

Company registration number 13575963 (England and Wales)

ON THE STALL CITY CIC
UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 AUGUST 2022
PAGES FOR FILING WITH REGISTRAR



ON THE STALL CITY CIC

BALANCE SHEET

AS AT 31 AUGUST 2022

	2022	
	£	£
Fixed assets		774
Current assets	10,417	
Creditors: amounts falling due within one year	(10,194)	
Net current assets		223
Total assets less current liabilities		997
Net assets		997
Capital and reserves		997

Notes to the financial statements

1 Employees

The average number of persons, including directors, employed by the company during the year was as follows:

	2022
	Number
Employees	1

On The Stall City CIC is a private company limited by shares incorporated in England and Wales. The registered office is Union Building, 51 - 59 Rose Lane, Norwich, Norfolk, United Kingdom, NR1 1BY.

For the year ended 31 August 2022 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

These financial statements have been prepared in accordance with the micro-entity provisions and in accordance with FRS 105 'The Financial Reporting Standard applicable to the Micro-entities Regime' and delivered in accordance with the provisions applicable to companies subject to the small companies regime.

The directors of the company have elected not to include a copy of the profit and loss account within the financial statements.

ON THE STALL CITY CIC

BALANCE SHEET (CONTINUED)

AS AT 31 AUGUST 2022

The financial statements were approved by the board of directors and authorised for issue on 18/8/23 and are signed on its behalf by:

SM Bowles

Mrs SM Bowles
Director

Company registration number 13575963 (England and Wales)

CIC34: Community Interest Company Report



Social Audit Report

July 2022

On the Stall City CIC

Stalls 12 & 13

Norwich Market

Norwich

Norfolk



Executive Summary

This report has been produced to satisfy the requirements of the CIC34 Community Interest Report. It sets out our activities and our achievements during 2021-22 and how these have benefited the community. It includes examples of the consultation we have undertaken with our stakeholders.

“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.

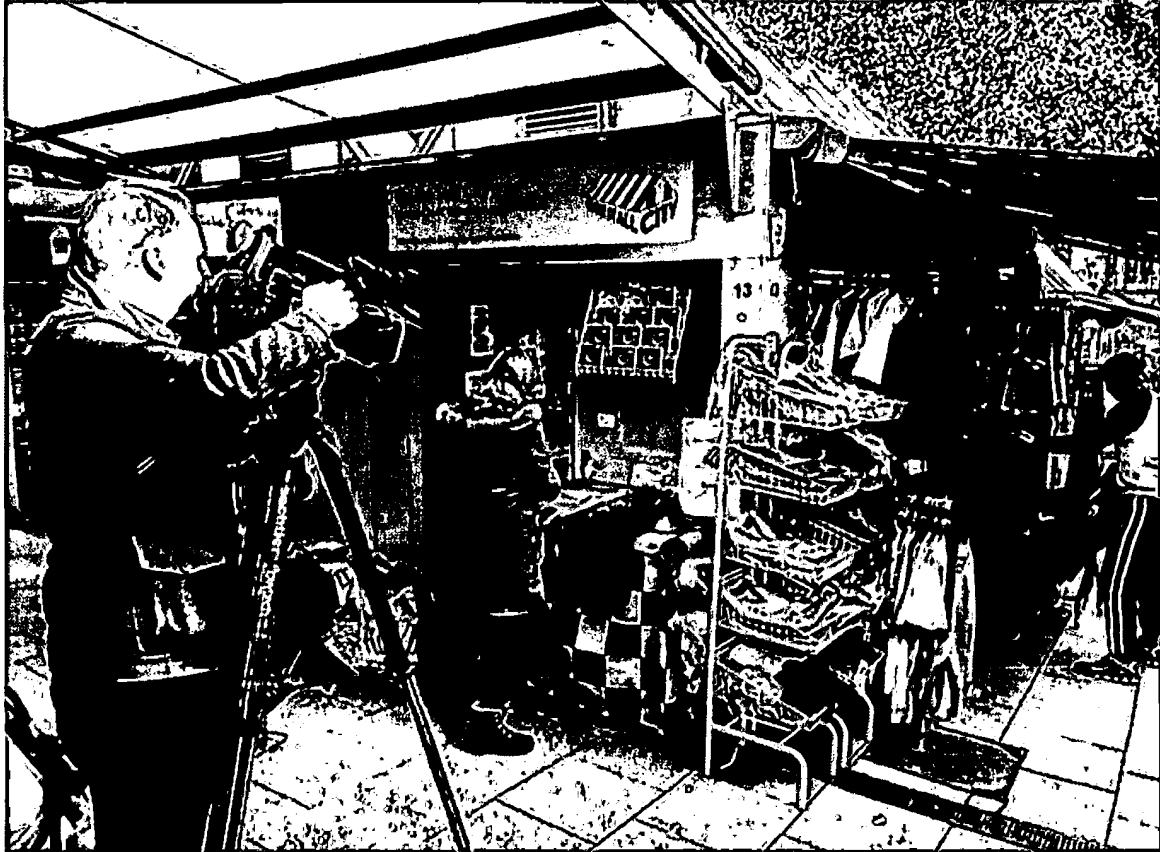
In April 2022, the lease to the adjoining stall, Stall 12, was purchased doubling the sales space and making room for “previously loved” stock to be sold.

