



# Our move from Norwich Market to the Forum

Annual Report August 2024

On the Stall City CIC

The Forum

Norwich

Norfolk

NR2 1TF



## Executive Summary

“On the Stall City” is a retail shop in the Forum, Norwich run by volunteers and Norwich City fans Jacob, Andy and Sharon Bowles. It is a Community Interest Company (CIC) (No 13575963) with all profits donated to the Community Sports Foundation (CSF). The majority of the stock that we sell is new end-of-line ex club shop merchandise purchased from Norwich City FC, the remainder is donated to us by the club and fans.

We have now been trading for 5 years, initially from a stall in Norwich Market and since December 2023, from our new home in the iconic Forum building in the centre of Norwich.

This report provides a review of the finances and the highlights of our third year trading as a CIC and covers the period 21<sup>st</sup> July 2023 until 31<sup>st</sup> August 2024 (our financial year end).

We ceased trading from our stall in Norwich Market on 31<sup>st</sup> October 2023 and opened our new shop in the Forum on 1<sup>st</sup> December. There were significant start-up costs associated with our move to the shop which has resulted in a reduced donation to the CSF. However, the additional trading space, increased range of stock on offer and the ability to stage events at our new home will allow us to raise more funds in subsequent years.

In addition to our usual business, we held a fund-raising day for the Ipswich Food Bank in December, opened a pop-up stall at Carrow Road for their annual “Green Weekend” event, ran our first “Collector’s Fair” at the Forum and had a stand at the Royal Norfolk Show. We also sponsored the second annual “On the Stall City Disability Football Festival” at the Community Sport Foundation’s facility “the Nest” and provided work experience for a young adult.

Our move to the Forum has enabled us to re-launch our online shop and give canary fans around the UK the opportunity to support us.

After three years trading as a CIC, we have donated £26,900 to the CSF making a total of over £40,000 donated since we began trading in 2019.





## Introduction



## OTSC: the story so far...

**2019:** "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.

**2020:** 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 and donated over £6000 to the CSF.

**2021:** 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.

**2022:** 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.

**2023:** In December 2023 we moved to a retail shop in the iconic Forum building in central Norwich.

## Our first five years



## 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 and run the shop in their spare time.

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? 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 for all of the help and support that they have given to Jacob over the years

## 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 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 NCFC COMMUNITY GROUPS.



Here is a brief summary of how we achieved these objectives during the last year:

**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 parents of young children 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 youth football shirts start from as little as £6 each.

**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.

Since opening our first pop-up stall in 2019 we have raised more than £40,000 for the CSF.

### **3. Providing Community Employment Experience**

In addition to our regular volunteer, an adult with learning disabilities, we also provided a structured 6-week work experience placement for a partially sighted young adult with ADHD.

Right: Jacob shows our work-experience candidate, Brooklyn, how to bar-code shirts.



This placement was offered in collaboration with MINT and City College.

**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 shop. Donations came from fans and also from Norwich City FC staff and players.

Our “VAR” (Vintage and re-purposed) stock is one of our most popular ranges.



In addition, we participated in the EFL's "Green Weekend" by collecting unwanted football shirts and selling previously worn football kits via a pop-up stall at Carrow Road prior to the Norwich City FC v Coventry match.



Above: Our pop-up at Carrow Road  
Left: A fan donates an unwanted NCFC top

**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 shop and talk football. In doing so we are creating an inclusive community and social network for football fans whoever they support.

#### **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.

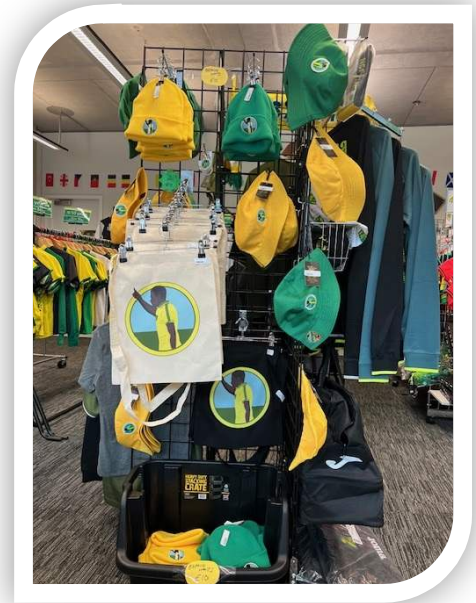
In April we ran our first "Collector's Fair" at the Forum which included a "Norwich City Antiques Roadshow" run by members of the Norwich City Historical Trust. Fans were encouraged to bring any memorabilia to be valued by the Trust's experts.



Above: Members of the Historic Trust provide information on a signed football during our "Collector's Fair"

**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. We recently stocked and sold a variety of Justin Fashanu merchandise to raise money for the Proud Canaries.

Right: Justin Fashanu branded merchandise 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.

During the year we had visits for Canaries Down Under, Brisbane Canaries, German Canaries, Italian Canaries, Irish Canaries, Canadian, US Canaries and even a supporter from Mongolia.



