

Charity number: 1176894

Company number: 10257450

(England and Wales)

South Shields FC Foundation Limited

Report of the Trustees and Unaudited Financial Statements

For the year ended 30 June 2021

South Shields FC Foundation Limited
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For the year ended 30 June 2021

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South Shields FC Foundation Limited
Report of the Trustees
For the year ended 30 June 2021

The Trustees, who are also directors for the purposes of company law, have pleasure in presenting their report and the financial statements for the charitable company for the year ended 30 June 2021. The Trustees have adopted the provisions of 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 the Republic of Ireland (FRS 102) (effective 1 January 2015).

OBJECTIVES AND ACTIVITIES**Objectives and aims**

The trustees have considered the Charity Commission's guidance on public benefit, including the guidance 'public benefit: running a charity (PB2)'.

REFERENCE AND ADMINISTRATIVE INFORMATION

Name of Charity	South Shields FC Foundation Limited
Charity registration number	1176894
Company registration number	10257450
Principal address	Mariners Park Shaftesbury Avenue South Shields Tyne and Wear NE323UP

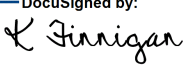
Trustees

The trustees and officers serving during the year and since the year end were as follows:

Gary Crutwell
Stephen David Taylor
Martin Ronald Urwin
Keith Finnigan
John Watson
Geoff Thompson

Independent examiner	Beach Accountants Limited Chartered Certified Accountants 10 Blue Sky Way Monkton Business Park South South Tyneside NE31 2EQ
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Approved by the Board of Trustees and signed on its behalf by

DocuSigned by:

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Keith Finnigan

27 May 2022

South Shields FC Foundation Limited
Independent Examiners Report to the Trustees
For the year ended 30 June 2021

I report to the trustees on my examination of the accounts of the charitable company for the year ended 30 June 2021.

Responsibilities and basis of report

As the charity Trustees, who are also directors for the purposes of company law, 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 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 examiners statement

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 that in any material respect:

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 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.

DocuSigned by:

Gavin Spencer

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Beach Accountants Limited

Chartered Certified Accountants

10 Blue Sky Way

Monkton Business Park South

South Tyneside

NE31 2EQ

27 May 2022

South Shields FC Foundation Limited
Statement of Financial Activities (including Income and Expenditure Account)
For the year ended 30 June 2021

	Notes	Unrestricted funds £	2020 £
Income and endowments from:			
Donations and legacies	2	145,942	89,632
Charitable activities	3	14,798	23,497
Other trading activities	4	(9,926)	37,483
Total		150,814	150,612
Expenditure on:			
Raising funds	5/6	(106,104)	(85,896)
Charitable activities	7	(103,165)	(57,762)
Total		(209,269)	(143,658)
Net income/expenditure		(58,455)	6,954
Reconciliation of funds			
Total funds brought forward		8,145	1,191
Total funds carried forward		(50,310)	8,145


South Shields FC Foundation Limited
Statement of Financial Position
As at 30 June 2021

	Notes	2021 £	2020 £
Fixed assets			
Tangible assets	13	22,084	35,181
		22,084	35,181
Current assets			
Stocks	14	-	4,380
Debtors	15	7,018	6,418
Cash at bank and in hand		50,380	94,809
		57,398	105,607
Creditors: amounts falling due within one year	16	(90,625)	(83,476)
Net current assets		(33,227)	22,131
Total assets less current liabilities		(11,143)	57,312
Creditors: amounts falling due after more than one year		(39,167)	(49,167)
Net assets		(50,310)	8,145
The funds of the charity			
Unrestricted income funds	17	(50,310)	8,145
Total funds		(50,310)	8,145

For the year ended 30 June 2021 the 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 company to obtain an audit of its accounts for the year in question in accordance with section 476,
- 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.

The financial statements were approved and authorised for issue by the Board and signed on its behalf by:

DocuSigned by:

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Keith Finnigan
Trustee

27 May 2022

South Shields FC Foundation Limited
Notes to the Financial Statements
For the year ended 30 June 2021

1. Accounting Policies

Basis of accounting

The financial statements have been prepared under the historical cost convention, except for investments which are included at market value and the revaluation of certain fixed assets and 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 2015)', Financial Reporting Standard 102 the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), and the Companies Act 2006.

South Shields FC Foundation Limited meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

Going concern

The Trustees have assessed the financial viability of the Charity and have concluded that there is no reason why the Charity will not continue operating for at least 12 months following the year ending 30th June 2021. For this reason the financial accounts have been prepared on a going concern basis.

2. Income from donations and legacies

	2021	2020
	£	£
Unrestricted funds		
Donations received	109,661	24,427
Grants received	36,281	65,205
	<u>145,942</u>	<u>89,632</u>

3. Income from charitable activities

	2021	2020
	£	£
Unrestricted funds		
<i>Football camps and Activities</i>		
Income from charitable activities	14,798	23,497

4. Income earned from other activities

	2021	2020
	£	£
Unrestricted funds		
Fund raising events	4,934	586
Shop income	(14,860)	36,897
	<u>(9,926)</u>	<u>37,483</u>

South Shields FC Foundation Limited
Notes to the Financial Statements Continued
For the year ended 30 June 2021

5. Expenditure on generating donations and legacies

	2021	2020
	£	£
Unrestricted funds		
Donations	66,718	34,044
Subscriptions	1,780	236
	68,498	34,280

6. Expenditure on other trading activities

	2021	2020
	£	£
Unrestricted funds		
Fund raising events	37,606	51,616
	37,606	51,616

7. Costs of charitable activities by fund type

	2021	2020
	£	£
Unrestricted funds		
Grant Income	224	-
Fundraising	90,737	54,356
Support costs	12,204	3,406
	103,165	57,762

8. Analysis of support costs

	2021	2020
	£	£
Governance costs		
Accountancy fees	3,990	1,299
Premises costs	1,559	542
Motor and travel expenses	272	82
Other finance costs	3,608	94
Bank loan interest	1,440	500
Printing	322	109
Telephone costs	-	780
Advertising	1,013	-
	12,204	3,406

South Shields FC Foundation Limited
Notes to the Financial Statements Continued
For the year ended 30 June 2021

9. Net income/(expenditure) for the year

This is stated after charging/(crediting):

	2021	2020
	£	£
Depreciation of owned fixed assets	28,538	9,278
Accountancy fees	3,990	1,299
Staff pension contributions	281	245
	<u>281</u>	<u>245</u>

10. Staff costs and emoluments

Total staff costs for the year ended 30 June 2021 were:

	2021	2020
	£	£
Salaries and wages	66,437	33,799
Pension costs	281	245
	<u>66,718</u>	<u>34,044</u>

	2021	2020
Total staff	13	10
	<u>13</u>	<u>10</u>

11. Trustee remuneration and related party transactions

There were no disclosable related party transactions in the year.

