



Our first year on the market

July 2022

On the Stall City

Stalls 12 & 13

Norwich Market

Norwich

Norfolk



Executive Summary

“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 addition to raising funds for the CSF, all money spent purchasing stock from Norwich City FC is donated to the Norwich City Academy.

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 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.

This report reviews the first years’ trading which has resulted in total sales of £41,615.50 and a total donation of £15,000 to the Community Sports Foundation and a total of £7,800 raised for the Norwich City Academy.



Canary legend Darren Huckerby donates signed copies of his book



Introduction



About us

“On the Stall City” (OTSC) is Sharon, Andy and their son Jacob Bowles. Sharon and Andy run an online legal training company ABC Food Law and operate OTSC in their spare time.

Jacob is on the autistic spectrum and On the Stall City was originally established to help him gain confidence and develop social skills. Jacob has been helped enormously over the years by the kind and professional staff at the Community Sports Foundation (CSF). He wanted to give something back to the CSF in recognition for their help and so when OTSC was set up, the CSF was identified as their nominated charity..

Jacob’s work on the stall was recognised by the local community, who voted him Norwich City FC Fan of the Season 2019.

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.

Our stock is purchased from Norwich City FC or is donated to us by the club, the CSF, fans and others. All money spent on the purchase of stock from the club is allocated by them to the Norwich City Academy.

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.

Our objectives

Our main objectives include:

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.

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.

3. 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 a Norfolk Net-Zero Waste Champion.

4. 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 Society who are compiling an archive of historical artefacts to preserve for future generations of Norwich City and football fans.

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.



On the Stall City, Stalls 12 & 13 Norwich Market



Our monthly highlights



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

July 2021

Total sales: £3063

Stall 13 opened for the first time on 20th July 2021 after a full refurbishment. As far as we are aware, this is the first fan-run market stall selling surplus club-shop stock to raise money for charitable purposes.



Before...



After

Trade was brisk in our first month and we were delighted to receive a passing visit from comedian Rhod Gilbert. (We wish him a speedy recovery from his current illness).



Rhod Gilbert visits On the Stall City

August 2021

Total Sales: £4271.50

Donations of shirts and memorabilia from fans and others is an important part of our business model. As such, we wanted to formalise the way that we trade to provide our donors with confidence that their donations will make a difference.

It was with this in mind that On the Stall City became a “Community Interest Company” (CIC) (Company number 13575963) to formally “asset lock” all of our profits to ensure that they are donated to the Community Sports Foundation.

Our details and accounts are published by [Companies House](#) which we hope will provide adequate transparency to the hundreds of Norwich City fans who donate items to On the Stall City for resale to raise money for the CSF. We are also regulated by the [Office of the Regulator of Community Interest Companies](#)

In August, Rob Butler and Chris Goreham hosted an episode of BBC Norfolk’s “The Scrimmage” from the stall. The podcast is still available to listen to here: [THE SCRMMAGE](#)



Radio Norfolk’s Rob Butler and Chris Goreham join Jacob on the stall

September 2021

Total Sales: £3145.50

Our regular customers were treated to a surprise visit to the stall by Norwich City legend Jeremy Goss. Now an ambassador for the club, Jeremy chatted to fans and signed autographs.



October 2021

Total Sales: £3827.50

Our range “Misprints and Mishaps” attracted considerable interest and you can read an article on the topic [HERE](#).



November 2021

Total Sales: £3763

We were featured on Anglia News following a visit to the stall by reporter Rob Setchell. You can view Rob's report [HERE](#).



We also donated £10,000 to the Community Sports Foundation who presented Jacob with a framed certificate. It was Jacob's birthday and he was delighted to receive a visit from Darren Huckerby.



December 2021

Total Sales: £1790

Having got off to a brisk start to the festive season, unfortunately, our Christmas trading period was brought to an abrupt end as we all tested positive for Covid-19.



January 2022

Total Sales: £3566

Despite the frosty start to the year, our range of "Player Issue" shorts were very popular.



February 2022

Total Sales: £2818

Braving all weathers, Jacob was interviewed on Talksport Radio's Hawksbee and Jacobs programme live from the market stall.



