

IMPACT REPORT 2021



COMMUNITY SPORTS
FOUNDATION

THE
NEST



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WELCOME FROM OUR CHIEF EXECUTIVE OFFICER

Despite the continuing challenges faced by the world in 2021, I am delighted to report that the Foundation had a successful and impactful year, working hard to support and inspire our community.

In this document you can read about the great work that took place in 2021 and meet some of the people who have had their lives improved in some way by our programmes.

It has also been a real pleasure to finally see people able to use the new facilities at our community hub The Nest. While it was a challenging journey to achieve the necessary funding and complete construction, the work put in to get to this point has undoubtedly been worth it and The Nest is a wonderful place to be, with people from so many walks of life benefitting.

I would like to thank everyone that has supported us in 2021, including our trustees and Nest directors, fundraising board, funders, local media, business and delivery partners, fundraisers and many others who have helped us to further our charitable objectives this year.

Finally, thank you and well done to our magnificent team here at the Foundation. You must never underestimate the difference that you make to people in our area on a daily basis.

Ian Thornton OBE
Chief Executive Officer,
Norwich City Community Sports Foundation



WELCOME FROM OUR CHAIRMAN

Hey everyone,

Let me start with a big thanks. To the people of Norwich, Norfolk, East Anglia, and the whole of the UK who have supported us in 2021.

I love the old adage 'build it and they will come' and I'm reminded of it every weekend I take my son, Sebastian, to play football at a thriving, busy, inspiring facility – The Nest.

2021 was a significant and exciting year for us. We completed and opened the second phase of The Nest so we now offer our main building that includes an IT suite, a café, two popular multi-use spaces, accessible changing rooms, and a physio space, as well a full-size floodlit 3G pitch and our 'Challenge Woods' adventure play area.

By the end of 2021, people did come. Over 33,000 people had enjoyed the facilities. People of all ages, abilities and backgrounds. This is key for us as we are reaching such a diverse range of people right across the UK.

The site has also become the home of Norwich City Women's FC, who compete in the FA Women's National League Southeast Division One.

Our work centres around;

- driving inclusion for people with disabilities
- boosting mental health and wellbeing
- inspiring disadvantaged people.

And in 2021 there were over 9,000 participants on Foundation programmes receiving a cumulative 450,000 hours of engagement. There were over 175 participants in our football and dance programmes for people with disabilities and 95% of parents/carers of participants in our disability programme believed that the programme had improved the participant's mental health. Almost 100% of participants on our Run for Me programme for mental health said they felt inspired to take on a running challenge and 77% of children on our Premier League Primary Stars programme said their enjoyment of reading had increased.

We exist to change lives, but that costs money Therefore big thanks to participants in of Coastal Walk Challenge, our Golf Day, and Three Peaks Challenge. And a special mention to Norwich City's main club sponsor Lotus who generously donated a final edition Elise that helped to raise £100,000 from an online competition.

Please do keep using The Nest, spreading the word about our best-in-class facilities, and if you can, do think about how you can support our life-changing work.

Here's to another exciting 12 months for the Foundation.

Jake Humphrey,
Foundation Chairman



**WE ARE THE OFFICIAL
CHARITY OF NORWICH
CITY FOOTBALL CLUB.**

**OUR VISION IS TO
SUPPORT AND INSPIRE
OUR COMMUNITY.**



Our charitable objectives

DRIVING INCLUSION FOR PEOPLE WITH DISABILITIES

20% of people in Norfolk have a disability, which is higher than the national average. The Foundation works to provide inclusive environments that meet the needs of those taking part, so that they may enjoy the benefits of sport.

BOOSTING MENTAL HEALTH AND WELLBEING

An estimated 38,000 people in Norfolk experience loneliness. We use the physical and social benefits of sport to improve people's mental health and physical wellbeing. Our work helps to combat loneliness, anxiety, and inactivity for people in Norfolk.

INSPIRING DISADVANTAGED PEOPLE

Norfolk has the third highest school exclusion rate among rural counties. Sport and Norwich City Football Club are powerful tools for engaging with harder to reach groups and inspiring them to raise their aspirations, and reach their potential.

COMMUNITY ENGAGEMENT

The Foundation also operates a range of affordable services that provide widespread community engagement and positive impact, such as our school sports programme, and kids' courses. Any surplus created is reinvested to support our charitable objectives.

This document celebrates the work we have completed, and the impact made in each of these areas in 2021



The year starts in a national lockdown, and the Foundation's departments are forced to switch to a virtual delivery model once again. These include free fitness classes, one-to-one family support workshops and social sessions to ensure all our participants are kept **connected**.



Construction is completed at The Nest. The £4.6 million pound phase of development sees the stunning new addition of the Hub building, the outdoor Challenge Woods and a new full-size floodlit 3G pitch.