12. Comparative for the Statement of Financial Activities

The comparative year values on the Statement of Financial Activities are for unrestricted funds.

South Shields FC Foundation Limited
Notes to the Financial Statements Continued
For the year ended 30 June 2021

13. Tangible fixed assets

Cost or valuation	Sports equipment and Kit £	Computer Equipment £	Total £
At 01 July 2020	68,330	4,221	72,550
Additions	16,844	-	16,844
Disposals	-	(1,691)	(1,691)
At 30 June 2021	85,174	2,530	87,704
Depreciation			
At 01 July 2020	36,342	1,028	37,370
Disposals	-	(288)	(288)
Charge for year	28,032	506	28,538
At 30 June 2021	64,374	1,246	65,620
Net book values			
At 30 June 2021	20,800	1,284	22,084
At 30 June 2020	31,988	3,193	35,181

14. Stocks and work in progress

	2021 £	2020 £
Stocks of raw materials	-	4,380
	-	4,380

15. Debtors

	2021 £	2020 £
Amounts due within one year:		
Trade debtors	4,425	850
Other debtors	2,593	5,568
	7,018	6,418

South Shields FC Foundation Limited
Notes to the Financial Statements Continued
For the year ended 30 June 2021

16. Creditors: amounts falling due within one year

	2021	2020
	£	£
Loans and overdrafts	10,000	833
Trade creditors	15,746	34,113
Other creditors	62,284	44,493
Accruals and deferred income	2,595	4,037
	90,625	83,476

17. Movement in funds

Unrestricted Funds

	Balance at 01/07/2020	Incoming resources	Outgoing resources	Balance at 30/06/2021
	£	£	£	£
<i>General</i>				
General	8,145	150,814	(209,269)	(50,310)
	8,145	150,814	(209,269)	(50,310)

Unrestricted Funds - Previous year

	Balance at 01/01/2020	Incoming resources	Outgoing resources	Balance at 30/06/2020
	£	£	£	£
<i>General</i>				
General	1,191	150,612	(143,658)	8,145
	1,191	150,612	(143,658)	8,145

Purpose of unrestricted Funds

General

To fund the general objectives of the charity.

Purpose of restricted funds

Sponsorship

To fund specific areas of the charities general objectives.

South Shields FC Foundation Limited
Notes to the Financial Statements Continued
For the year ended 30 June 2021

18. Analysis of net assets between funds

	Tangible fixed assets	Net current assets / (liabilities)	Creditors > one year	Net Assets
	£	£	£	£
Unrestricted funds				
<i>General</i>				
General	22,084	(33,227)	(39,167)	(50,310)
	22,084	(33,227)	(39,167)	(50,310)

Previous year

	Tangible fixed assets	Net current assets / (liabilities)	Creditors > one year	Net Assets
	£	£	£	£
Unrestricted funds				
<i>General</i>				
General	35,181	22,131	(49,167)	8,145
	35,181	22,131	(49,167)	8,145

South Shields FC Foundation Limited
Detailed Statement of Financial Activities
For the year ended 30 June 2021

	2021 £	2020 £
INCOME AND ENDOWMENT		
Donations and legacies		
Donations	109,661	24,427
Grants receivable	36,281	65,205
	145,942	89,632
Charitable activities		
Income from charitable activities (Football camps and Activities)	14,798	23,497
	14,798	23,497
Other trading activities		
Fund raising events	4,934	586
Kiosk Income	-	3,167
Merchandise sales	1,699	770
Harton welfare sales	(16,559)	32,960
	(9,926)	37,483
Total incoming resources	150,814	150,612
EXPENDITURE		
Raising donations and legacies		
Staff costs - wages & salaries	(66,437)	(33,799)
Staff costs - pension contributions	(281)	(245)
Subscriptions	(1,780)	(236)
	(68,498)	(34,280)
Other trading activities		
Fund raising events	(530)	(450)
Harton welfare cost of sales	-	(12,945)
Harton welfare rent	(37,076)	(12,510)
Harton welfare wages	-	(15,500)
Harton welfare cleaning costs	-	(506)
Harton welfare premises costs	-	(9,705)
	(37,606)	(51,616)
Charitable activities		
Cost of grant funded charitable activity (Grant Income)	(224)	-
Depreciation - owned assets (Fundraising)	(28,538)	(9,278)
Coaching badges (Fundraising)	-	(125)
League fines (Fundraising)	(339)	-
League fees (Fundraising)	(7,852)	(1,409)
Referee fees (Fundraising)	(5,488)	(1,204)
Venue hire (Fundraising)	(15,414)	(25,385)
Small sports equipment (Fundraising)	(746)	-
Coaching fees (Fundraising)	(31,893)	(16,955)
Trophies (Fundraising)	(467)	-
	(90,961)	(54,356)
SUPPORT COSTS		
Governance costs		

South Shields FC Foundation Limited
Detailed Statement of Financial Activities Continued
For the year ended 30 June 2021

Other finance costs (Grant Income)	-	(94)
Insurance (Grant Income)	(350)	-
Accountancy fees (Administration costs)	(3,990)	(1,299)
Motor and travel expenses (Administration costs)	(272)	(82)
Professional fees (Administration costs)	(984)	(500)
Printing (Administration costs)	(322)	(109)
Telephone costs (Administration costs)	-	(780)
Advertising (Administration costs)	(1,013)	-
Premises costs (Administration costs)	(1,559)	(542)
Other finance costs (Administration costs)	(3,608)	-
Bank loan interest (Administration costs)	(106)	-
	(12,204)	(3,406)
Total resources expended	(209,269)	(143,658)
Net Expenditure	(58,455)	6,954



South Shields FC
Foundation Limited

Annual Report & Social Accounts

YE 30.06.2021



South Shields FC
Foundation

Harton Welfare
Low Lane
South Shields
NE34 0NA

Company
Number:
10257450
Charity
Number:
1176894

Welcome to our 2020/2021 Annual Report.

It covers the period 1 July 2020 to 30 June 2021, A second year where our normal services and activities have been interrupted.

Despite the pandemic we still managed to deliver £5 million of social impact at a time when it would be most needed to support mental health and wellbeing.

That's a total of over £10 million since the Foundation began in 2017, producing a return on investment of £13 social value for every £1 we spend.

I want to say a big thank you to the hundreds of people who help us either financially, by offering their time and skills or supporting our activity programmes. You are helping us to achieve our purpose of improving the health and wellbeing of our fantastic community.

