



Newcastle West End Sport Community Association Annual Report 2024

1. Message from the Chairpersons

Dear Members, Partners, and Supporters,

2024 has been another year of incredible progress for Newcastle West End Sport Community Association. From expanding our youth services to securing vital funding, we've made huge strides in supporting children, young people, and families in one of the most deprived areas of Newcastle.

Our work continues to be shaped by the voices of our community and delivered by a passionate team of staff, volunteers, and trustees. We are proud to have grown our reach, strengthened our infrastructure, and laid the groundwork for an even more impactful future.

Thank you for being part of our journey.

Warm regards,

Sean and John

Co-Chairs, Newcastle West End Sport Community Association

2. Objectives and Activities

Our core aims focus on improving physical and mental wellbeing while tackling poverty and social exclusion. Our main activities this year included:

- Delivering free, inclusive multi-sport and recreational activities.
 - Running youth clubs and holiday camps to promote positive behaviour.
 - Providing free meals and snacks to children during school breaks.
 - Offering calm, structured environments to support emotional regulation.
 - Creating safe spaces to discourage anti-social behaviour.
 - Promoting health, fitness, and wellbeing through sport.
 - Ensuring all children, regardless of ability, background or belief, feel welcomed and included.
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3. Vision, Mission & Values

Vision

To create a vibrant, inclusive community hub where all children and young people have equal access to safe, supportive, and enriching opportunities.



Mission

To break down barriers that prevent access to community-based recreation. We support families and children from disadvantaged backgrounds, offering free and inclusive sports, youth engagement, and community-led initiatives that address poverty and social isolation.

Values

- **Community** – We build connection and belonging.
 - **Equality** – We champion inclusion for all.
 - **Empowerment** – We nurture confidence and independence.
 - **Integrity** – We act with honesty and accountability.
 - **Compassion** – We meet every child and family with care.
 - **Growth** – We are committed to learning, evolving, and expanding our impact.
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4. Key Achievements in 2024

This year, we are proud to report the following achievements:

- **Secured over £60,000 in funding**, supporting expansion and sustainability.
 - **Hired two new staff members** to help us grow and deliver services more consistently.
 - **Expanded our youth club**, adding a second weekly session.
 - **Extended our school holiday camps**, reaching more children with physical activities and meals.
 - **Distributed over 4,000 healthy meals and snacks** to children attending our sessions.
 - **Organised over 30 free sports and community camps** across school holidays.
 - **Grew our partnerships** with local schools, councils, and organisations.
 - **Secured a lease on our venue**, ensuring a long-term base for our work.
 - **Developed new policies** and recruitment strategies to strengthen our board.
 - **Supported over 3,000 children and young people**, creating safe and positive experiences.
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5. Project Highlights (2024)

- **Youth Club Launch (July 2023):** We opened our pilot youth club, which quickly grew in popularity. In 2024, demand remains strong with sessions running weekly and attendance increasing.
 - **Holiday Camps:** Our Easter, Summer, and October holiday programmes were fully subscribed. Each included sports, activities, and free meals, helping families facing the rising cost of living.
 - **Community Events:** Our free Halloween and Christmas parties were open to all children in the area. These events bring the community together and offer joy to children who may otherwise miss out.
 - **Saturday Multi-Sports Sessions:** We continued to run inclusive weekend activities for children of all ages, entirely funded by our charity.
 - **Care Home Support:** In 2024, our young people also visited and supported a local care home, building intergenerational connections and giving back to their community.
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6. Future Plans & Development Goals

Looking ahead, our vision is to develop into a **7-day-a-week community venue**, supporting children, families, and residents every day. Our plans include:

- **Recruiting more staff**, including a Centre Manager and Sports Coaches, to deliver consistent and expert-led programmes.
 - **Expanding partnerships** with local schools to increase access to our services.
 - **Continuing to secure core and project funding** through trust applications, sponsorships, and donations.
 - **Strengthening our volunteer programme** with recruitment, training, and recognition.
 - **Launching new initiatives** such as job readiness workshops, digital skills sessions, and expanded sports coaching.
 - **Hosting health and wellbeing fairs** in collaboration with health providers.
 - **Investing in our sustainability**, with eco-friendly practices and operational improvements.
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7. Reserves Policy & Trustees

As a small but growing charity, we regularly review our finances. While we do not yet have sufficient income to establish a formal reserves policy, our trustees maintain oversight to ensure financial stability.

Trustee Development

Our trustees bring diverse experience in youth work, education, mental health, and community development. We continue to recruit and support new trustees with a clear induction process, annual appraisals, and ongoing training to ensure effective governance and a healthy leadership structure.