MARCH

The Foundation's schools team help **celebrate** the end of the 'home-learning' period, with a specially broadcast online assembly.



The Club's Principal Partner Lotus Cars generously donate a **Lotus Elise Sport 240** Final Edition to the Foundation to **help raise funds for the charity's work with disabled people.** The car is the first car to be built from the Final Edition range, and competition entrants pay £9 for the once-in-a-lifetime chance to win the car.

MAY



Premier League Kicks in the Park offers **free outdoor sport sessions** in areas of higher deprivation across the county. As well as a chance to be active and socialise, participants receive food packs. The Summer Cup returns to The Nest, with **55 teams and over 500 players joining us** for the two-day football festival. Nine fundraisers hit the three highest points in Scotland, England and Wales, and **raise a whopping £17,200** for the Foundation as the Three Peaks Challenge is conquered!

JULY



SEPTEMBER

Over £12,000 is raised from the Foundation's Dean Ashton v Bryan Gunn Golf Day at Royal Norwich Golf Club. We hold our first ever **Thanking Day** – a day of recognition to the many that have donated, taken on a fundraising challenge, formed a corporate partnership or volunteered their time in some way.



NOVEMBER

Competition winner Alex Juggins handed the keys to his brand new Lotus Elise. As part of a VIP handover day experience, Alex is given a tour of the site, meets Delia Smith, Jake Humphrey, Stuart Webber and Jenson Button – before enjoying a series of laps around the test track. The competition raised just over £99,000 in ticket sales, while Lotus kindly add a donation to take the grand total to **£100,000.**



FEBRUARY

The Squad Goals Challenge is launched. Fundraisers are challenged to set their own fundraising challenge themed around first team squad numbers. Fundraisers of all ages walk, run, skip and dance to the tune of their favourite player and help **raise £12,500.**



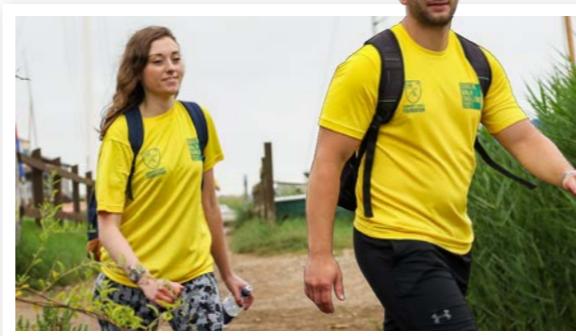
APRIL

A new programme for asylum seekers in Norwich is launched. 'Fresh Start' is developed in association with local charity New Routes and offers football sessions and life skills workshops at Carrow Park.



JUNE

Over £32,000 is raised for the Foundation through the return of the Coastal Walk Challenge to the Norfolk coast. **An amazing 220 fundraisers** tackle their chosen distance of either 6 miles, 12 miles, 22 miles or 47 miles from the start point in Hunstanton.



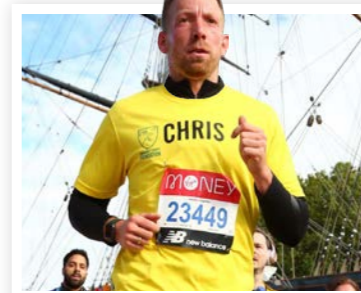
AUGUST

305 young people on our National Citizen Service programme complete a host of social action projects. We welcomed young development sides and pan-disability teams from across the country to The Nest for the Canary Cup. Despite driving wind and rain, 11 walkers **raise over £7,000** through our first Yorkshire Three Peaks Challenge.



OCTOBER

Six fundraisers, including the Foundation's Simon Lappin and Nick Bond and the Club's Chris Domogalla, **take on the Virgin Money London Marathon, helping to raise over £7,000.** A new programme, which helps disabled adults and children realise their potential, is launched. Realising Potential offers sports, educational and/or employability support over 10-weeks, led by our new Inclusion Officer.



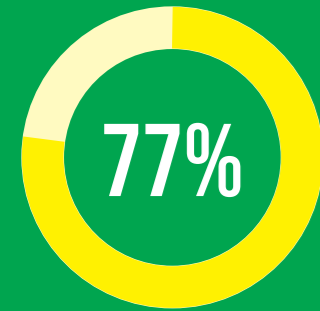
DECEMBER

Our new monthly giving programme, **City Giving**, is launched. The scheme aims to have a **life-changing impact** on people in Norfolk who live with disabilities, mental health challenges or are disadvantage and vulnerable. There are changes on the board, as Jake Humphrey is appointed the charity's new Chairperson. He replaces outgoing chair Paul Knowles, who will remain a trustee, while trustee Mick Dennis retires from the board after 9 years of service.