Special thanks again to Port of Tyne our Official Community Activity Partner who continued to offer it's support despite the curtailed delivery programme.

I also want to say a special thank you to all our players, volunteers, coaches, parents, customers and user groups who stuck with us through difficult times.

We enjoy terrific support from South Shields FC and Chairman Geoff Thompson who has provided both business acumen and financial support to the Foundation

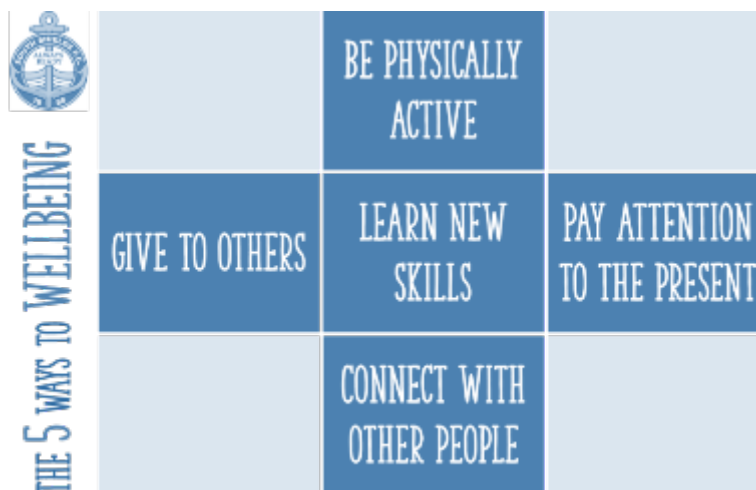
Steve Camm
Manager
South Shields FC Foundation

PART ONE

THE
THINGS
THAT
GUIDE
THE
THINGS
WE DO



A CEFO C



The Foundation is a Registered Charity, its charitable purpose is to support health and wellbeing.

We choose to co-design and deliver our services and activities to make a difference to the five things that we know contribute to people's health and wellbeing.



CHARITABLE PURPOSE

WE
work with others
TO
improve the
health &
wellbeing
OF
people living in
some of the most
deprived parts of
England.

- **Making New Friends**
Interacting socially with others.
- **Physical Activity**
Taking part in regular physical activity.
- **Taking Notice**
Understanding what's happening around you and staying focused on the present rather than the past (especially what has gone wrong) or the future (especially what could go wrong).
- **Giving/Volunteering**
Giving something back whether that's time or money.
- **Learning a new skill**
Doing something that supports personal learning and development.

South Shields FC Foundation was incorporated in 2017 and operates a social enterprise business model. We registered as a charity in 2018.

There are some critical features to our business model:

1. A Charitable Purpose

Having a charitable purpose, in our case to support health and wellbeing in a former coalfield community, means it drives everything we do.

2. Social Impact

We publish social accounts alongside our financial accounts to demonstrate our social impact as well as our financial viability. They are equally important.

3. Social Enterprise

We have a social purpose, generate most of our income from traded activities and reinvest profit in our charitable purpose. We are not grant dependent. Think of us as a business but where communities benefit not individual owners or shareholders.

4. Financial Sustainability

Our impact is connected to our income which needs to be diverse to be resilient to one or more income streams failing. We rely on fundraising & donations; activity programmes (schools and other activities); bars, events & functions; rental income from facilities; grant support in key areas (mainly for capital works).

5. Social and Commercial Decision Making

Not everything we do can make a profit especially if this is a barrier to engagement and participation. So, we constantly balance social and commercial decisions. Too many of either means we narrow our impact or go out of business.

6. Partnership Delivery

We work with others and add value. We don't seek to duplicate what would have happened anyway (deadweight) or replace something that already exists (displacement).



BUSINESS MODEL

We are a Social Enterprise, which means...

We have a charitable purpose.

Most of our income comes from trading (we are not grant dependent).

All profit is reinvested in our charitable purpose.



COMMUNITY ANCHOR

It's important to us that the more we grow the more we become an organisation that is rooted in its community. Organisations like the NHS are examples of Community Anchor Organisations. Because they are rooted in their communities (and unlikely to relocate) they can support local wealth creation as well as delivering social impact locally. For us that means:

[Workforce Strategy](#)

We seek to widen access to higher quality work by creating local employment and volunteering opportunities that provide pathways to employment including for those people who are currently furthest away from employment.

[Asset Management](#)

We seek to widen community access to our facilities, where we can repurposing existing community facilities.

[Procurement](#)

We seek to create more local social and value by spending where we can locally.

[Partnerships](#)

Our preference is to collaborate with existing local partners, adding value to what they do.

[Environment](#)

We seek to reduce our environmental impact.



Company Structure

South Shields FC Foundation Limited is a Charitable Company (Number 10257450) and a Registered Charity (Number 1176894).

Trustees:

- **Geoff Thompson**
Chairman South Shields FC
- **Keith Finnigan**
Finance Director
- **Gary Crutwell**
Facilities Director
- **John Watson**
Chair Harton & Westoe Miners Welfare
- **Stephen Taylor**
SSFC Foundation Youth
- **Martin Urwin**
Safeguarding Director



