



Our second year on the market

July 2023

On the Stall City

Stalls 12 & 13

Norwich Market

Norwich

Norfolk



Executive Summary

“On the Stall City” is a market stall in Norwich Market run by volunteers and Norwich City fans Jacob, Andy and Sharon Bowles. It is a Community Interest Company (No 13575963) with all profits donated to the Community Sports Foundation. The majority of the stock that we sell is purchased from Norwich City FC.

The market stall first opened on 20th July 2021 and this report includes the period 21st July 2022 to 20th July 2023.

This report provides a review of the finances and the highlights of our second-year trading on Norwich market. Trading has been noticeably more challenging as the cost-of-living crisis has taken hold of the country. It has, however, been as rewarding as ever in other ways.

In November 2022 we purchased nearly £30,000 worth of stock, mainly youth shirts and training wear, from Norwich City FC. Whilst this reduced our ability to donate as much as we would have liked to the Community Sports Foundation this year, it has meant that we have a significant stock to enable us to continue to trade into year 3.

In addition to our usual business on Norwich market, we held a fund-raising day for the Royal British Legion on 11th November and had a stand at the Royal Norfolk Show. We also sponsored the first “On the Stall City Disability Football Festival” at the Community Sport Foundation’s facility “the Nest”.

Our Business Plan (July 2021) included a projection of £75,000 sales in the first three years resulting in a target donation of £50,000 to the Community Sports Foundation (CSF). We donated £15,000 to the CSF in our first year.

Our second years’ trading on the market resulted in total sales of £50,745 a total donation of £8,500 to the Community Sports Foundation and a total of £3,905.60 raised for the Norwich City Academy.

After two years trading, we have donated £23,500 to the CSF and raised £11,705.60 for the Norwich City Academy.





Introduction



About us

“On the Stall City” was established by Norwich City fans and volunteers Sharon, Andy and Jacob Bowles as a “Pop-Up” stall on Norwich Market in February 2019. The pop-up ran on six separate occasions that year and sold clothing, programmes and memorabilia relating to Norwich City Football Club to raise money for the Community Sports Foundation (CSF). The majority of the stock was donated by fans, former players and the club itself and nearly £9,000 was raised for the charity.

The success of the “Pop-up” led to the decision to take out a permanent lease on a stall in Norwich Market. However, plans to open in March 2020 were put on hold due to the pandemic. Instead, during 2020 – 21 “On the Stall City” moved to an online service.

A permanent lease was granted by Norwich City Council and after refurbishment, Stall 13 opened in July 2021. In August 2021, “On the Stall City” became a Community Interest Company (listed on Companies House no. 13575963) with the stated objective of donating our profits to the CSF.

In April 2022, the lease to the adjoining stall, Stall 12, was purchased doubling the sales space and making room for “previously loved” stock to be sold.

Our business model

On the Stall City is a Community Interest Company (CIC) which is similar to a Limited Company in terms of structure but is different because all profits are donated to a nominated charity (in this case the CSF) rather than distributed to shareholders.

Sharon, Andy and Jacob are volunteers and give their time on the stall and behind the scenes free of charge. They do not claim any salary or expenses from the CIC.

Our stock is purchased from Norwich City FC or is donated to us by the club, the CSF, fans and others.

Why the CSF?

The Community Sports Foundation (CSF) is Norwich City’s charity and helps over 38,000 people every year achieve their goals through sport, supporting some of the most disadvantaged, disabled and talented people across Norfolk. The Foundation's vision is to help people achieve their goals by delivering quality, innovative services through football and sport. More information about the CSF can be found on their website: <https://www.communitysportsfoundation.org.uk>

Why do we support the CSF? Well, the main reason is that they have always been very supportive to Jacob who is on the autistic spectrum, type-1 diabetic and suffers from anxiety. Jacob has been a participant in CSF run activities for over ten years and has benefitted enormously. We wanted to give something back to them and hence the stall.

Our objectives

The main objectives of our Community Interest Company, as published on Companies House, are:

1. Helping the community to access sports activities.
2. Raising money for the Norwich City Community Sports Foundation (CSF),
3. Providing Community Employment Experience
4. Encouraging re-purpose of sports clothing.
5. Providing a hub for all different types of fans to meet, no matter what their background.
6. Contribution to historical archive.
7. Supporting other community groups.