EXAMPLES OF OUR IMPACT

Community Engagement



of students in Premier League Primary Stars programme have reported an **increase in reading enjoyment**



We had **over 9,000 unique participants** on Foundation programmes



There were over **450,000 engagement hours** with participants across our programmes

Boosting Mental Health & Wellbeing



of participants on Run for Me felt **inspired** to take part in our **Run Norwich 10K**



9.84/10 Average score rating for the Run for Me mental health programme **given by the participants**

Inspiring disadvantaged people



of families that participated in our Onside programme **stepped down from Section 17** as a result of Onside's intervention

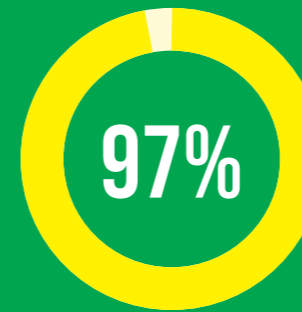
Driving Inclusion for people with disabilities



9.78/10 Parents feel their child is **included and accepted**



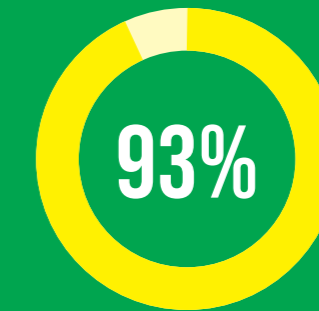
of parents/carers **believe their child's mental health has improved** as a result of the programme



believe we **provide provision** that they **could not access elsewhere**



of parents/carers **believe their child's fitness has improved** as a result of the programme



of parents/carers **believe their child is more social/outgoing** since joining the programme



agree we **proactively seek to diminish barriers** that participants face due to their **additional needs**

DRIVING INCLUSION FOR PEOPLE WITH DISABILITIES

20% of people in Norfolk have a disability, which is higher than the national average. Without access to services that meet their needs, they are at risk of poor physical and mental health.

The Community Sports Foundation provides inclusive environments that meet the needs of local people with disabilities so that they may enjoy the physical, mental, and social benefits of sport.



OUR WORK

FOOTBALL SESSIONS

In 2021, **128 children and adults with disabilities took part in our inclusive football activities.** These include pan-disability sessions or specific groups such as the down's syndrome squad, hearing impaired group, visually impaired group, cerebral palsy group, or the powerchair team.



DANCE SESSIONS

Our dance sessions for people with a range of disabilities continued in 2021, **helping 23 participants to work on their key dance skills such as balance, coordination, and timing.** The sessions began 2021 online during the pandemic lockdown before returning to in-person sessions during the year.



REALISING POTENTIAL

At the end of 2021 we announced a new project that will begin in 2022 called Realising Potential. The programme will help children and adults with disabilities to learn new skills, gain a qualification, and increase their physical activity.

MINI KICKERS

For young children with disabilities

We identified a lack of opportunities for children with disabilities aged four to six and launched a disability strand of our Mini Kickers programme to meet that need.

The programme has seen **27 children with a range of disabilities take part in inclusive football sessions** that support the development of their balance, coordination, and confidence.



MEET RORY

In 2021 we met Rory, who is profoundly deaf and has cochlear implants. Rory's mum Angela explained that the way the Mini Kickers sessions are run helps Rory feel more able to join in:

“

It's more relaxed than any activities we've done before; he's able to dip in and out and there's no pressure on him. ”



SCAN THE QR CODE TO WATCH **RORY'S STORY** ON YOUTUBE

BOOSTING MENTAL HEALTH & WELLBEING

The Community Sports Foundation uses the physical and social benefits of sport to improve people's mental health and physical wellbeing. Our work helps to combat loneliness, anxiety, and inactivity for people in Norfolk.



AN ESTIMATED **38,000** PEOPLE IN NORFOLK EACH YEAR EXPERIENCE LONELINESS

Poor mental health can affect any of us during our lifetime, while inactivity comes with an increased risk of major illness.

OUR WORK

USING RUNNING TO BOOST MENTAL HEALTH

In 2021, our **Run for Me programme** saw people take part in running sessions at The Nest. The group get together for drinks in The Nest café afterwards, which is a great way for the participants to connect with other people. We were grateful for the support of Massimo Sky, who came on board as partners of Run for Me.

HELPING OLDER PEOPLE

Our Extra Time programme for older people began 2021 online with remote social sessions, physical challenges, and hugely popular quizzes. **We even launched Extra Time digital to support older people with their IT skills.** Our walking football sessions continued for over 50s and over 60s at The Nest.

KEEPING CANARIES ACTIVE

During the 2021 lockdown, the Foundation and Football Club launched Active Canaries, aimed at boosting the wellbeing of supporters. The online programme aimed to get people of all ages moving with various challenges, while encouraging younger supporters to get learning with lessons inspired by their favourite players. The get caring strand encouraged kindness at a difficult time for everyone.



