



South Shields  
FC Foundation

*Annual Report  
& Social Accounts*

Year End 30 Jun 2020



## Introduction



Community Activity Partner  
2020

Welcome to our 2020 Annual Report. It covers the period 1 January 2020 to 30 June 2020, shorter than usual as we reduced our normal accounting period by six months to return it to our normal reporting year end of 30 June.

Looking back, its hard to comprehend that on 1st January 2020 words and phrases such as track and trace, Covid risk assessment, social distancing and household bubbles were not in common usage.

On 23 March 2020 our delivery programme stopped and would not resume until after the end of this reporting period.

Despite that, in the first three months of 2020 our delivery programme continued to grow, building on the foundations we laid in the preceding years.

So much so that despite the year being prematurely and drastically curtailed we still managed to deliver **£1.1million of social impact** at a time when it would be most needed to support mental health and wellbeing given what people were about to face.

That's a total of **£4.4 million** which produces a return on investment of **£8 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.

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

We will emerge stronger and more determined than ever to play our part in supporting the health and wellbeing of our fantastic community, helping it to emerge from the Covid 19 pandemic.

*Steve Camm  
South Shields FC Foundation Manager*



## Objectives and Activities

South Shields FC Foundation was established in 2017 with the following charitable purpose:

*To promote community participation in healthy recreation by providing facilities (land, buildings, equipment and activities) for the playing of association football.*

*To assist in providing facilities for sport, recreation or other leisure time occupation of such persons who have the need for such facilities by reason of their youth, age, infirmity or disablement, poverty or social and economic circumstances or for the public at large in the interests of social welfare and with the object of improving their conditions of life.*

*To advance the education of children and young people through such means as the trustees think fit in accordance with the law of charity.*

## Reference and Administrative Details

South Shields FC Foundation Limited

Charity Number: 1176894  
Company Number: 10257450  
Registered Office: Mariners Park,  
Shaftesbury Avenue,  
South Shields.  
NE32 3UP  
Headquarters: Harton & Westoe  
Miners Welfare,  
Low Lane,  
South Shields.  
NE34 0NA

## Structure, Governance & Management

South Shields FC Foundation is a Charitable Company (10257450) limited by guarantee which is also a Registered Charity (1176894)

It is governed by a set of charitable articles registered with Companies House and the Charity Commission.

The Charity has five Directors/Trustees who meet quarterly.

Gary Crutwell  
Stephen Taylor  
Martin Urwin  
Keith Finnigan  
John Watson

New trustees are recruited by the Board based on the skills and experience the Charity needs to continue to thrive and deliver its intended community impact.

Day to day management is carried out by the South Shields FC Foundation Manager who is accountable to the Board of Trustees.

## Public Benefit Statement

In carrying out the activities the trustees have had regard to the Charity Commission's guidance on public benefit.

## Exemptions from Disclosure

None

## Funds held as Custodian Trustee on behalf of

None

## Unaudited Financial Statements

The Unaudited Financial Statements (prepared separately) set out the expenditure and income against our main activities for the year.

## Financial Review

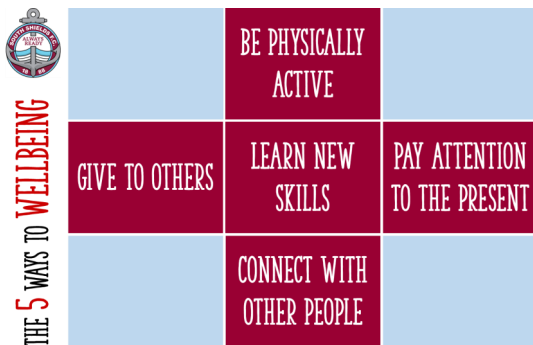
The Foundation's financial position at the end of June 2020 reporting period is set out below.