March 2022

Total Sales: £2777

Like most people, we were horrified by the events unfolding in Ukraine and so decided to donate all takings on Saturday 19th March to the Disasters Emergency Committee Ukraine Appeal. In addition to our usual range of club shop surplus, we also had some rare, unique and quirky items for sale. We were delighted to raise £866.



April 2022

Total Sales: £3489

We were delighted to be visited by the German Canaries.

We also were able to purchase the lease for the adjoining stall (Stall 12) allowing us to offer a greater range of “Pre-loved” and player issue shirts.



May 2022

Total Sales: £2996

We were represented at the annual Norwich City Partners Football Fair at Carrow Road by the Adult PDC Disability Group.



June 2022

Total Sales: £4048.50

We set up a stand at the Royal Norfolk Show to help raise awareness of On the Stall City and Norwich Market.



July 2022

Total Sales: £2060.50

Total sales for the year: £41,615.50

After a year of trading from the stall, we are able to donate a further £5000 to the Community Sports Foundation making a total of £15,000 for the last year.





Financial summary



Income

We made a total of £41,615.50 in sales from the stall during the period July 21 to July 22. Whilst we operated online during lockdown, we closed our mail-order service when the stall opened.

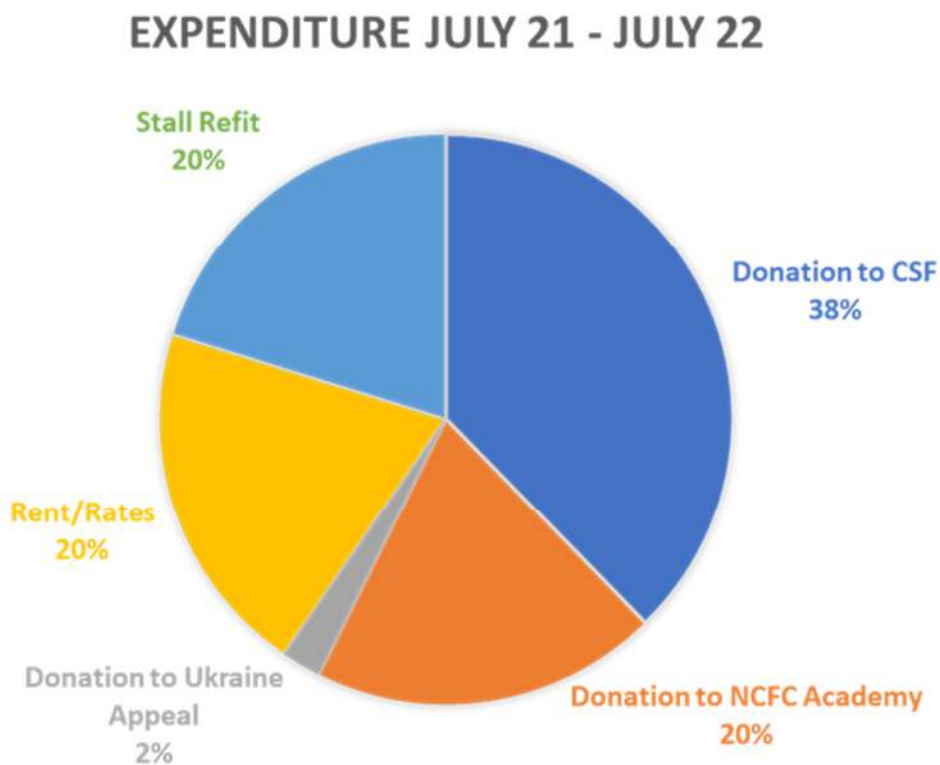
We have implemented a “Card Only” policy on the stall with all payments logged via “Square” terminals. We have appointed Chartered Accountants, Ashton Shaw to prepare our annual accounts which will be published by Companies House in due course.

Donations

We are delighted to announce that we have donated a total of £15,000 to the Community Sports Foundation, £7,800 to Norwich City Academy (through the purchase of stock) and £866 to the DEC Ukraine appeal.

These donations amounted to some 60% of our total income. The remainder was mostly spent on the initial refurbishment of the stall, rent/rates and utility bills.

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



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