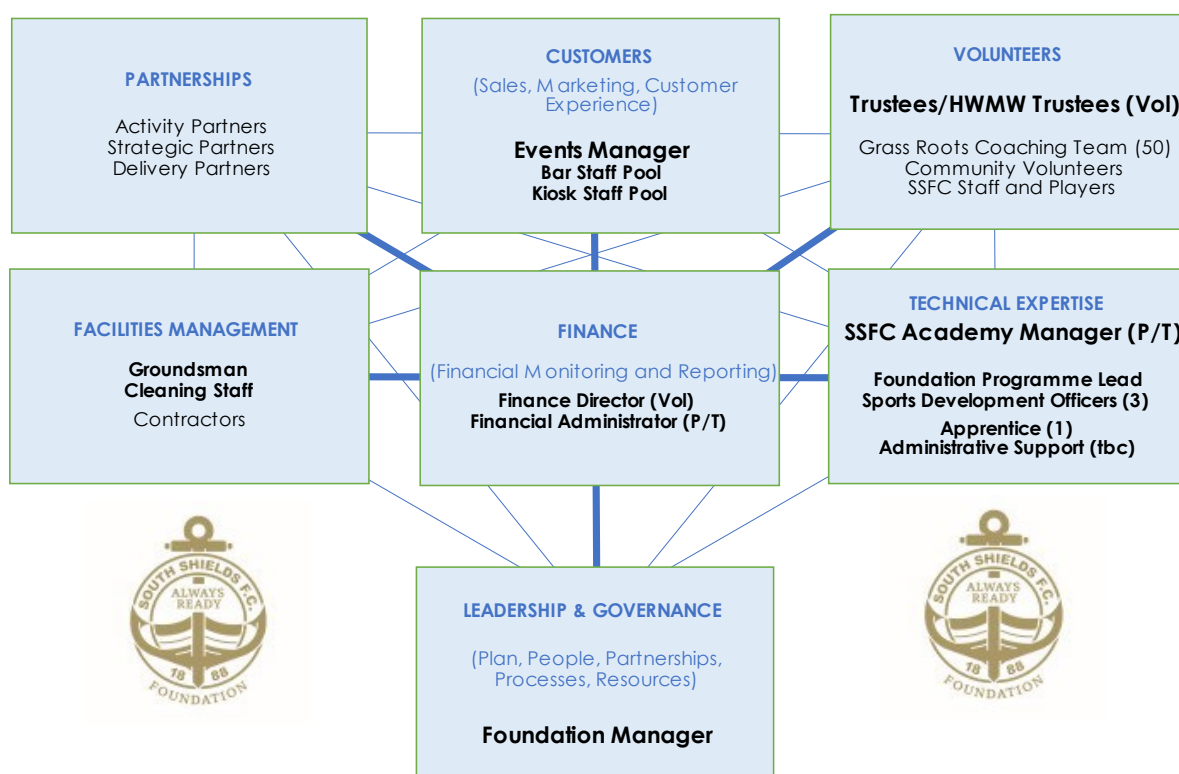
LEGAL STRUCTURE

The Foundation has a wholly owned Trading Company SSFCF 2017 Limited (Number 12718209). It manages income from the bars and events at Harton & Westoe Miners Welfare. Profits from this company must be reinvested in the Foundation or the facilities at Harton & Westoe Miners Welfare.

Trustees:

- **Geoff Thompson**
Chairman South Shields FC
- **Keith Finnigan**
Finance Director
- **Steve Camm**
South Shields FC Foundation Manager
- **John Watson**
Chair Harton & Westoe Miners Welfare

The Foundation has a 25 year Partnership Agreement (established 2019) with Harton & Westoe Miners Welfare (Charity Number 520812) to operate the facility at Harton Welfare. Under the agreement the Foundation takes full management responsibility for the site on behalf of the Miners Welfare (which retains land ownership), including all the financial risk which is now vested in the Trading Company. The Foundation pays a monthly licence fee to Harton & Westoe Miners Welfare calculated as its monthly costs plus 5%.



Organisational Structure

The Foundation Manager is responsible for the leadership and governance of the Charity and the performance of the Trading Company.

The Trustees of the Charity (and Directors of the Trading Company) have a responsibility for ensuring the companies are financially viable and fulfilling their charitable purpose.

We operate a model which borrows from a distributed leadership approach which, in its simplest terms, means that the leader is whoever is “leading on a task” in their functional area. Their responsibility is for the successful **completion of their task** and the **communication, participation, and engagement of others**.

In this way individual tasks and activities stay connected to wider organisational purpose and allow the skills & experience of others to make a corporate contribution that is wider than their individual task.



PROJECT BENEFICIARIES

According to the Office For National Statistics South Tyneside has many communities that are considered to be amongst the most deprived in the county when measured using the Indices of Multiple Deprivation.

This national data set can be scrutinised allowing a number of South Tyneside specific challenges to be identified that begin to shape the design of our programmes, including those we deliver with others. So, we should improve:

1. Transport & Accessibility

Not everyone has a car, impacting on their ability to access services and activities. The design of our programmes recognises this so we don't unintentionally exclude those who might need our help.

2. Health inequalities

Too few adults are in good/very good health and die prematurely, especially females, because of where they live. Mortality rates from cancer and circulatory disease are too high. Obesity, binge drinking and smoking are particular challenges. Some of those things we can directly impact on. Others we can use the Foundation brand to raise awareness and engage people.

3. Participation in physical activity

Not enough adults exercise for 30 minutes five times a week. Too many children are obese, especially at ages 5 and 11. Clearly this is an area of strength for us.

4. Employability & skills

Not enough people are economically active and the

pathways into work are long and difficult. Too many have no qualifications and the number of 16-18 year olds not in education, employment or training is too high. Creating learning and volunteering opportunities with pathways to employment is a key area for us.

5. Community safety

More people than in other areas are worried about crime and community safety. We can raise awareness and provide diversionary activities for young people and adults.

6. Meeting the needs of an older population

There is a predicted growth in the number of older people putting pressure on support services.

Our target beneficiaries include (but are not limited to):

- Anyone with a postcode that identifies them as living within an area that falls within the worst 5% of local authority wards according to the Office for National Statistics Indices of Multiple Deprivation.
- Young people aged 3-18 and their families.
- Older people especially those facing challenges including social isolation.
- Anyone from an under-represented group especially those where service design precludes their inclusion.
- People, especially young people, at risk of offending or re-offending.
- Those furthest away from employment.

PART TWO

THE
THINGS
WE DO





HISTORY 2017-2021

Early Days

The South Shields FC Foundation brand is strong in the community and supports engagement. **Our Model** is about how, once engaged, we retain people in activities and progress them to others.

We started in 2017 with a physically activity programme largely based around **grass roots football** for young people aged 6-17 years.

We've always been clear though that our programmes (and our social impact) should not just be around football nor should they just be aimed at young people.

The first signs of growth

The first development came with the creation of a **Physical Social Health and Economic Programme in Schools** in 2018. This programme uses PE as the mechanism for engagement but is actually about **Learning**. These programmes combine movement and physical literacy with numeracy, literacy and social & emotional development. Whilst still aimed at young people (Primary and Nursery settings) they illustrate the diversification away from just football.

On the back of that came a **Match Day Experience** programme developed in partnership with the Club

and The National Centre for the Written Word (The Word). This involved us taking first team players into primary schools and inviting children and an accompanying adult to experience a game at 1st Cloud Arena as our guests. Some of the children acted as flag bearers before the game, some went on to write and film a match report as part of a literacy project with The Word. All **enjoyed family social time and made new friends.**

Our grassroots football programme, like all clubs, is hugely reliant on a **volunteer adult workforce.** Our volunteers give up countless hours to give something back to others. We seek to support our volunteers to learn and grow and have been able to offer a progression route into employment creating **full time employment** and **apprenticeships** with the Club, the Foundation or the Academy.

A further example of the development of our pathway in recent years is our contribution to help people take notice of what is happening around them. This has been using the Club and Foundation brand to **raise awareness of societal issues** like mental health, race equality and most latterly in 2021 as a Covid Community Champion.