Here is a brief summary of how we achieved these objectives in our second year on the market:

1. Helping the community to access sports activities. On the Stall City sells top quality hard-to-find sports clothing at discounted prices. This is of particular benefit to local youth football teams, youth clubs and similar who can buy official Norwich City FC branded football kit, training wear etc. at a fraction of the cost of mainstream retailers. The club shop surplus wear that we sell is new but from discontinued lines and prices for football shirts start from as little as £4 each and we can provide a whole youth team with kits from £60.

2. Raising money for the Norwich City Community Sports Foundation (CSF), to assist them in continuing to provide benefits to those from disabled and disadvantaged backgrounds, through the running of football and other sports classes, in order to engage the community and keep people (especially young people) active.

We raised a total of £8,500 for the CSF in our second year on the market making a total of £23,500 since July 2021.

3. Providing Community Employment Experience

We have been able to take on one additional volunteer to help with the running of the stall. Our volunteer is a vulnerable adult with special needs who would otherwise spend his day at home in his flat. Working on the stall provides him with a structure to his day and the opportunity to socialise with the public and other market traders.

4. Encouraging re-purpose of sports clothing. We provide fans of Norwich City FC with a way of recycling their old Norwich City replica kit. On The Stall City is also a Norfolk Net-Zero Waste Champion.

We received many donations of “previously loved” shirts and football kit which we sold from the market stall. Donations came from fans and also from Norwich City FC staff and players.

5. Providing a hub for all different types of fans to meet, no matter what their

background. On the Stall City creates an informal community meeting place for football fans from all backgrounds and clubs to attend the stall and talk football. In doing so we are creating a more inclusive community, by not discriminating and promoting positive self-esteem.

5. Contribution to historical archive. Whilst all profits are donated to the Community Sports Foundation, donations of rare and items of special interest are offered to the Norwich City Historical Trust who are compiling an archive of historical artefacts to preserve for future generations of Norwich City and football fans. During our second year, the historical trust purchased a number of items from us for their collection.

6. Supporting other community groups. On the Stall City also sells merchandise provided by various Norwich City fan groups such as “Proud Canaries” who represent Norwich City fans from the LGBT+ community. During the last year we raised £156 for the Proud Canaries by selling their Justin Fashanu scarf.



Fashanu scarves sold on behalf of “Proud Canaries”

International supporters

We were delighted to meet canary fans from around the world who took the trouble to visit the stall during their visits to the UK.

Due to other commitments (Andy and Sharon have full-time jobs running an online training company) we are unable to offer online sales and so our products are only available to visitors to the stall.

During the year we had visits for Canaries Down Under, German Canaries, Italian Canaries, Irish Canaries, Canadian and US Canaries.

We are also a popular destination for tourists looking for cheap souvenirs of their visit to the Fine City.



Events

In November 2022 we raised £532 for the Royal British Legion Poppy Appeal by donating all of our takings from 11th November. This included a Norwich City Poppy shirt that was kindly donated to us.



We attended the Royal Norfolk Show where we raised £3520 over the two days.

We sponsored the first “On the Stall City Disability Football Festival” in July 23 at the CSF’s excellent sports venue “the Nest”. This was attended by 50 participants of CSF adult disability programmes together with their families, the first time that they have all been brought together in one place. It was a fantastic celebration of the great work that the CSF do throughout the year to help adults with disabilities with their physical and mental wellbeing.





Our monthly highlights



Here are a few highlights from our second-year trading on Norwich Market...

July 2022

Total Sales: 2768.50

We first opened our stall on 20th July 2021 and so this report covers the period 21st July 2022 to 20th July 2023.

In July 22 we participated in the annual “Norwich Pride” event, selling rainbow laces and rainbow “Fashanu” football scarves to raise funds for Proud Canaries.



August 2022

Total Sales: 5114.00

On 1st August, Jacob was appointed as a director of “On the Stall City CIC” in recognition of his ability to participate in all areas of the business from purchasing stock to retail sales and his growing confidence in making suggestions and taking decisions on the operation of the stall.



September 2022

Total Sales: £2495.50

We were delighted to feature in the September issue of the football magazine "When Saturday Comes". The article highlighted the fact that we are the only community stall selling surplus club shop stock to raise money for charity in the country.



We donated a further £5,000 to the CSF this month.

October 2022

Total Sales: £5204.50

We received a big delivery of ex-Norwich City Academy staff and player training wear to sell on the stall.



November 2022

Total Sales: £5333.00

We purchased a large consignment of mostly youth wear from Norwich City to enable us to fully stock our second stall on the market.



We decided to support the Royal British Legion and donated all of our takings from 11th November to their Poppy Appeal. This amounted to £532.