RUN FOR ME BRIAN'S STORY

Brian Moore joined Run For Me after his wife of 47 years passed away.

Following his bereavement, Brian's physical and mental health plummeted. Once a keen runner and a member of running clubs, his fragile mental state meant he neglected his passion.

Thankfully, Brian stumbled across a Facebook post from the Foundation, advertising the Run for Me programme. After taking part for the last couple of years, Brian now feels more confident about going outside and meeting new people. The weekly run and chat has become a key part of his weekly routine.

“ I needed a social group. And I needed a challenge, both mentally and physically to get back to being fit and healthy again.

It's a great way to start the week. It helps clear my mind and allows me to interact with the others in the group, many of whom I now consider friends. ”



SCAN THE QR CODE TO WATCH OUR **RUN FOR ME** VIDEO ONLINE, FEATURING BRIAN

INSPIRING DISADVANTAGED PEOPLE

Norfolk ranks as the third highest rural county for school exclusions

Children who end up excluded from school are more likely to be vulnerable to childhood criminal exploitation.

The Community Sports Foundation uses the power of sport and Norwich City Football Club as the tools to engage with harder to reach groups and individuals and inspire them to raise their aspirations and reach their potential.



POSITIVE ACTIVITIES FOR YOUNG PEOPLE

The Premier League Kicks programme provides positive activities for young people, helping them to achieve their potential and build stronger, safer, more inclusive communities. In 2021, we delivered Kicks in the Park in Norwich, Aylsham, Dereham, Gorleston, Great Yarmouth, and North Walsham, where young people took part in free sports sessions and were provided with a grab bag of food, funded by the Canaries Covid-19 Community Project.

KEEPING VULNERABLE YOUNG PEOPLE 'ONSIDE'

Thanks to funding from the Premier League Charitable Fund, our Onside programme is able to work with families of young people who are not in mainstream education or who have been excluded from school, while often becoming involved in violent youth crime. Families are referred by Norfolk County Council's Children Services and Early Intervention departments and take part in fun activities, while learning about family cohesion, communication, and the dangers of gangs, drugs, and alcohol.

SUPPORTING REFUGEES AND ASYLUM SEEKERS

A new programme created in 2021, 'Fresh Start' used the power of Norwich City FC and football to help integrate and **welcome 48 refugees and asylum seekers into the local community**. The programme was developed in association with local charity New Routes; for an hour each week, a free weekly football session led by Foundation coaches combines training drills with small-sided games for the participants. Alongside this, six participants on the programme have also been chosen as Fresh Start 'Ambassadors'.

ONSIDE

The Foundation's biggest little programme

The Foundation's Onside programme works with a relatively small number of people but has some of the biggest impact on people's lives.

At its core, and as the name of the programme suggests, the aim is to keep the young participants 'onside'; trying to break the cycle of violent youth crime and exclusions and to help steer them back into mainstream education before they reach their teenage years.

100% of families that participated in our Onside programme stepped down from Section 17 as a result of Onside's intervention



SCAN THE QR CODE TO READ OUT FULL INTERVIEW WITH ONSIDE OFFICE, LUKE SWEENEY



IN 2021, WE SPOKE WITH LUKE SWEENEY, THE FOUNDATION'S ONSIDE OFFICER ABOUT THE PROGRAMME:



There is no better feeling than when I finish a session with a family, and you can feel the glow of positivity coming from both the child and their parents.

Hearing the words that they 'cannot wait to return next week' is a truly humbling experience. Job satisfaction at its best.



ENGAGING WITH THE COMMUNITY

The Foundation operates a range of affordable services that provide widespread community engagement and positive impact. Any surplus created is reinvested to boost the charity's sustainability and help us to achieve our charitable objectives.

We also operate two facilities, The Nest and Carrow Park, which provide wonderful environments to deliver much of our work, as well as income to support our sustainability.



OUR WORK

SCHOOLS

We engaged with an average of 6,000 primary school pupils a week in 2021. This included sport sessions in curriculum time, after-school clubs, tournaments, and lessons in English and Maths inspired by Norwich City and the Premier League.

KEEPING CHILDREN ACTIVE

We saw over 3,000 children on our holiday and term-time football coaching for all abilities. In addition, our invitational football development pathway provided experiences for over 1,000 children, helping to develop them as players and as people.

EDUCATION AND APPRENTICESHIPS

118 young people were enrolled on our Football & Education programmes during 2021, studying a Cambridge Extended National Diploma in Sport alongside a training and competitive football programme. 64% achieved a grade of distinction or higher.

NATIONAL CITIZEN SERVICE

We delivered the National Citizen Service programme to over 600 young people in 2021. Participants completed NCS summer/autumn description and social action projects.