A watershed moment

A transformational moment for us was the creation of a partnership in 2019 with Harton & Westoe Miners Welfare. Saving this incredible community resource from closure and establishing the Foundation with a base from which it has stabilised its business model and **grown & diversified its social impact.** Bowls, boxing, fitness, dance, wellbeing activities, walking football, social groups, music and charitable events championing (and raise much needed funds) for local good causes are all safeguarded by the partnership at the Harton & Westoe site.

Latest additions in 2021 with the support of our Activity Partners **Port of Tyne, CFS** and the **Police and Crime Commissioner** are projects that support some of our most vulnerable young people.

Latest Results - 2020-2021

This report concentrates on our activities between July 2020 and June 2021. It should be considered alongside our financial reporting which covers the same period.

1. Financial Performance

Like every other charity and business we have overcome significant challenges to continue to trade solvently and deliver our charitable purpose through periods of lockdown.

Some elements of our business model were impacted more than others. **Hospitality**, a key ingredient to make our finances work, was hit hard and will take until at least the end of the next reporting period (June 2022) to recover to pre covid levels.

Our **Schools** programmes, another traded activity, were also significantly affected. Whilst we worked with schools to support teaching staff for as long as possible through lockdowns, covid restrictions and protocols meant these weren't delivered for a significant part of the year.

Our **grass roots football** and **community programmes** did receive some exemptions and operated outdoors and/or with reduced numbers apart from during periods of full lockdown in early 2020 and the end of 2020/beginning of 2021.

We did benefit from government support through furlough and business support packages and were able to secure some emergency grant funding and a bounce back loan in the period.

Our main Income areas (hospitality, schools, activity programmes and rentals) were around 30% of their pre covid levels. Parental donations ran at about 55% of normal.

Income was boosted with £80,000 secured in government grants but overall we made a loss of £37,000 mainly due to the loss of the trading activity that's supports our business model.

We also secured a £100,000 grant from Sport England to carry out improvements to Harton & Westoe Miners

Welfare that will be used to create additional floorspace allowing us to provide more activities to more people in 2022 and beyond.

A Summary of Income and Expenditure can be found in our accounts which are filed separately with the Charity Commission.

2. Activity Results

Our income may have been down but we were able to deliver some activities during periods of opening between lockdowns and thanks to our dedicated volunteer workforce.

We were able to offer the following programmes in 2020/21. We quote the number of unique children signing up for each programme and the total number of contacts (total attendance):

Healthy Activities

Community Activity Programmes

THINKERS & MOVERS	47	sign ups
Our weekly programme aimed at boys and girls aged 3-5 years	258	contacts
MINI MARINERS		
A weekly programme aimed at boys and girls aged 6 looking to progress into teams.	63	sign ups
	365	contacts
LITTLE TRIX		
A weekly programme specially for girls aged 6-12 years	43	sign ups
	199	contacts
FUTSAL		
A newly introduced specialist indoor futsal programme for ages 6-12	19	sign ups
	59	contacts
SKILLS SCHOOL	120	sign ups
A weekly programme focusing on developing technical skills in young players aged 6-12	810	contacts
Total	292	sign ups
	1691	contacts

Schools Programmes

Since 2019 we have developed and grown a schools delivery programme that rivals programmes delivered by football league clubs. We have done this despite not qualifying for Primary Stars funding from the Premier League. Funding we would have been eligible for had the curtailed 2019/20 season resulted in a promotion for the first team into the National League North.

Our programmes, designed and developed in house, are designed to maximise learning and encourage cross-curricular links within Early Years Foundation Stage PE. It has three key programmes, all connected to national/school curriculum, which offer schools bespoke provision suited to the children within each setting:

“Monkey Movements” – a movement-based programme which focuses on key motor control skills and the fundamentals of movement. This is achieved through freedom-based activity and structured play

“Polly Phonics” – a literacy programme which combines an EYFS literacy lesson into a fun, active and engaging PE lesson

“Matey’s Maths” – a numeracy-based programme which includes EYFS mathematics curriculum within a PE lesson

In addition we deliver the following programmes in schools:

Multi-sport/Multi-skills Key Stage 1 (Year 1,2,3) – a multi-sport curriculum with a scheme of work that emphasises KS1 key social and psychological skills, particularly focusing on an introduction to team sport and team play.

Multi-sport/future skills Key Stage 2 (Year 4,5,6) – a range of different sports and games focusing on physical literacy. All lessons have learning objectives based around the development of an individual person whether this is the social, physiological or technical development

Year 5/6 PSHE Programme: A programme preparing the KS2 child for secondary education through the power of sport. This physical education programme links closely with core PSHE principles. In these sessions we openly encourage creativity and responsibility, and place pupils in scenarios where they may lead, support or even be taught by their peers.

Dance – a programme offering dance as part of an enriched curriculum delivered by a specialist coach.

Bespoke programmes are created with individual schools and usually run for 39 weeks during the school year.

In 2020/21 we completed 21 weeks delivery in 10 different primary and nursery settings reaching the following numbers:

	Unique No's	Total Contacts
Boys		
In School	331	4,100
Extra Curricular	126	1,371
Girls		
In School	344	3,600
Extra Curricular	112	1,397
SEN		
Boys	46	506
Girls	44	594
	1003	11568

Almost all (**93%**) of those contacts (**10,805**) were with children living in an area ranked in the worst 5% for deprivation in England according to the Office for National Statistics.

Grass Roots Football Programme

The grass roots football programme continues to grow, engaging more young people aged 6-17 in regular healthy activities **participating in one of our 30 junior teams.**

Despite the lockdowns and covid restrictions we were able to keep more children than we have ever before actively engaged whether that was in full training, restricted training, matches or on line via zoom. We worked hard to ensure that as many opportunities were offered as possible to young people to continue their participation in regular healthy activities with their team mates, a significant contributory factor to their ongoing mental health through lockdown.

Since 2017 we have worked with **843** different boys and girls aged 7-17 in our grass roots football programme. That's a growth of **451** since our last full reporting period which is largely the impact of a large expansion of teams in the last two seasons which because of the adjusted end of season dates due to lockdowns falls between July 2020 to June 2021. In other words that number is significantly greater than normal.

Unique No's Total Contacts

Participants

Junior Players	420	37,800
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Adult Football

With exemptions too for adult football we were able to provide a number of opportunities for participation in healthy activities delivered out of our site at Harton Welfare:

Unique No's Total Contacts

Participants

Over 40's	20	200
Veterans FC	20	200
Adult 5 a side	150	1500

Boxing

Harton & Westoe Miners Welfare is home to Harton & Westoe Boxing and Fitness. Boxing was one of the last sports to fully re-open but by adjusting delivery to include groups operating outside on our 3G pitches we were able to facilitate some engagement in activities.