8. Strategies for Securing Funding

To ensure the long-term sustainability of our services, we are actively pursuing the following strategies:

- Diversifying income through grants, sponsorships, individual giving, and fundraising events.
 - Exploring trading income from merchandise and services.
 - Launching crowdfunding campaigns to support specific roles or projects.
 - Building strong relationships with funders, businesses, and local partners.
 - Appointing a dedicated fundraising lead to increase our capacity and income.
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9. Paid Roles We Plan to Introduce

To support growth and professionalism, we plan to introduce the following paid roles:

- **Centre Manager** – To oversee daily operations and coordinate programmes.
 - **Support Workers** – To assist families and individuals with practical and emotional support.
 - **Sports Coaches (multi-skilled and specialised)** – To deliver regular, inclusive sports sessions and develop new offerings.
 - **Fundraising Lead** – To diversify income and sustain services long-term.
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10. Our People – Trustees & Volunteers

Our work would not be possible without our passionate team of trustees and volunteers. Their energy, kindness, and dedication are the heartbeat of everything we do.

- Trustees provide vital leadership, governance, and guidance.
 - Volunteers give their time generously, supporting camps, clubs, events, and day-to-day operations.
 - We are committed to recognising and celebrating their contributions with training, social events, and public acknowledgements.
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Projects ran in 2024

Friday Night Youth Club funded by Community Foundation





Summer Holiday Camps





Our Annual Halloween Party





Our Annual Christmas Party



11. Final Words: Looking to the Future

2024 has been a turning point for our charity. We've grown, learned, and achieved more than we ever imagined. As we look ahead, we remain focused on:

- Supporting more children and families than ever before.
- Expanding access to inclusive physical activity and safe spaces.
- Building stronger community partnerships.
- Securing the resources we need to thrive.

Together, with your continued support, we will continue to make a real and lasting difference in the lives of children, young people, and families in the West End of Newcastle.

Thank you.



Charity Name Newcastle West End Sport Community Association CIO	No (if any) 1196733
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Receipts and payments accounts

For the period from	Period start date 01/01/2024	To	Period end date 31/12/2024
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Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Street Games	-	18,620	-	18,620	-
National Lottery Community Fund	-	20,000	-	20,000	-
Community Foundation	-	5,000	-	5,000	21,130
BBC Children in Need	-	15,000	-	15,000	4,000
Tuck Shop	670	-	-	670	-
Making Winter Warm	-	2,000	-	2,000	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	670	60,620	-	61,290	25,130
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	670	60,620	-	61,290	25,130
A3 Payments					
Project & Equipment Costs	100	13,072	-	13,172	10,512
Subcontract Costs for Project Delivery	-	10,781	-	10,781	11,575
Subcontract Project Administration	-	1,670	-	1,670	-
Subcontract Fundraising Administration	-	11,250	-	11,250	1,100
Cleaning	-	695	-	695	1,603
Sundry Expenses	25	-	-	25	1,731
Staff Uniform & Training	-	2,621	-	2,621	-
Independent Examination	760	-	-	760	-
Insurance	-	655	-	655	-
Legal Expenses	45	-	-	45	-
Making Winter Warm	-	2,000	-	2,000	-
Sub total	930	42,744	-	43,674	26,521
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	930	42,744	-	43,674	26,521
Net of receipts/(payments)	- 261	17,876	-	17,615	- 1,390
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	311	5,926	-	6,237	7,627
Cash funds this year end	51	23,802	-	23,852	6,237

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Barclays Bank Account	51	23,802	-
		-	-	-
		-	-	-
	Total cash funds	51	23,802	-
	(agree balances with receipts and payments account(s))	OK	OK	OK
B2 Other monetary assets	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B3 Investment assets	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
B4 Assets retained for the charity's own use	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
B5 Liabilities	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
			-	
			-	
			-	
			-	
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval	



Independent examiner's report on the accounts

Section A

Independent Examiner's Report

**Report to the trustees/
members of**

Charity Name

Newcastle West End Sport Community Association CIO

**On accounts for the year
ended**

31 December 2024

**Charity no
(if any)**

1196733

Set out on pages

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31 December 2022.

**Responsibilities and
basis of report**

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent
examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed:

Date: 01/09/2025

Name:

Kay Wightman

**Relevant professional
qualification(s) or body
(if any):**

FFA FTA

Address:

Accounting for Good CIC

2 Geordie Ridley Place, Upper Precinct, Wesley Court,

Blaydon on Tyne, Tyne and Wear NE21 5BT