TAKEOVER DAY AT BARFORD PRIMARY SCHOOL

For one day only, the normal curriculum at Barford Primary School was replaced with a specially themed itinerary centred around sport, wellbeing, and the Canaries. Every teacher and pupil across the school – from Reception through to Year 6 – took part, rotating through the various workshops, challenges and sports as organised and delivered by the Foundation’s Schools coaching team.

These included a wellbeing session focussed on stretching and mindfulness, workshops on boosting resilience and building positive relationships, active sports including tri-golf and – out in the playground – a Norwich City promotion party incorporating football drills, music and other fun activities.

The Foundation put together the ‘takeover’ day at the request of Barford Primary School’s Head Teacher Tim Handley, who wanted to provide a different and memorable learning experience for the children:

“ We wanted to work with the Foundation on a ‘collapsed curriculum day’ to help our children make some positive memories of what has been a challenging academic year for all due to Covid-19. ”

Reflecting on a successful day, Tim continued:

“ All the children and staff had great fun, whilst learning lots around resilience, relationships and trying different sports. Parents have also given glowing reviews about how excited children were to share their day and talk about what they have learnt. ”



RAISING FUNDS TO SUPPORT OUR WORK

LOTUS AND DRIVING INCLUSION

Lotus Cars, Norwich City's main club sponsor for the 2021/22 season, generously donated a final edition Lotus Elise 240 Sport for a competition to support the Foundation.

Over £100,000 was raised from ticket sales and a top-up donation from Lotus, which will be used to help the Foundation drive inclusion for people with disabilities.

The car was won by Norwich City fan Alex Juggins who was presented with his prize at Lotus HQ in Hethel where he met Delia Smith, Jake Humphrey, and Jenson Button.

COASTAL WALK CHALLENGE

The Coastal Walk Challenge made its return in 2021, **raising over £25,000 for our charitable programmes**. Taking to the Norfolk Coast Path across three dates were around 220 fundraisers who could choose to tackle either 6 miles, 12 miles, 22 miles or 47 miles from the start point in Hunstanton. Among 60 Norwich City FC staff took part, including Stuart Webber and foundation trustee Zoe Ward.

Since it began in 2011, the Coastal Walk Challenge has established itself as one of the Foundation's most important, gruelling, and memorable fundraising events.



THREE PEAKS CHALLENGE

Nine fundraisers hit the three highest points in Scotland, England and Wales, while **raising a whopping £17,200** for the Foundation. Starting at the foot of the United Kingdom's tallest mountain at 7am on a Friday, the group climbed Ben Nevis, England's Scafell Pike and finally Wales' Mount Snowdon in a total time of 31 hours 30 minutes – finishing their epic challenge on the Saturday afternoon at 2.30pm. Gaining altitude for the Foundation were the Challenge team made up of Lee Clark, Alan Potter, Oliver Whipp, Jack Cleaver, Holly Crawford, Adam Goodson, Paul Bray, Chloe Peek and Josh Jenkins.

They were ably supported on their ascents and descents by our volunteer group leaders Matt Parkhouse, Luke Sweeney, Simon Ludkin, Roly Cook and Debbie Tooke.



YORKSHIRE THREE PEAKS

A team of walkers **raised over £7,000 to support the Foundation's work for people with disabilities**, as part of the 2021 Yorkshire Three Peaks Challenge. Aided by four volunteer support walkers and a support team, the eleven walkers climbed the peaks of Pen-y-ghent, Wharfedale and Ingleborough, all part of the Pennine range in Yorkshire. Battling driving wind and rain, the team set off from their accommodation at 6am, and were finished approximately 12 hours later, covering an incredible 24-miles and gaining a total altitude of 5,200ft.



FOUNDATION GOLF DAY

A glorious day of golf at Royal Norwich led by Norwich City FC legends Dean Ashton and Bryan Gunn helped to raise **an amazing £12,450 for the Foundation**. The day was our first golf event in the impeccable surroundings of Royal Norwich, which opened in 2019, and nearly 100 assembled golfers were rewarded with picture perfect conditions – blue skies, sunshine and no wind.

A new format saw each of the 24 fourballs split into pairs to represent either 'Team Ashton' or 'Team Gunn'. The pair with the highest better ball stableford score in each group scored one point for their team.

After 5 hours of play and with the scores tallied, an unlikely 12-12 tie meant a putting shoot-out between the two team captains was required. Cheered on by both sets of teams in front of 'The Stables' restaurant and bar, it was Dean Ashton who emerged victorious, as his ball finished nearer the target hole.

THANKING DAY

Our first ever 'Thanking Day' was a chance to show gratitude to many of those who have donated, taken on a fundraising challenge, formed a corporate partnership, or volunteered their time in some way. Some had cake and brownie deliveries from the team, while staff, trustees and volunteers back at The Nest spent the day making phone calls and writing thank you cards to be posted.