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

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 first 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 £15,000 for the CSF in our first year on the market.

3. Providing Community Employment Experience

We have not met this objective this year but intend to do so in the second year.

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.

This has been a particularly successful element of our stall. It has become a regular meeting place for Norwich City fans young and old and a “must visit” venue for overseas visitors.

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 first 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. For example we sold “Justin Fashanu Rainbow Scarves” on behalf of “Proud Canaries” who represent Norwich City fans from the LGBT+ community.



On the Stall City, Stalls 12 & 13 Norwich Market

Consultation with stakeholders

Our stakeholders are:

1. Consumers and donors of clothing and memorabilia
2. Norwich City FC
3. The Community Sports Foundation

The intimate nature of our stall means that we are able to consult on an individual basis with our customers. The following main issues were raised by them during this year:

1. Opening hours – Customers would like to see us open more frequently and for longer hours.
2. Online sales – We currently only trade from the stall but many customers have asked that we also include an online sales element. This was not possible during the first year due to staffing levels but will be considered as the business develops.
3. Availability of children's clothing. There has been a clear preference for us to stock youth sizes. This will be progressed with Norwich City FC.
4. A "drop box" for out of hours donations of clothing etc. This is not considered appropriate at the moment due to lack of out of hours security on the market.



Our monthly highlights

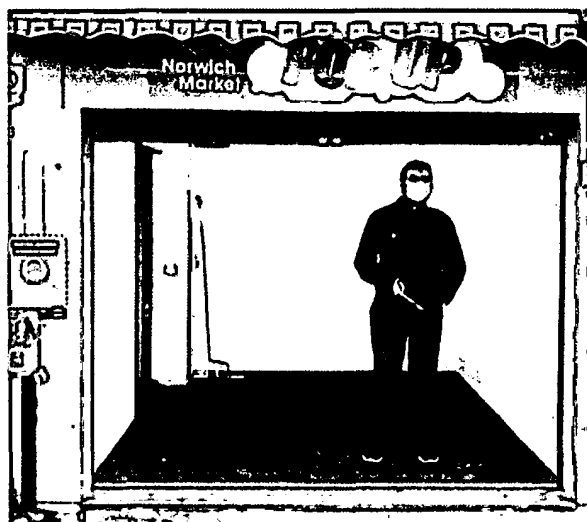


Here are a few highlights from our first year trading on Norwich Market...