STATEMENT OF FINANCIAL ACTIVITIES	2020	2019
	£	£
Income and endowments from:		
Donations	89,632	204,908
Charitable Activities	23,497	42,913
Other Trading Activities	37,483	105,046
	<b>150,612</b>	<b>352,857</b>
Expenditure on:		
Raising Funds	(85,896)	(185,515)
Charitable Activities	(57,762)	(168,046)
	<b>(143,658)</b>	<b>(353,561)</b>
Net Income/expenditure		
Reconciliation of Funds	6,954	(705)
Total funds brought forward	1,191	1,896
<b>Total Funds Carried Forward</b>	<b>8,145</b>	<b>1,191</b>

## Our Social Investments

In the first half of 2020 we invested 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 identifies the **five key factors** that affect health and wellbeing as:



## Wellbeing Valuation Approach

Our investment decisions are guided by more than just our judgements about what feels right. Yes, they all contribute to our charitable purpose but by how much?

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.

## Results

In summary:

### 2020

Social Impact	£ 1.1 Million
Return on Investment spent	£7.65 to every £1

### Cumulative (since 2017)

Social Impact	£ 4.4 Million
Return on Investment	£8 to every £1 spent

## Our Activities

Like everyone, our programmes were affected, but we worked hard to achieve COVID secure status for our facilities and modified our delivery to ensure we could deliver as much as possible, as safely as possible for as long as possible.

In March, the closure of schools impacted significantly on our delivery programmes and the match day experience for schools. Our programmes were suspended in March 2020.

The recognition that sport and physical activity is a significant contributing factor to mental health and wellbeing meant government exemptions for organised sports but not until July 2020 (outside this reporting period).

The dance school, boxing gym, and adult five a side and walking football all saw some activity but nothing between the end March 2020 and the end June 2020.

We did refurbish the facilities at Harton during Lockdown 1 to make the spaces more flexible for reopening.

Our delivery programme between January and March 2020 was:

Sessions		Total Attendance
Holiday Courses (Ages 6-12)	3 days	171
Little Trix (girls) (Ages 6-12)	3 weeks	30
Mini Mariners (Ages 5 to 7)	2 weeks	18
Skills School (Ages 5-12)	8 weeks	442
Thinkers and Movers (Age 3-5 years)	4 weeks	46
Grass Roots Football Programme	10 weeks	350/week
Schools PSHE programme	8 weeks	600/week

In the period January to March 2020 **we engaged 947 children and young people and 871 adults** that we hadn't previously worked with. These numbers (new beneficiaries) are the ones we use to calculate our social impact.

## 2020/21 and beyond

At the time of writing our plans were taking shape for 2021 and beyond. Our ability to implement them will be determined by the government's roadmap for recovery and unlocking the economy and activities.

The thing we take from 2020 is the innovation, flexibility and resilience we have demonstrated to ensure we deliver our purpose of having a positive impact on the health and wellbeing of local people.

In 2021 we want to develop new sustainable services to diversify our portfolio and thereby broaden our impact working across all five ways to mental health and wellbeing.