Thanking Day was kindly supported by Computer Service Centre, who themselves have supported the Foundation for several years with continued sponsorship of Run Norwich. Also on the day, BBC Radio Norfolk's Chris Goreham and Rob Butler paid a visit and recorded some live sections of their Norwich City podcast, The Scrimmage.



LONDON MARATHON

Six fundraisers took on – and completed – the Virgin Money London Marathon, **raising over £7,000** for the Foundation in the process.

For most of the charity's team, which included Foundation staff Simon Lappin and Nick Bond, Norwich City FC's Clive Cook, Emma Lowe and Chris Domogalla, and charity supporter Fran Brown, running a marathon was a lifetime first.

Covid-19 cancellations meant that the race date was shifted twice, but for all involved the experience was well worth the wait. Buoyed on by enthusiastic support and perfect running conditions, all of the Foundation's runners finished the 26.2 mile historic course in under five hours.



CITY GIVING

In 2021 we launched a monthly donation programme called City Giving to help us create a community of regular donors to boost our fundraising.

It is hoped that City Giving can play a major role to sustain and grow the charity's reach and impact on those who need it most.



HOW DOES CITY GIVING WORK

Those who wish to support the Foundation can sign up to give monthly on the City Giving page.

Both individual and corporate giving is available and there are pre-determined donation levels that come with improved benefits for the donor as the amount increases.

Benefits for donors can include entry into a regular prize draw, free hot drinks at The Nest, and an invitation to be a Foundation guest at a Norwich City fixture.

WHOM WILL I BE HELPING

Funds raised from City Giving are used to further our charitable objectives of driving inclusion for people with disabilities, boosting mental health & wellbeing, and inspiring disadvantaged people.



Join **City Giving** now by visiting www.communitysportsfoundation.org.uk/citygiving or by contacting csf.fundraising@norwichcitycsf.org.uk.

THE NEST A YEAR OF PHASE TWO

The Foundation's community hub, The Nest, opened doors to its newest facilities as restrictions lifted in 2021, and by the end of the year over **33,000 people** had visited the site.

The second phase of construction included a new hub building housing two multi-use spaces, an IT suite, a café area, and a disability accessible changing room, while a new full-size, floodlit 3G pitch (the Norfolk Hire Arena) was installed alongside the site's seven grass pitches.

In addition, a challenge woods activity area and outdoor classroom has been built, thanks to support from the Norfolk County Council Infrastructure Fund.



N
THE
NEST

The Nest was used by many of the Foundation's programmes in 2021 with outcomes such as:

- Supporting children and adults with disabilities to learn new skills and raise their aspirations
- Giving people with down's syndrome the chance to play football and increase social skills
- Helping older people to stay active and learn new digital skills
- Boosting people's mental health and wellbeing through running and socialising
- Keeping children active

The Norfolk Hire Arena is also the new home of Norwich City Women, who compete in the FA Women's National League Southeast Division One.

The Nest's facilities can also be booking by external parties; any surplus made by The Nest is reinvested to support the Foundation's charitable work.





OUR STRATEGIC FOCUS

To help us achieve our charitable objectives, we will focus on these strategic areas in 2022.

CREATE FINANCIAL GROWTH

To sustain and grow our reach and impact as a charity, we need to achieve a diverse mix of income from funding, fundraising and donations, partnerships, and revenue from our facilities and affordable engagement activities. We also make sure that our expenditure is reasonable and necessary to further our charitable objectives.

IMPROVEMENT AND INFRASTRUCTURE

We are always striving to improve, from our team delivering programmes in the community, to our operational support teams, to our facilities and equipment. The better we can be in every area, the greater the impact we can have on those who need us.

SUPPORT AND INSPIRE OUR COMMUNITY

We use the power of Norwich City Football Club to achieve our charitable objectives. Using our programmes, platforms, and engagement with players and staff at Norwich City Football Club, we support and inspire our community to help people lead a better life every day.

PROMOTE POSITIVE CULTURE

We have a team of inspirational people, who make a difference every day. We strive for excellent recruitment of people who match our values, and aim to create a culture that makes them feel proud and appreciated.