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](#)

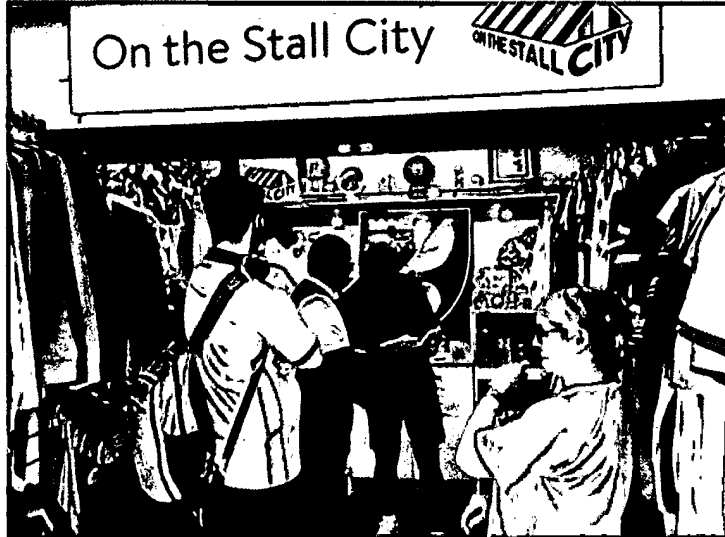


Radio Norfolk's Rob Butler and Chris Goreham join Jacob on the stall

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

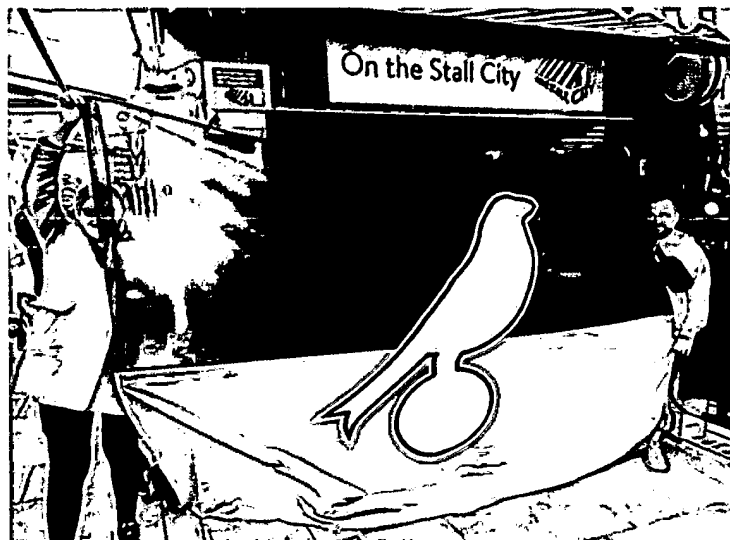
Braving all weathers, Jacob was interviewed on Talksport Radio's Hawksbee and Jacobs programme live from the market stall.



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 (20 July 2021 to 19th July 2022)

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.

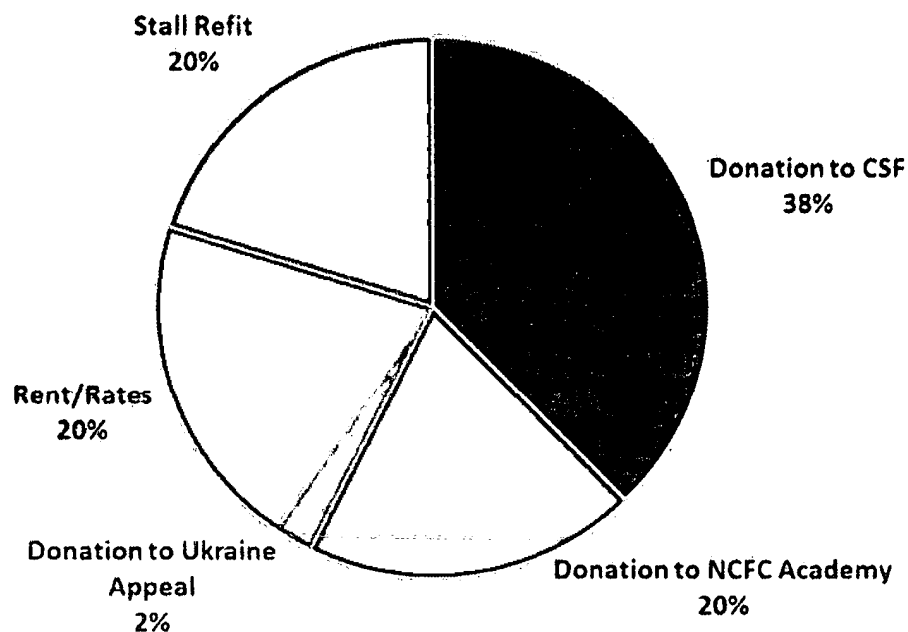
Donations

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.