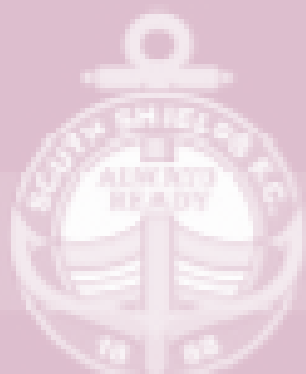
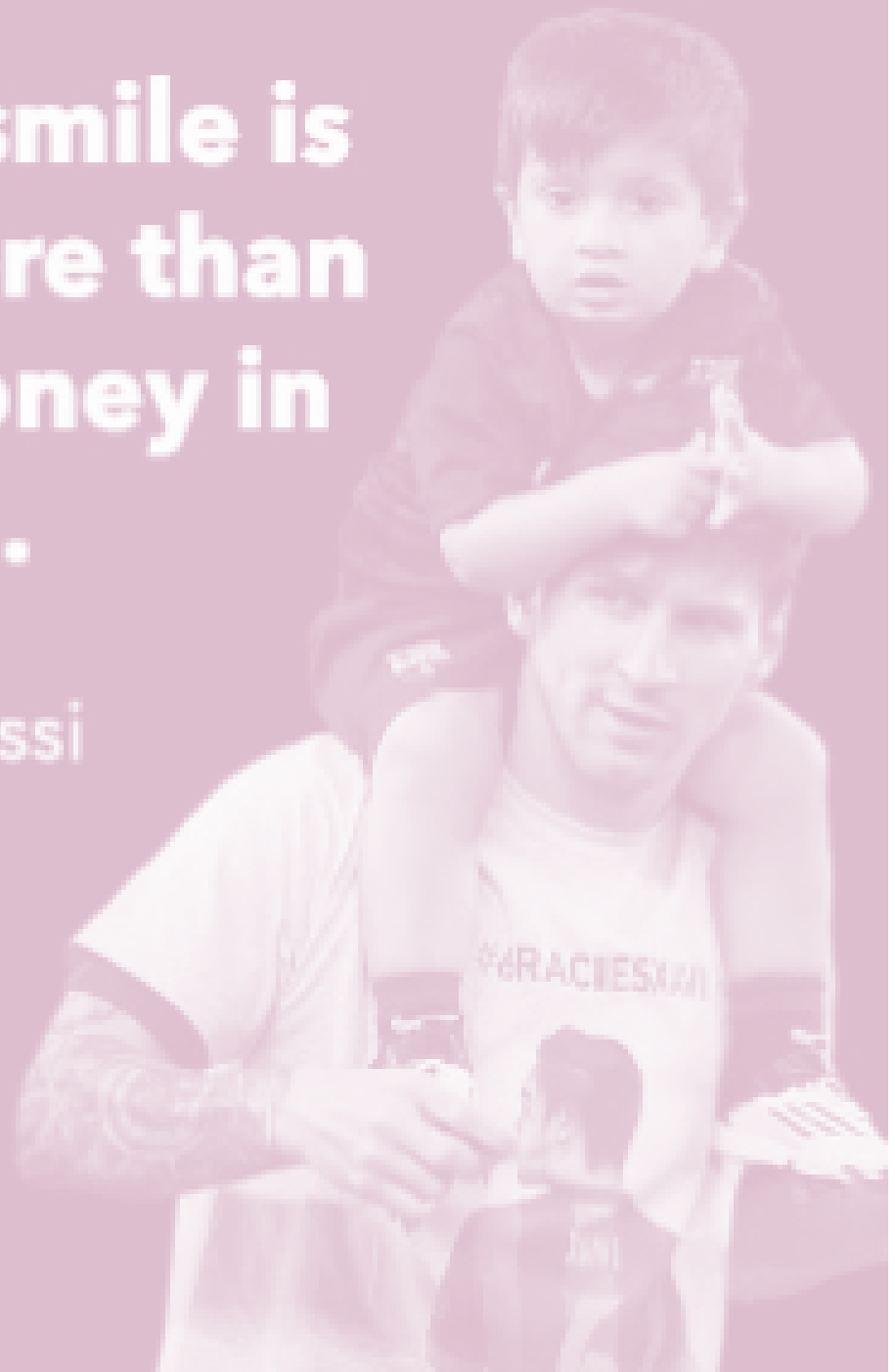
Priorities for us in 2020/21 (and beyond—depending on re-opening) are...

1. Continuing to engage more people of all ages and abilities on our sporting activity programmes to improve their physical and mental health by introducing new activities.
2. Working with young offenders and those at risk of offending.
3. Developing our community volunteering programme (staff, sponsors and supporters) to create social capital to help to rebuild post – Covid communities
4. Investing in developing girls participation in football.
5. Investing in our facilities to support the extension of our programme of health and wellbeing activities.