Unique No's Total Contacts

Participants

Fitness	20	900
Boxing	20	400

Dance

Similarly, dance programmes were later to return than other sports. By refurbishing our internal spaces we were able to offer some activities indoor, but class sizes were limited by strict social distancing protocols. Sessions were also delivered on line via zoom.

	Unique No's	Total Contacts
Participants		
Dance	50	3000

Giving Something Back

The bedrock of our grass roots football programme lies in the efforts of a dedicated group of staff and volunteers. Volunteers lead our grass roots football programme providing on average **120 coaching hours per coach** per year (in a normal year. With an average squad size of 12 that's **1440 contacts** per team per year (in a normal year).

In 2020/21 we had **58 active** volunteers, 52 in active coaching roles and 6 in committee or administrative support roles.

The impact of the pandemic meant we were active for **30 weeks** rather than the normal 50 week programme we run. And, for some of that period contact time and group sizes were reduced to comply with prevailing covid restrictions.

in 2020/21 we achieved the following results:

	Unique No's	Total Hours
Volunteers		
Coaching	52	4,680
Other	6	540

In 2020 we drafted a Volunteer Development Programme in conjunction with **Port of Tyne** which will see club and Port staff initially and eventually parents and supporters contribute **90 minutes** of their time as a volunteer to deserving local projects.

We were able to support the Key 2 Life Foodbank with volunteer support from staff and players but our ability to roll out the volunteer programme more widely was hampered by the pandemic. The impact of the volunteer development programme will pull through in subsequent years.

Our facilities at Harton Welfare usually run a full and active summer fundraising programme where the Foundation hosts a number of partner Charities to help with their fundraising efforts. In 2020/21 the only major activity was a **February Fundraiser** which saw junior players, first team players, academy players, staff, families and supporters aim to complete a cumulative total of 28,000km walked or run in the 28 days in February. The challenge was completed raising over £5000 to support the Foundation's work in the community of which **£1400 was donated to Cancer Connections** as we hadn't been able to host Rosiefest 2020 (a family music festival).

Awareness Raising

South Shields FC and South Shields Fc Foundation brands are strong and trusted within the community. We use that position to independently provide information that helps people understand issues going on around them. We know that increased awareness can have a positive impact on mental health.

We use our social media presence and match day programmes to draw attention to campaigns, with our community and health partners, that are important within our community. These include but are not limited to:

Show Racism the Red Card
LGBT Pride
Mental Health Awareness
Anti Bullying Week
World Book Day
Autism Awareness
international Disability Day
Suicide Prevention

In 2020 we also partnered with **KOOTH**, an online community offering support and activities for young people. We felt this was particularly relevant to our beneficiary group given the impact on mental health of being away from school friends or team mates.

In 2020 we also agreed to be a **Covid Community Champion**, helping to impartially communicate key information about the pandemic, the rules and restrictions and the vaccine programme. This included making a video to support the roll out of information around the vaccine and the government's 4 step roadmap which began on 29 March 2021. We have continued to support the communication of key messages throughout the pandemic, communicating them to our followers and beneficiaries. We had regular and ongoing contact with our beneficiaries helping us to share effectively the key messages and provide advice and guidance in relation to queries.

Learning a new skill

Participation in learning activities was hugely impacted by the pandemic in 2020/21. Our normal programme, with some new exciting additions, will resume in 2021/22.

Social interaction

Harton Welfare is proud to host the Harton & Westoe Miners Welfare Banner Group and Harton & Westoe Brass Band. Both groups play a significant role in keeping the history and heritage of our mining communities alive.

With opportunities for interaction limited we look forward to more regular gatherings in 2021/22.

	Unique No's	Total Contacts
Brass Band	30	0
Banner Group	50	0

Bowls

With regular seasons cancelled we were able to facilitate some social matches in 2020/21 giving members of Simonside Bowling Club an opportunity to participate in some activity towards the end of the reporting period.

	Unique No's	Total Contacts
Bowls	30	300

Outdoor Events

A new addition to our programme of activities in 2020/21 was the introduction of larger scale community outdoor events.

Whilst we still await restrictions to host our first Rosiefest, outdoor music festival, we were able to hold a socially distanced outdoor concert to **350** people in August 2020. It provided some very well received social interaction during a brief period of respite from covid restrictions.

PART THREE

THE
THINGS
THAT
HAPPEN
BECAUSE
OF THE
THINGS
WE DO



Introduction

We reinvest in activities that strengthen our community and create positive social impact.

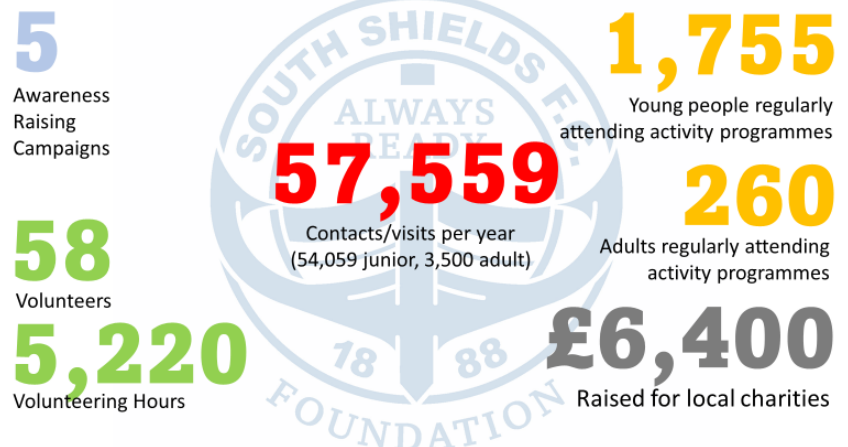
We have always tried to take a wider view of what impacts on people's health and wellbeing (The NHS **Five Ways to Wellbeing**).

Key Results - Outputs

In 2020/21 we had over 57,000 visits to our activity programmes by adults and young people. That is made up of 1,755 young people and 260 adults regularly attending physical activity sessions that support their mental health and wellbeing.

This was achieved by our coaching staff supported by a group of 58 volunteers performing various roles who delivered 5,220 volunteering hours in the year.

We ran and supported 5 different awareness raising campaigns around issues including the Covid pandemic designed to support people's mental health and wellbeing.



Key Results – Outcomes.

Wellbeing Valuation Approach

Since 2017 we have used a Wellbeing Valuation Approach to measuring and recording our social impact.