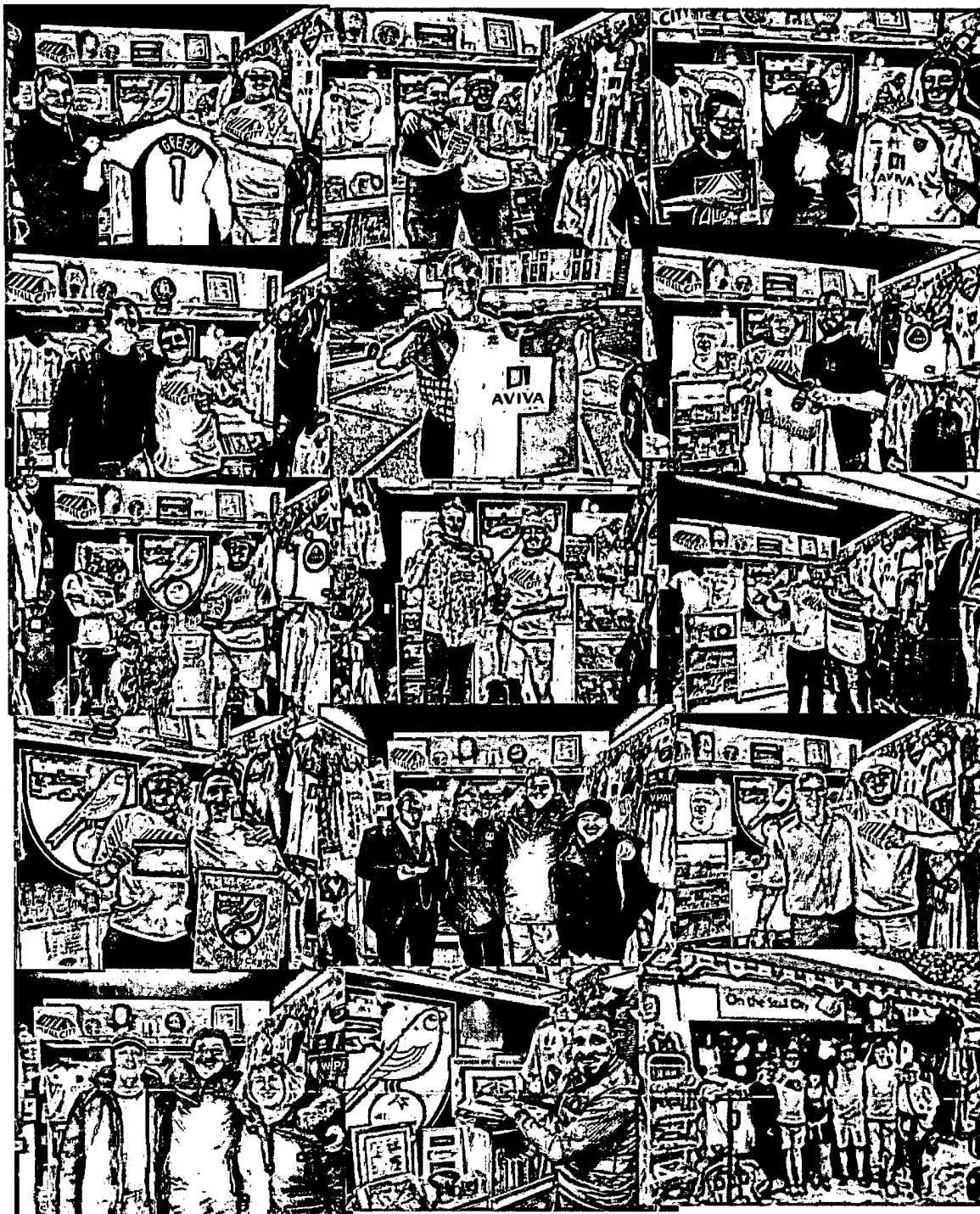
The chart below shows where the main expenditure has been made:

EXPENDITURE JULY 21 - JULY 22



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



10005/15

CIC 34**Community Interest Company Report**

For official use
(Please leave blank)

Please
complete in
typescript, or
in bold black
capitals.

