

West Kirby United FC Annual Trustee Report



West Kirby United FC
Charity Registration Number - 1173228
16 Florence Avenue
Heswall
Wirral
CH60 7SS
Financial Year End Date – 30 June 2024

Trustee Information

Martin Higby – Appointed 20 December 2016

Neil Shone – Appointed 20 April 2016

Governance & Compliance

Objective & Activities

West Kirby United FC is a Charter Standard Community Club dedicated to providing inclusive football opportunities for players of all abilities. The club runs over 70 teams from U5 to Adults, including a growing girls' section. Our core purpose focuses on:

Promoting Football Participation– Encouraging players of all ages and skill levels to engage in the sport.

Inclusivity & Development – Ensuring fair play, respect, and equal opportunities for all members.

Community Engagement – Supporting local initiatives and fostering a positive football environment.

Youth Development – Providing structured coaching to help young players grow in skill and confidence.

Regulatory Compliance

West Kirby United FC complies with legal and Charity Commission guidelines through several key measures:

Charity Registration & Governance – The club is officially registered with the Charity Commission and follows its governing document, ensuring transparency and accountability in operations.

Financial Reporting – The charity submits annual financial reports detailing guidelines.

Safeguarding & Insurance – The club has safeguarding policies in place and maintains insurance coverage to protect members and volunteers.

Community Engagement – The charity actively supports grassroots football, ensuring inclusivity and accessibility for all participants.

Risk Management Measures:

West Kirby United FC implements several measures to mitigate financial and operational risks, ensuring stability and compliance as a registered charity. Here are some key strategies:

Financial Reserves Policy – The club maintains a structured reserves policy to safeguard against unexpected financial challenges.

Internal Financial Controls – Strict financial procedures are in place to prevent mismanagement and ensure transparency in handling funds.

Insurance Coverage – The club holds comprehensive insurance policies, including liability and safeguarding coverage, to protect players, staff, and volunteers.

Risk Management Policies – West Kirby United FC follows an internal risk management framework to identify and address potential operational risks.

Safeguarding Measures – Policies are enforced to ensure the safety and well-being of all participants, particularly youth players.

Compliance with Charity Commission Guidelines – The club adheres to governance and reporting requirements to maintain its charitable status.

Financial Overview

Income & Expenditure Summary:

Category	Amount (£)
Total Income	96769.54
Total Expenditure	90930.95

Reserves Policy – We have a clearly defined separate account which is used when needed to cover unexpected costs. We aim to have sufficient reserves to cover up to 6 months operating costs.

Key Funding Sources:

Majority of our income is via membership subscriptions. This is supplemented by some donations and funding from central organisations, such as, the Football Foundation.

Financial Challenges & Strategies:

Main financial challenge is meeting increased operational costs, at a rate which is higher than we can increase the membership subscription fees. We intend to identify other sources of income, such as sponsorship, and fundraising events.

Achievements & Impact

Club Growth & Participation – The club continues to be one of the largest junior football clubs in the UK, running over 70 teams** from U5 to adult teams, including a growing girls' section.

Community Engagement – West Kirby United FC has actively supported grassroots football, ensuring inclusivity and accessibility for all players.

Facility Improvements – The club worked with other stakeholders and community groups to ~~has~~ raise £13,000 to resurface the access track to Elm Grove Football Pitch, improving accessibility for players and visitors.

Youth Development – Structured coaching programs have helped young players develop their skills while promoting fair play and respect.

Future Plans & Development Goals:

Facility Improvements – Work with the local council to turn a field into two 11 a side football pitches to be ready to be used for the start of the 2024/25 season.

Community Engagement – Strengthening partnerships with local schools and organizations to promote grassroots football and inclusivity.

Sustainability & Financial Stability – Implementing a robust financial reserves policy to safeguard the club's future and ensure long-term sustainability.

Trustee Declaration

I, the undersigned, confirm that the information provided in this report is accurate to the best of my knowledge and reflects the activities and financial standing of West Kirby United FC.

Trustee Name – Martin Higby

A handwritten signature in black ink, appearing to read 'M Higby', is written over a horizontal dotted line. The signature is stylized with a large, sweeping loop at the end.

Date – 23/04/2025.