To raise the profile of the Norwich City's Women's Team, we gave free mugs to all customers while stocks lasted.

We received a second certificate from the CSF to acknowledge our total donation of £20,000 to them since opening the stall.



December 2022

Total Sales: £4361.00

Nearly all of our stock on sale in December was brand new with the original tags attached. This is due to the large quantity of end of line and surplus stock purchased from Norwich City club shop.

This included a huge selection of youth football kits, travel wear and leisure wear at bargain prices: Football shirts from £6, shorts £2. socks £2. tee shirts £6, sweatshirts £8, coats and jackets £10.



January 2023

Total Sales: £2041.50

The stall is often the “go-to” place for local media to get fans reaction to events at the football club. Throughout the year we had visits from Radio Norfolk, the Evening News and Eastern Daily Press. In January the Norwich City manager Dean Smith was replaced by David Wagner and Jacob was interviewed by ITV Anglia



February 2023

Total Sales: £3037.58

In February we added “Nipper” our child mannequin to the stall to help market our range of youth shirts.



March 2023

Total Sales: £3070.00

In March our sponsor purchased the replica railway sign from Norwich City and donated it to the stall. The sign used to greet customers into the "Fan Hub" in London Street but, following its closure, has now been fitted onto our stall. The sign is a replica of the one that sits above the tunnel entrance at Carrow Road.



April 2023

Total Sales: £4176.00

In April we launched our range of “Youth kit packs” comprising a new 2020/21 home shirt, shorts and socks. All for £10. The kits were available in sizes 32 (5/6 years old), 34 (7/8 years old), 36 (9/10 years old) and 38 (11/12 years old).



May 2023

Total sales: £4223.00

We are very grateful to Norwich City kit men Pete and Jon for their fantastic support. In May we collected several boxes of ex-player/staff training and travel wear from the 2022/23 season.

Whilst collecting the stock from the Lotus training ground in Colney, we were delighted to say a personal farewell to NCFC legend, Teemu Pukki who had dropped in to say goodbye to the staff and players.



June 2023

Total Sales: £6620.60

.In June we once again ran a stand at the annual Royal Norfolk Show. The event attracted over 40,000 visitors each of the two days. We were helped by volunteers Glyn (an Ipswich fan) and Andi (Capital Canaries).



July 2023

Total Sales: £2,300

After a hectic year on the stall, we decided to take a bit of a rest in July but also spent time sorting through our stock ready for another year...





Financial summary



Income

We made a total of £50,745 in sales from the stall during the period July 21st, 2022, to July 20th 2023.

We have implemented a “Card Only” policy on the stall with all payments logged via “Square” terminals. We have appointed Chartered Accountants, Ashton Shaw to prepare our annual accounts which will be published by Companies House in due course.

We currently owe £3,240 to our sponsor company ABC Food Law Ltd for the purchase of stock during this period.

Donations

We are delighted to announce that this year we have donated a total of £8,500 to the Community Sports Foundation, £3,905.60 to Norwich City Academy (through the purchase of stock from Norwich City FC) and £532 to the Royal British Legion Poppy Appeal.