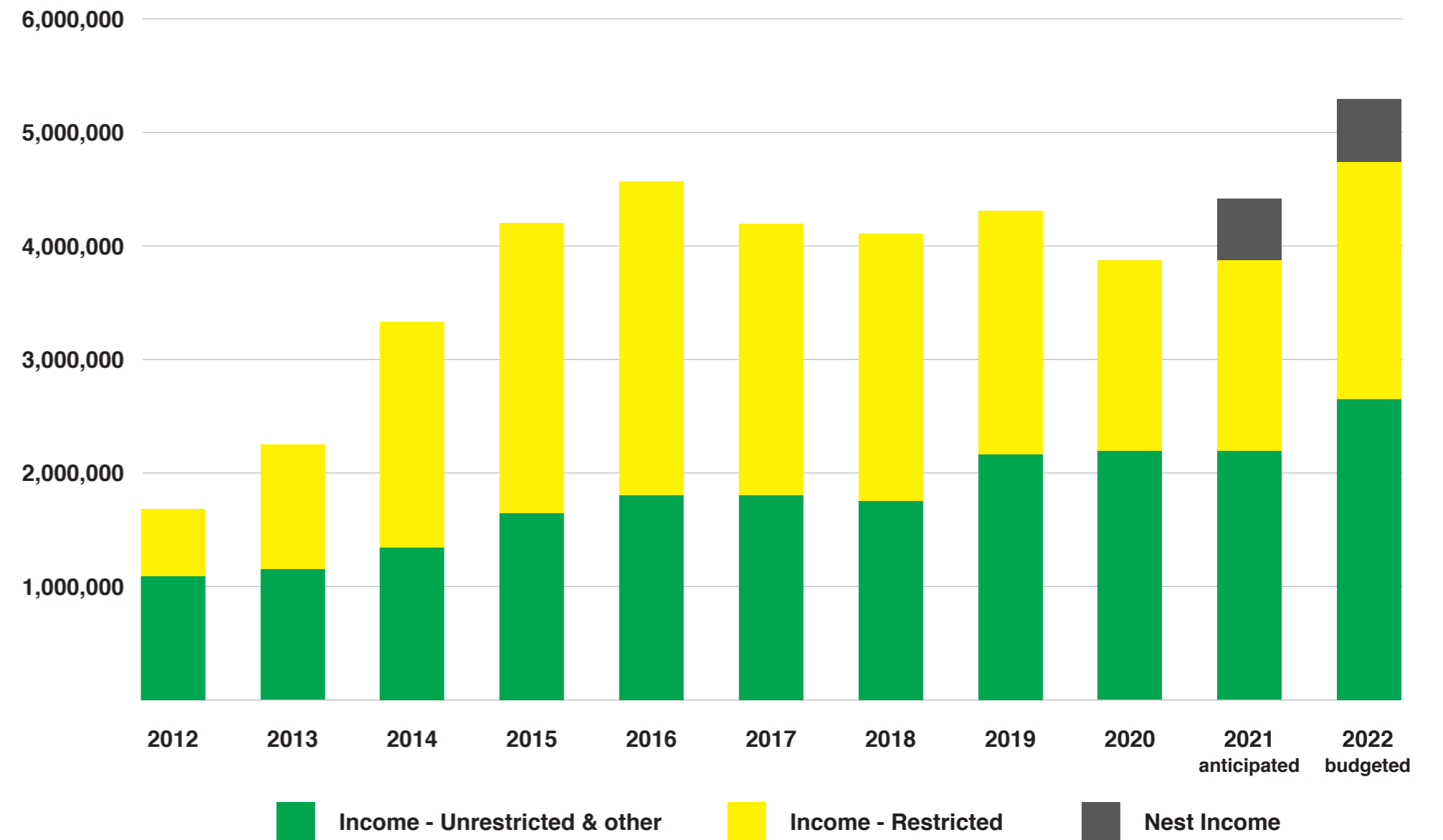


Norwich City Community Sports Foundation INCOME AND EXPENDITURE

	2021 £	2020 £	Variance £
Income from Donations			
Donations	131,453	231,946	(100,493)
Other donations & income	2,064	21,000	(18,936)
	133,517	252,946	(119,429)
Other trading activities			
Fundraising events	182,916	327,616	(144,700)
Incoming Resources from Charitable Activities			
School and soccer activities	2,366,478	1,878,969	487,509
Sport related activities	352,390	355,954	(3,564)
Health related activities	-	-	-
Disability related activities	-	-	-
Social engagement activities	559,237	462,468	96,769
Education related activities	-	-	-
Hire Income	85,830	58,862	26,968
Scheme kit & sponsorship	-	908	(908)
Grants provided for furtherance	-	-	-
Other income	-	-	-
	3,363,935	2,757,161	606,774
Total expenditure			
Cost of raising funds	284,706	417,460	(132,754)
	284,706	417,460	(132,754)
Analysis of charitable expenditure			
School and soccer activities	751,016	669,824	81,192
Community related activities	396,463	348,085	48,378
Health related activities	-	-	-
Disability related activities	-	-	-
Social engagement activities	421,941	351,632	70,309
Education related activities	-	-	-
Hire related activities	32,002	20,651	11,351
Scheme kit & sponsorship	-	-	-
Project funding, bursaries & donations	55,000	55,000	-
Other charitable related costs	-	-	-
Other running costs	1,492,763	1,625,927	(133,164)
	3,149,185	3,071,119	78,066
Nest loan write off	-	(750,000)	750,000
Surplus for the year	246,477	(900,856)	1,147,333