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

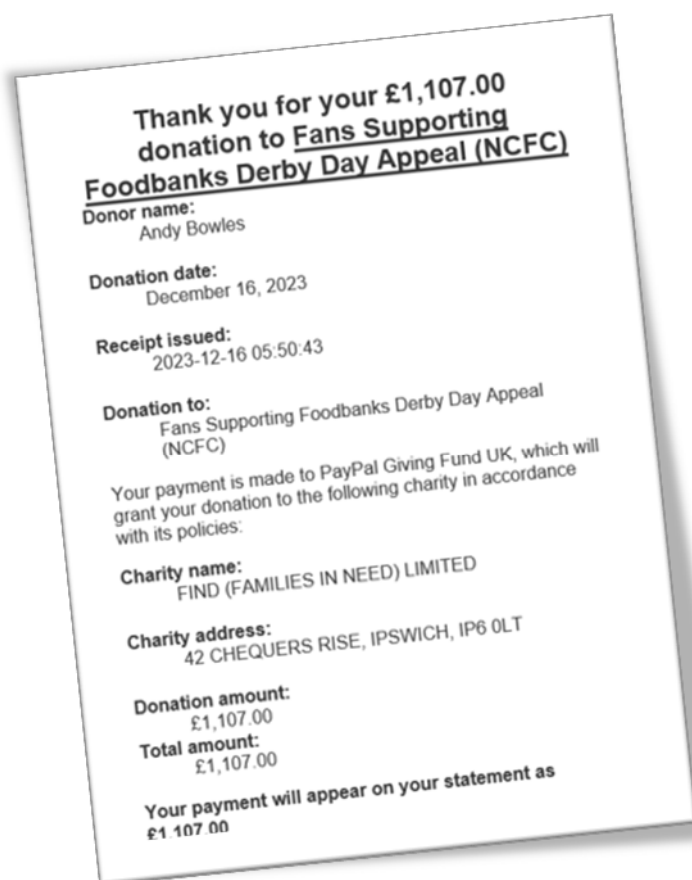


## Special Events

In addition to donating our profits to the CSF, we also raise funds for various good causes by running special events. The Forum provides us with the perfect venue to do this.

### Ipswich Food Bank Donation

In December we raised £1,107 for the Ipswich Food Bank by donating all of our takings for “Derby Day” (our away fixture against Ipswich Town) to the “Hunger Doesn’t Wear Club Colours” appeal run by Ipswich Town fans.



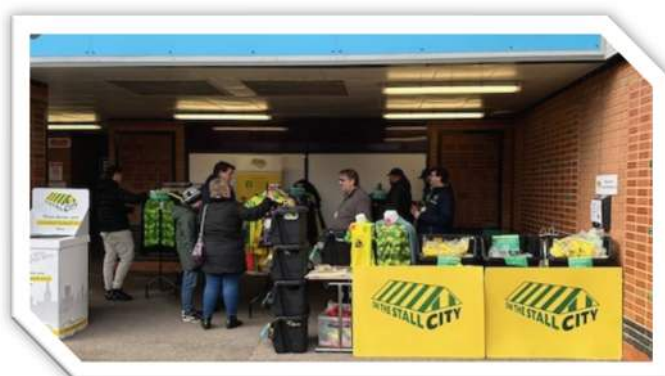
Derby day can be an anxious time for all City and Town fans but especially so for neurodiverse fans such as Jacob.

The last time that Norwich played Ipswich, Jacob became so anxious, largely due to the press and social media hype surrounding the fixture, that he had a seizure and ended up in hospital. We wanted to do something positive to reduce Jacob’s anxiety in relation to this fixture and also help such a worthy cause.

### EFL Green Weekend

On 3<sup>rd</sup> February we ran a pop-up shop and, with the kind assistance of the CSF Realising Potential Ambassadors, collected unwanted football shirts from fans at Carrow Road. We raised a total of £913 for the Community Sports Foundation through the sale of repurposed stock.

Right: Our pop-up shop at Carrow Road



### Collector's Fair

On Sunday 28th April we ran our first our Collector's Fair. The event included a magnificent display of match-worn shirts by Billy Pointer, an "Antiques Roadshow" by Norwich City Historical Trust and was supported by the Community Sports Foundation. We raised a total of £2,523.50 for the Community Sports Foundation.



### Royal Norfolk Show

We exhibited at the Royal Norfolk Show for the third consecutive year to advertise our shop to the wider Norfolk community.



### **On the Stall City Football Festival**

We sponsored the second “On the Stall City Disability Football Festival” in June 2024 at the CSF’s excellent sports venue “the Nest”.

This was attended by over 50 participants of CSF adult disability programmes together with their families. 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.



### **Norwich City Fans Forum**

We were delighted to meet the new Head Coach, Sporting Director and fans at this event which was held in the Forum Atrium in July.







**Our move to the Forum**







Before the refit



Jacob hard at work



Team CSF "Removals"



Billy and Colin fit the Gridwall

We took possession of our new unit in the Forum on Monday 27<sup>th</sup> November 2023 and with the considerable help of our friends and the CSF managed to transform an empty office into a retail shop ready to open on Friday 1<sup>st</sup> December.