Wellbeing Valuation is in the Treasury's Green Book, the UK's core guide to policy evaluation. The methodology was developed by Daniel Fujiwara

(London School of Economics), Affinity Sutton, Catalyst Housing and the Housing Associations Charitable Trust. It works by isolating the particular factors that affect health and wellbeing e.g. playing a sport, getting a job or socialising with friends.

It then attributes an equivalent financial value to each of these factors. This is the amount of cash that would be needed to increase someone's wellbeing by the same amount.

e.g. playing a sport regularly over a two month period would have the same impact on health and wellbeing as being given £10,767.

It's a one off calculation, so once a benefit has been calculated and attributed to a particular year the continuation of the activity does not keep adding to the total. We like this because, whilst we want to retain people in activities, to add to our impact we must constantly engage NEW people.

Using the Wellbeing Valuation methodology, we have now broken through the £10m marker as a result of our activities in the last 5 years.

2017/2018	£1,110,803
2018/2019	£2,229,585
2020 (part)	£1,129,466
2020/2021	£5,693,334

Total £10,163,188

Expenditure over the five-year period is £790k producing a return in investment **of £13 for every £1 we spend.**

2017/2018	£ 55,286
2018/2019	£ 353,561
2020 (part)	£ 143,658
2020/2021	£ 238,076

Total £ 790,581

social

Date	What's the activity?	Associated outcome / value	Evidence you need to apply the value	Average person value	No. of Unique participants (+ ages)					Total value	Total minus deadweight
					Age unknown	Under 25	25-49	50+	No. with unknown results		
2017/2018											
	Foundation Players	♥ Football	Record of participant numbers	£ 3,101		265				£ 1,309,602	£ 1,060,777
	Volunteer Coaches/Committee	♦ Regular volunteering	Record of individuals with regular voluntary position	£ 2,357			25	8		£ 61,760	£ 50,026
	Literacy Project					76					
	Match Day Play Park					899			1004		
	Holiday Courses					20					
					CHILD	1260	ADULT		1037		£ 1,110,803

Date	What's the activity?	Associated outcome / value	Evidence you need to apply the value	Average person value	No. of Unique participants (+ ages)					Total value	Total minus deadweight
					Age unknown	Under 25	25-49	50+	No. with unknown results		
2018/2019											
	SCHOOLS Monkey Movements	♥ Frequent moderate exercise	Record of participant numbers	£ 4,179		140				£ 522,044	£ 422,855
	SCHOOLS Polly Phonics	♥ Frequent mild exercise	Record of participant numbers	£ 3,537		40				£ 85,189	£ 69,003
	SCHOOLS Matey's Maths	♥ Frequent mild exercise	Record of participant numbers	£ 3,537		20				£ 42,594	£ 34,501
	SCHOOLS Multi Sport/Multi Skills	♥ Frequent moderate exercise	Record of participant numbers	£ 4,179		60				£ 223,733	£ 181,224
	SCHOOLS Year 6 Transition	♥ Frequent mild exercise	Record of participant numbers	£ 3,537		60				£ 151,920	£ 123,055
	SCHOOLS After School Clubs	♥ Frequent moderate exercise	Record of participant numbers	£ 4,179		25				£ 63,300	£ 51,273
	SCHOOLS School Team	♥ Football	Record of participant numbers	£ 3,101		15				£ 20,310	£ 16,451
	SCHOOLS Active Lunch	♥ Frequent moderate exercise	Record of participant numbers	£ 4,179		20				£ 27,080	£ 21,935
	Lets Play Thursday	♥ Football	Record of participant numbers	£ 3,101		24				£ 32,496	£ 26,322
	Little Trix (Girls Football)	♥ Football	Record of participant numbers	£ 3,101		8				£ 23,672	£ 19,174
	Thinkers & Movers	♥ Frequent mild exercise	Record of participant numbers	£ 3,537		35				£ 88,620	£ 71,782
	Holiday Courses			£ -		24					£ -
	Match Day Play Park			£ -		1197			1246		£ -
	Schools Dance	♥ Dance	Record of participant numbers	£ 3,052		75				£ 159,750	£ 129,398
	Boxing	♥ Keep fit	Record of participant numbers	£ 1,670		5	25			£ 63,700	£ 51,597
	Cricknet	♥ Frequent mild exercise	Record of participant numbers	£ 3,537	20	15	30			£ 166,356	£ 134,749
	Five a side football (Adult)	♥ Football	Record of participant numbers	£ 3,101			50	10		£ 178,512	£ 144,595
	SSFC Supporters Quiz	▣ Member of social group	Record of regular attendance at a group meet up	£ 1,850			10	10		£ 29,594	£ 23,971
	Darts	▣ Member of social group	Record of regular attendance at a group meet up	£ 1,850				10		£ 18,496	£ 14,982
	HWMW Banner Group	▣ Member of social group	Record of regular attendance at a group meet up	£ 1,850				20		£ 48,480	£ 39,269
	Bowls	▣ Member of social group	Record of regular attendance at a group meet up	£ 1,850				30		£ 55,488	£ 44,946
	Brass Band	— Hobbies	Record of participant numbers	£ 1,515			15	15		£ 55,573	£ 45,014
	Jobs Created	♦ Full-time employment	Record of individuals moving from unemployment into FT employment	£ 10,767				2		£ 20,109	£ 17,092
	Jobs Created	♦ Part-time employment	Record of individuals moving from unemployment into PT employment	£ 1,229		2	4	3		£ 14,771	£ 12,555
	Apprenticeships	♦ Apprenticeship	Record of individuals enrolling on an apprenticeship	£ 2,353		2				£ 3,512	£ 2,985
	Volunteer Coaches/Committee	♦ Regular volunteering	Record of individuals with regular voluntary position			2	7	5		£ 27,759	£ 22,485
	Foundation Players	♥ Football	Record of participant numbers			127				£ 627,620	£ 508,373
					CHILD	1896	ADULT		1492		£ 2,229,585
						3156			2529	Cumulative	£ 3,340,388