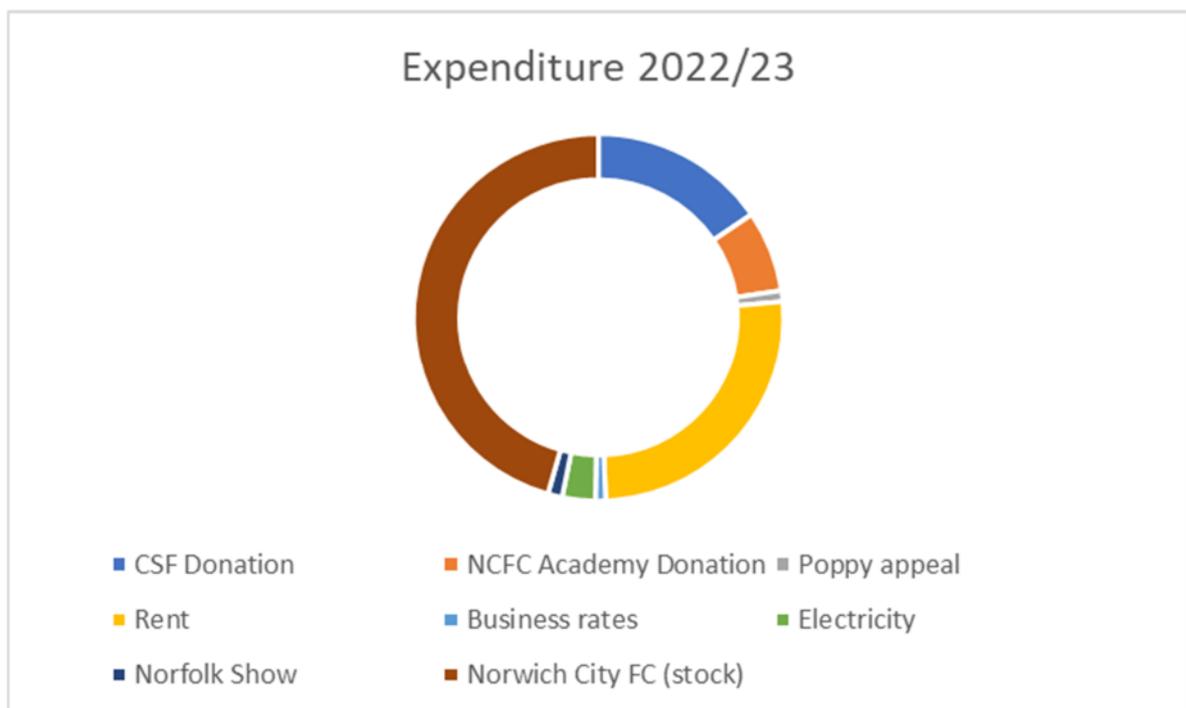
These donations amounted to some 23% of our total income.

Expenditure

Approximately 46% of our income from sales was spent on purchasing new stock from Norwich City FC (£28,905). The remainder was mostly spent on rent (£14,151), utility bills (Electricity £1587) rates and licences.

No salary or expenses were taken by Jacob, Andy or Sharon who gave their time on the stall and behind the scenes free of charge.

The chart below shows where the main expenditure has been made:

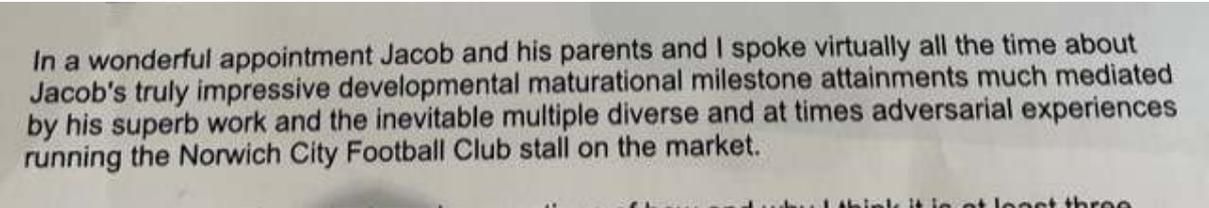


Summary

There is no doubt that the cost-of-living crisis has had an adverse effect on our second year of trading on Norwich Market. As well as a noticeable drop in footfall, not just in the market but also in the city as a whole, we also noticed that customers were spending less. This, coupled with dramatic increases in both rent and electricity charges which together accounted for nearly a third of our income, reduced the amount that we could donate to the Community Sports Foundation.

We also made the decision to purchase a large quantity of stock from Norwich City FC to provide our customers with a good range of quality products to choose from. Again, this meant that we had less money remaining at the end of the year to donate to the Community Sports Foundation but on the positive side, we still have a good-sized fully paid for stock to take us into our third year.

One of the main reasons that we run the stall is to help Jacob develop his social skills and to provide him with an opportunity work in an environment that will help him to develop as a person. We were therefore delighted to receive the following comments from Jacob's Consultant Neuro-psychologist:



In a wonderful appointment Jacob and his parents and I spoke virtually all the time about Jacob's truly impressive developmental maturational milestone attainments much mediated by his superb work and the inevitable multiple diverse and at times adversarial experiences running the Norwich City Football Club stall on the market.

We are grateful to all of the people who took the trouble to discuss and occasionally argue with Jacob about football. This has benefitted him greatly.

We are also grateful for the many donations of shirts and memorabilia that we have received since starting the stall back in 2019.

Our target remains to raise £50,000 for the CSF by the end of our third year. We have donated £23,500 so far from our first two years and so we have it all to do in the coming year! We hope that we will continue to receive your custom, support and donations to help us to achieve our target.

OTSC!

Thank you for your support - here's to another year "On the Stall City"

We could not run the stall without the fantastic support from our wonderful customers and donors