Company Name in
full

On The Stall City CIC

Company Number

13575963

Year Ending

(31/08/2022)

(The date format is required in full)

Please ensure the company name is consistent with the company name entered on the accounts.

This template illustrates what the Regulator of Community Interest Companies considers to be best practice for completing a simplified community interest company report. All such reports must be delivered in accordance with section 34 of the Companies (Audit, Investigations and Community Enterprise) Act 2004 and contain the information required by Part 7 of the Community Interest Company Regulations 2005. For further guidance see chapter 8 of the Regulator's guidance notes and the alternate example provided for a more complex company with more detailed notes.

(N.B. A Filing Fee of £15 is payable on this document. Please enclose a cheque or postal order payable to Companies House)

PART 1 - GENERAL DESCRIPTION OF THE COMPANY'S ACTIVITIES AND IMPACT

In the space provided below, please insert a general account of the company's activities in the financial year to which the report relates, including a description of how they have benefited the community.

A social audit report covering these points is attached.

(If applicable, please just state "A social audit report covering these points is attached").

(Please continue on separate continuation sheet if necessary.)

PART 2 – CONSULTATION WITH STAKEHOLDERS – Please indicate who the company's stakeholders are; how the stakeholders have been consulted and what action, if any, has the company taken in response to feedback from its consultations? If there has been no consultation, this should be made clear.

A social audit covering these points is attached

(If applicable, please just state "A social audit report covering these points is attached").

PART 3 – DIRECTORS' REMUNERATION – if you have provided full details in your accounts you need not reproduce it here. Please clearly identify the information within the accounts and confirm that, "There were no other transactions or arrangements in connection with the remuneration of directors, or compensation for director's loss of office, which require to be disclosed" (See example with full notes). If no remuneration was received you must state that "no remuneration was received" below.

There were no other transactions or arrangements in connection with the remuneration of directors, or compensation for director's loss of office, which require to be disclosed.

No remuneration was received by any of the Directors.

PART 4 – TRANSFERS OF ASSETS OTHER THAN FOR FULL CONSIDERATION – Please insert full details of any transfers of assets other than for full consideration e.g. Donations to outside bodies. If this does not apply you must state that "no transfer of assets other than for full consideration has been made" below.

A donation of £18,000 was made to the Community Sports Foundation (Registered Charity Number: 1088239)

A donation of £886 was made to the DEC Ukraine Appeal

(Please continue on separate continuation sheet if necessary.)

PART 5 – SIGNATORY (Please note this must be a live signature)

(18/08/2023)

The original report
must be signed by a
director or
secretary of the
company

Signed

SM Bowler

Date

18/8/23

Please note that it is a legal requirement for the date format to be provided in full throughout the CIC34 report.

Applications will be rejected if this information is incorrect.

Office held (delete as appropriate) Director/Secretary

You do not have to give any contact information in the box opposite but if you do, it will help the Registrar of Companies to contact you if there is a query on the form. The contact information that you give will be visible to searchers of the public record.

SHARON MARIA BOWLER

01603 507272

Tel 07734 066011

DX Number

DX Exchange

When you have completed and signed the form, please attach it to the accounts and send both forms by post to the Registrar of Companies at:

For companies registered in England and Wales: Companies House, Crown Way, Cardiff, CF14 3UZ
DX 33050 Cardiff

For companies registered in Scotland: Companies House, 4th Floor, Edinburgh Quay 2, 139
Fountainbridge, Edinburgh, EH3 9FF DX 235 Edinburgh or LP – 4 Edinburgh 2

For companies registered in Northern Ireland: Companies House, 2nd Floor, The Linenhall, 32-38
Linenhall Street, Belfast, BT2 8BG

(N.B. Please enclose a cheque for £15 payable to Companies House)