impact

Date	What's the activity?	Associated outcome / value	Evidence you need to apply the value	Average person value	No. of Unique participants (+ ages)					Total value	Total minus deadweight
					Age unknown	Under 25	25-49	50+	No. with unknown results		
2020 1 Jan - 30 June											
	SCHOOLS Monkey Movements	♥ Frequent moderate exercise	Record of participant numbers	£ 4,179		35				£ 130,511	£ 105,714
	SCHOOLS Polly Phonics	♥ Frequent mild exercise	Record of participant numbers	£ 3,537		10				£ 21,297	£ 17,251
	SCHOOLS Matey's Maths	♥ Frequent mild exercise	Record of participant numbers	£ 3,537		5				£ 10,649	£ 8,625
	SCHOOLS Multi Sport/Multi Skills	♥ Frequent moderate exercise	Record of participant numbers	£ 4,179		15				£ 55,933	£ 45,306
	SCHOOLS Year 6 Transition	♥ Frequent mild exercise	Record of participant numbers	£ 3,537		15				£ 31,946	£ 25,876
	SCHOOLS After School Clubs	♥ Frequent moderate exercise	Record of participant numbers	£ 4,179		7				£ 26,102	£ 21,143
	SCHOOLS School Team	♥ Football	Record of participant numbers	£ 3,101		3				£ 14,826	£ 12,009
	SCHOOLS Active Lunch	♥ Frequent moderate exercise	Record of participant numbers	£ 4,179		4				£ 14,916	£ 12,082
	Skills School	♥ Football	Record of participant numbers	£ 3,101		40				£ 197,676	£ 160,117
	Little Trix (Girls Football)	♥ Football	Record of participant numbers	£ 3,101		2				£ 9,884	£ 8,006
	Thinkers & Movers	♥ Frequent mild exercise	Record of participant numbers	£ 3,537		35				£ 74,540	£ 60,377
	Holiday Courses			£ -		59					£ -
	Match Day Experience			£ -		645			628		£ -
	Schools Dance	♥ Dance	Record of participant numbers	£ 3,052		30				£ 63,131	£ 51,136
	Boxing	♥ Keep fit	Record of participant numbers	£ 1,670		20	20			£ 90,189	£ 73,053
	Five a side football (Adult)	♥ Football	Record of participant numbers	£ 3,101			100	100		£ 505,849	£ 409,738
	HWMW Banner Group	▣ Member of social group	Record of regular attendance at a group meet up	£ 1,850				2		£ 3,699	£ 2,996
	Bowls	▣ Member of social group	Record of regular attendance at a group meet up	£ 1,850				5		£ 9,248	£ 7,491
	Brass Band	— Hobbies	Record of participant numbers	£ 1,515			2	2		£ 7,410	£ 6,002
	Volunteer Coaches/Committee	◆ Regular volunteering	Record of individuals with regular voluntary position			2	7	5		£ 27,759	£ 22,485
	Foundation Players	♥ Football	Record of participant numbers			20				£ 98,838	£ 80,059
					CHILD	947	ADULT		871		£ 1,129,466
						4103			3400	Cumulative	£ 4,469,854

Date	What's the activity?	Associated outcome / value	Evidence you need to apply the value	Average person value	No. of Unique participants (+ ages)					Total value	Total minus deadweight
					Age unknown	Under 25	25-49	50+	No. with unknown results		
2020/2021										£ -	£ -
	SCHOOLS	♥ Frequent moderate exercise	Record of participant numbers	£ 4,179		1003				£ 3,740,187	£ 3,029,551
	COMMUNITY - Thinkers & Movers	♥ Frequent moderate exercise	Record of participant numbers	£ 4,179		47				£ 175,263	£ 141,963
	COMMUNITY - Mini Mariners	♥ Football	Record of participant numbers	£ 3,101		63				£ 311,346	£ 252,190
	COMMUNITY - Little Trix	♥ Football	Record of participant numbers	£ 3,101		10				£ 49,420	£ 40,030
	Five a side Football	♥ Football	Record of participant numbers	£ 3,101			100	50		£ 412,800	£ 334,368
	Boxing	♥ Keep fit	Record of participant numbers	£ 1,670			20	20		£ 85,160	£ 68,980
	Dance	♥ Dance	Record of participant numbers	£ 3,052		50				£ 105,200	£ 85,212
	Bowls	▣ Member of social group	Record of regular attendance at a group meet up	£ 1,850				5		£ 9,250	£ 7,493
	Grass Roots Football	♥ Football	Record of participant numbers	£ 3,101		420				£ 2,075,640	£ 1,681,268
	Volunteering	◆ Regular volunteering	Record of individuals with regular voluntary position	£ 2,357			25	5		£ 54,010	£ 43,748
	Employment	◆ Full-time employment	Record of individuals moving from unemployment into FT employment	£ 10,767		1				£ 10,036	£ 8,531
										£ -	£ 5,693,334
										Cumulative	£ 10,163,188

Future Plans

We know the challenges for people living in disadvantaged areas. We also know the particular emphasis in South Tyneside:

- Overall health, especially in women
- Obesity in children at age 11
- Lifestyle choices of adults
- Employability and the high number of people considered to be furthest away from employment
- Social isolation
- Crime and the fear of crime
- Impact of an ageing population

Poverty and lack access to transport impacts on the ability to access services and activities.

All of these factors are amplified by the experiences and challenges of the covid pandemic.

The “bill for covid” is a major concern in terms of what financial impact this will have on families already struggling.

The “cost of covid” is further unknown in terms of the social and emotional development of children and their ability to progress into the world of work, which in South Tyneside is difficult enough already.

We know access to sports pitches and facilities aren't where they should be and with public sector and grant givers funding stretched we need to find new ways of bringing projects forward that impact on health and wellbeing.

Progression up the pyramid opens up funding opportunities that are game changing for the Foundation. Our sustainable traded business model opens up opportunities for investment.

So, what do we do well?

The Football Club and Foundation brands are strong in the community. Participation rates in our activity programmes are high (900 children each week), the take up and response to our match day experience programme is high and we have sold out our PSHE

programmes in schools despite it being a highly competitive market.

Our resilience has been proven in the last 18 months. Largely due to the diversity of our business model and our governance and partnership structure we have secured support and delivered what traded activity we could to ensure we emerge from the pandemic in a good place financially.

Our ability to create mutually beneficial partnerships is proven most visibly by the connection with Harton & Westoe Miners Welfare, a model we will look to extend and develop.

Our financial performance over the last three years has seen turnover grow from £35,000 to £350,000 achieved in the most part through traded activities meaning we aren't grant dependent to guarantee financial sustainability. Profitability is getting there but the maturity of our income streams creates flexibility in how we defray resources to focus on what matters most,

So how do we make an impact on the local issues and challenges we face by playing to our strengths?

We have set the following key strategic priorities to guide the work of the Foundation in 2021-2023:

SP1 Securing the capital investment for the development of Harton Welfare and other facilities

SP2 Growing and diversifying the Foundation's income streams

SP3 Extending the social impact delivered by the Foundation in South Tyneside

SP4 Developing and extending our partnerships and collaborative delivery.

SP5 Ensuring good governance.

