Willow Turfcare, £555 on fertiliser, seed & loam, £776 on equipment and £3.3k on the end of season renovation. Playing costs rose 31% this season to £3.5k. We spent £1.2k on balls as part of this as well as restocking out of date first aid kit at a cost of £432. A sponsorship deal covered the majority of the playing kit costs. We expect reduced playing costs in 2024.

The bar installation saved the pavilion money and then increased sales meaning that for the first time since the new pavilion was built, it covered costs. This was due to the higher sales price of a pint, reduced wastage and youth cricket training on a Friday. Across the course of the season, Friday evenings produced the highest revenue, even more than Saturdays. Every drink at the pavilion is a mini fundraiser and if we continue this record in 2022, it reduces the need for the club to have large fundraisers every year. Pavilion utilities costs are huge but a dispute is under way with the water company over readings and we are expecting money back from a broadband provider. 2024 will be a more stable year for the pavilion finances, subject to no more major price hikes by our brewing company, Hawkstone.

2023 was an excellent year for the club and laid the foundations for the 2024 season which will be one of the most material in living memory.



## Poulton Cricket Club 3q23-4q24

<b>INCOME</b>	<b>37,054</b>	<b>EXPENDITURE</b>	<b>39,848</b>	<b>ADMIN EXPENSES</b>
Dinner & Dance Tickets	140	Equipment Hire	100	Web Hosting
Camps	2,525	Pavilion - Bar Purchases	61	Advertising Boards
Sponsorship - Boards	950	Fundraising Costs	20	Charitable Donations
Gift Aid Receipts	2,276	Camps Costs (Coaching, Gear)	1,320	Insurance - Cricket Club
Playing Kit	270	Englands - Fuel	39	Bad Debts Written Off
Sponsorship - Fixture Cards	80	Englands - Square	14,700	League Fees
Beer Fest Income	150	Englands - Outfield & Boundary	35	Trophies
Food Sales	5,456	Hundred Club - Prize Payouts	2,066	Card Fees
Donations - Corporate	3,631	Golf Day Costs	2,234	Machinery Maintenance
Hundred Club - (Gift Aid Excluded)	5,248	Englands Ground	90	Pavilion - Cleaning
Donations - Individuals	3,819	Indoor Nets Hire	432	
Donations - EasyFundraising	396	New Nets 2021	40	
Membership - Gift Aid	2,360	1st XI Umpires Fees	540	<b>TOTAL Income</b>
Membership - Playing (Gift Aid Excluded)	4,665	First Aid	431	<b>TOTAL Expenditure</b>
Membership - Gift Aid Opt Out	394	Cricket Balls	1,234	
Golf Day	3,807	Payments to Sports Committee	400	<b>RESULT</b>
Women's Softball	318	Pavilion - Food purchases	3,351	
Membership - Old	(21)	Coaching - James Newman	720	
Nets	590	Roller Hire	3,528	
		Womens Softball Costs	26	
		Englands - Fertiliser	555	
		Englands - Grounds Equip	776	
		Englands - EOSR	6,303	
		Playing Gear	847	

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