**There is nothing more satisfying than seeing a happy and smiling child.**

**A child's smile is worth more than all the money in the world.**

Lionel Messi



**CREATING INCREDIBLE MEMORIES**



2020	Activity		Type of Activity	Evidence Collected
	SCHOOLS Monkey Move-ments		Frequent moderate exercise	Record of participant numbers
	SCHOOLS Polly Phonics		Frequent mild exercise	Record of participant numbers
	SCHOOLS Matey's Maths		Frequent mild exercise	Record of participant numbers
	SCHOOLS Multi Sport/Multi Skills		Frequent moderate exercise	Record of participant numbers
	SCHOOLS Year 6 Transition		Frequent mild exercise	Record of participant numbers
	SCHOOLS After School Clubs		Frequent moderate exercise	Record of participant numbers
	SCHOOLS School Team		Football	Record of participant numbers
	SCHOOLS Active Lunch		Frequent moderate exercise	Record of participant numbers
	Skills School		Football	Record of participant numbers
	Little Trix (Girls Football)		Football	Record of participant numbers
	Thinkers & Movers		Frequent mild exercise	Record of participant numbers
	Holiday Courses			
	Match Day Experience			
	Schools Dance		Dance	Record of participant numbers
	Boxing		Keep fit	Record of participant numbers
	Five a side football (Adult)		Football	Record of participant numbers
	HWMW Banner Group		Member of social group	Record of regular attendance at a group meet up
	Bowls		Member of social group	Record of regular attendance at a group meet up
	Brass Band		Hobbies	Record of participant numbers
	Volunteer Coaches/Committee		Regular volunteering	Record of individuals with regular voluntary position
	Foundation Players		Football	Record of participant numbers



Value	Age	<25	25-40	50+	unknown	Total Value	Value minus deadweight (i.e. added value)
£ 4,179		35				£ 130,511	£ 105,714
£ 3,537		10				£ 21,297	£ 17,251
£ 3,537		5				£ 10,649	£ 8,625
£ 4,179		15				£ 55,933	£ 45,306
£ 3,537		15				£ 31,946	£ 25,876
£ 4,179		7				£ 26,102	£ 21,143
£ 3,101		3				£ 14,826	£ 12,009
£ 4,179		4				£ 14,916	£ 12,082
£ 3,101		40				£ 197,676	£ 160,117
£ 3,101		2				£ 9,884	£ 8,006
£ 3,537		35				£ 74,540	£ 60,377
£ -		59					£ -
£ -		645			628		£ -
£ 3,052		30				£ 63,131	£ 51,136
£ 1,670		20	20			£ 90,189	£ 73,053
£ 3,101			100	100		£ 505,849	£ 409,738
£ 1,850				2		£ 3,699	£ 2,996
£ 1,850				5		£ 9,248	£ 7,491
£ 1,515			2	2		£ 7,410	£ 6,002
		2	7	5		£ 27,759	£ 22,485
		20				£ 98,838	£ 80,059
	<b>CHILD</b>	947	<b>ADULT</b>		871		£ 1,129,466
		<b>4103</b>			<b>3400</b>	<b>Cumulative</b>	£ 4,469,854

#### NOTES

New participants engaged between 1 Jan 2020 and 30 June 2020

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New participants engaged between 1 Jan 2020 and 30 June 2020

New participants engaged between 1 Jan 2020 and 30 June 2020

New participants engaged between 1 Jan 2020 and 30 June 2020

18/19/20 February

Adults and Children attending Schools Match Day Experience

New participants engaged between 1 Jan 2020 and 30 June 2020

New participants engaged between 1 Jan 2020 and 30 June 2020

New participants engaged between 1 Jan 2020 and 30 June 2020

New participants engaged between 1 Jan 2020 and 30 June 2020

New participants engaged between 1 Jan 2020 and 30 June 2020

New participants engaged between 1 Jan 2020 and 30 June 2020

New participants engaged between 1 Jan 2020 and 30 June 2020

New participants engaged between 1 Jan 2020 and 30 June 2020

Cumulative since 1 July 2017



SOUTH SHIELDS F.C.

ALWAYS  
READY

**Charitable Company Number**  
10257450

**Registered Charity Number**  
1176894

**Registered Office:**  
Mariners Park  
Shaftesbury Avenue  
South Shields  
NE32 3UP

**Headquarters:**  
Harton & Westoe Miners Welfare  
Low Lane  
South Shields  
NE34 ONA