The move to the Forum was a huge project in terms of finances and time and we could not have achieved this without the help of our volunteers.

The design on our outer windows was produced by students from Norwich University of the Arts who held a "design sprint" contest on Monday 27<sup>th</sup> November. We selected the winning design and it was printed and installed on Thursday by CiM Signs and Graphics ready for our opening on Friday 1<sup>st</sup> December.





## Our monthly highlights



## July 2023

Total Sales: £6,875.00 (Previous year £2768.50)

In July 23 we participated in the annual “Norwich Pride” by selling rainbow laces and Fashanu scarves. Sales picked up as the school holidays began.



## August 2023

Total Sales: £7,886.50 (Previous year £5114.00)

A busy final summer on the market.





## September 2023

Total Sales: £4,056.00 (Previous year £2495.50)

In order to facilitate the moving of stock from our lock up to the stall and for collecting stock from Carrow Road we purchased an electric van. This is in line with our sustainability policy.



## October 2023

Total Sales: £4,275.00 (Previous year £5204.50)

We said goodbye to Norwich Market as we closed our stall ready for the move to the Forum.





## November 2023

Total Sales: Zero (the stall was closed pending our move to the Forum) (Previous year £5333.00)

We spent the month ordering fixtures and fittings for the new shop and setting up a new computerised stock inventory system.



**Top:** A Delivery of gridwall and shelving for the new shop  
**Bottom:** Applying bar-codes to existing stock ready for sale

## December 2023

Total Sales: £15,028.00 (Previous year £4361.00)

We opened our new shop on 1<sup>st</sup> December, just in time for the Christmas rush. This was the most successful trading month ever.







## January 2024

Total Sales: £4,090.39 (Previous year £2041.50)

January is traditionally a very tough month for retail sales but we managed to double our sales from the previous January.



## February 2024

Total Sales: £5,053.87 (Previous year £3037.58)

We were helped by the CSF "Realising Potential" team to collect unwanted shirts at Carrow Road before the Coventry game as part of the EFL "Green Weekend".





## March 2024

Total Sales: £5,565.95 (Previous year £3070.00)

We trained “Team CSF” members to run the shop to cover illness/holidays.



## April 2024

Total Sales: £8,535.99 (Previous year £4176.00)

The East Anglian derby always attracts attention from the media. Jacob was interviewed by Sky Sports News ahead of the “Old Farm Derby”.





We were delighted to host BBC Radio Norfolk's Chris Goreham and Rob Butler for an edition of their podcast.

We also ran our first "NFC Collector's Fair" which included a fabulous exhibition of "match-worn" shirts by Billy Pointer and raised over £2.5k for the CSF.





### NCFC Collector's Fair





## May 2024

Total sales: £8,032.90 (Previous year £4223.00)

Whilst we moved into our new home in the Forum in December 2023, we signed a permanent 5 year lease taking us through to May 2029. Jacob is pictured below with Dr Chris Gribble CEO and Teresa Wood, Head of Estates, the Forum Trust.



## June 2024

Total Sales: £10,591.63 (Previous year £6620.60)

We were saddened by the death of Norwich City legend Terry Allcock but were delighted to donate Norwich City shirts to his grandchildren and great grandchildren for his funeral.





## July 2024

Total Sales: £10,900 (Previous year £6,875.00)

We participated in the annual Norwich Pride and Jacob joined the march with Di Cunningham from Proud Canaries and Captain Canary.



## August 2024

Total sales: £13,080 (Previous year £7,886.50)

Jacob was interviewed by Andy Ward from ITV on his reaction to the news that Delia and Michael are selling most of their NCFC shareholding to Mark Attanasio's Norfolk Holdings.





## Financial Summary



## Income

We made a total of £94,580 in sales from the stall and shop during the period July 21st, 2023, to August 31st 2024.

We have continued to implement a “Card Only” policy with all payments logged via “Square” terminals. We have appointed new accountants, Larking Gowen, to prepare our annual accounts which are published by Companies House.

## Donations

Due to our move to the Forum, we didn’t make a profit this year. However, we are delighted to have donated a total of £3,436 to the Community Sports Foundation and £1,107 to the Ipswich Food Bank through the running of special events at the Forum.

## Expenditure

Much of our income from sales was spent on the shop refit, including IT upgrade, professional fees and purchase of a new van. The remainder was mostly spent on rent and purchase of new stock from Norwich City FC.

It should be noted that our landlord, the Forum Trust, is a charity and as such our rent payments have helped towards the running of a programme of fabulous free events held at the Forum.

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.

## Summary

This has been a very exciting year as we made the move from the market stall to the shop in the Forum.

In terms of our key objectives, we are pleased to report that six were met fully and one, donating our profits to the CSF, partially. Our move to the Forum meant that the CIC did not make a profit this year, but we were still able to donate to the CSF, our nominated charity, by holding special events.

Since the move to our new premises, we have seen a substantial rise in revenues from month to month. We have succeeded in paying off all of our start-up costs and we project that we will be able to make a significant donation to the CSF next year.





## Thank you for your support – here's to another year “On the Stall City”

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