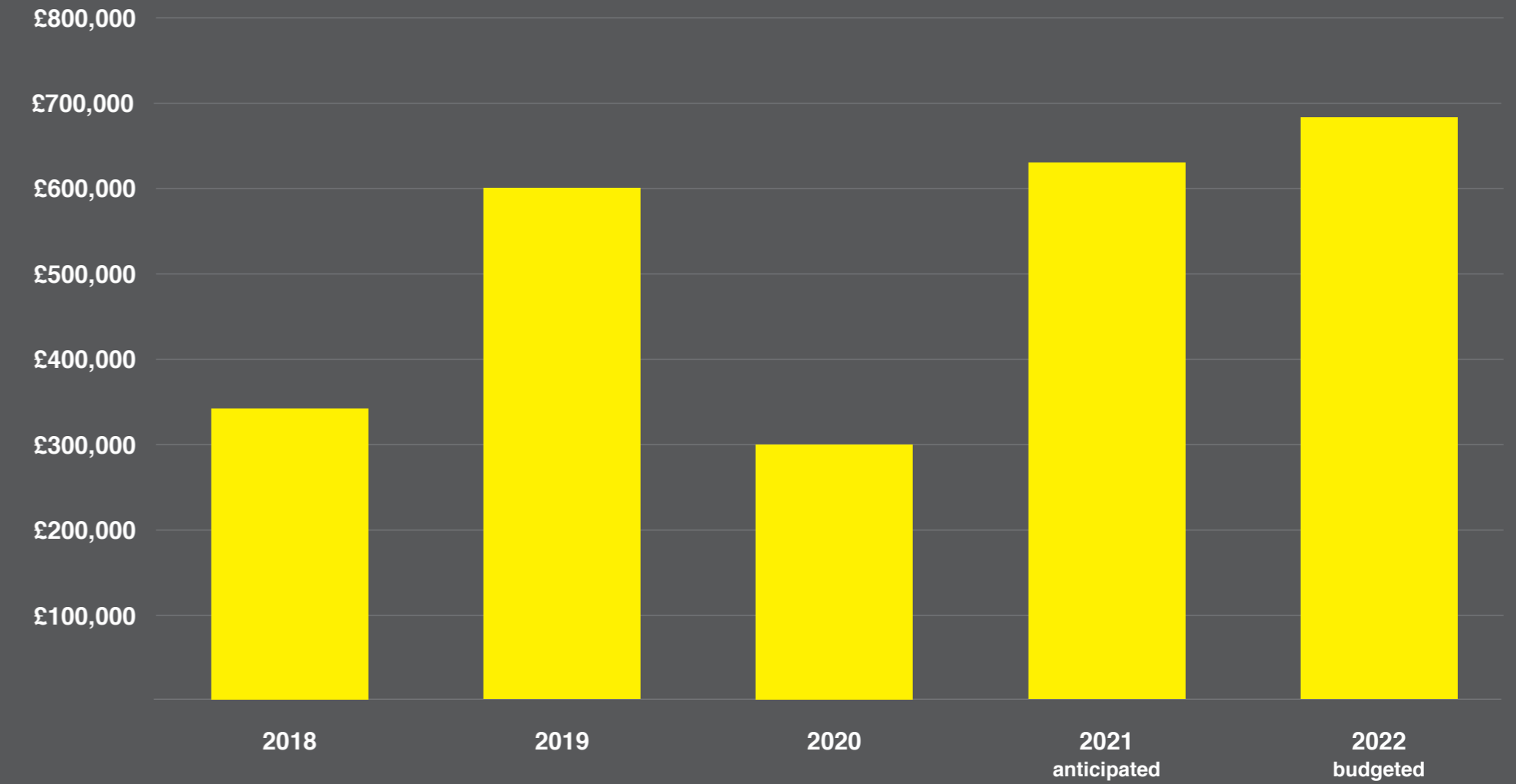
*These accounts are in draft format and awaiting finalisation from our auditors

**Any surplus is included within our designated reserves as outlined within our reserves policy



The Nest (Norfolk's Community Hub) Limited
INCOME AND EXPENDITURE

	2021 £	2020 £
Turnover	773,259	302,938
Cost of sales	213,038	62,983
Gross profit	560,221	239,955
Administrative expenses	532,438	301,216
	27,783	(61,261)
Other operating income	39,763	772,712
Operating profit and profit before taxation	67,546	711,451
Tax on profit	33,547	23,309
Profit/(loss) for the financial year	33,999	688,142





COMMUNITY SPORTS FOUNDATION

Norwich City Community Sports Foundation, Norwich City FC, Carrow Road, Norwich, NR1 1JE
communitysportsfoundation.org.uk / 01603 984000

