



Trading Subsidiary (TS)

Chairman's Report

TS Structure

Since last year's AGM, changes have been made and Companies House updated. Currently eight officers on the TS board, Jamie Baker (Chairman), James Andrews, Mike Brown, Mark Caulfield, Mick Coleman, Al Jones, Richard Smith, and Karl Winter.

We also have Steve Brown, Mike Hamer and Mark Purdy attend the TS meetings with a view to strengthening the commercial and operational support.

Club Rugby

1st XV finishing 6th in National One. This has been the ninth season in Nat1.

Tom Coleman, 1st XV Head Coach, agreed to three-year service agreement.

Improvements to Marquee

Many thanks to Karl Winter and the team of volunteers for the hard work and commitment in getting the marquee foundations and floor replaced together with all the cleaning work achieved before the start for the 25/26 season.

Although slightly over the planned expenditure at a cost of £31.3k, the additional works undertaken, including drainage and paved patio area, have been well worth it and should help prolong the life of the marquee and surrounding area.

This has also helped with rental income for the club, attracting hirers for larger parties, wedding receptions and other functions e.g. Indy Awards.

TS Finances

Financial summary for the 25/26 accounts (to Apr26). Subject to final audit review and sign off.

2025/26		
Profit and Loss a/c	Actual	Budget
	£	£
Turnover (Income)	846,120	853,000
Cost of Sales	326,923	322,770
Gross Profit	<u>519,197</u>	<u>530,230</u>
Administrative Costs	589,051	520,230
Operating Profit / (Loss)	<u>-69,854</u>	<u>10,000</u>

Budget Variance – Main Factors:



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Sponsorship and Advertising – although the uptake was good and the club has been well supported; there were some adjustments for the current year and write offs of bad debt from previous seasons. £(18.3k)

Marquee Costs – Income recognised in the 24/25 accounts to support the improvements, but the final costs recognised in the 25/26 accounts and not in budget. £(31.3k)

Physio Costs & 1st XV support – higher than expected costs together with some essential requirements. £(17.1k)

Change in kit supplier and several sponsors meant higher than expected costs in new kit, kit wear and cost of advertising. £(10k).

Audit Fees – due to the unexpected requirement of having to appoint new external auditors there was an increase in audit costs not budgeted for. £(6k).

Commercial Performance

Sponsorship and Advertising

A good uptake in new sponsors and advertisers for the club.

Nine new sponsors helping to generate c.£29k new money.

With new sponsors, also means new kit for most of the rugby groups, so there is higher costs in this first year/season, but this should benefit us next season, assuming the income is maintained, and the costs will be lower.

Invaluable support from Club Stortford continues as they look to increase their membership base.

Bar

With support from Greene King, new T-bars (beer pumps/lines) installed in the bars.

Increase in bar sales by 6% from 24/25 season.

Bar sales accounted for 40% of the TS income for 25/26.

Shop

A well-stocked shop with kit from the new supplier (Scimitar) help to increase sales for the 25/26 season, 10% over budget expectations and 8.7% up on the 24/25 season.

Club Marquee / Room Hiring

Marquee and room hire is going from strength to strength and income continues to improve with repeat business and new hirers. The annual Indie Awards used the marquee for the third year. BS College, TBSHS and BS Cricket club held their award nights and staff functions in the marquee. Quiz nights and other functions, together with the regular hirers helped drive the income for the club, 12% higher than budget.



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Pre-match Lunches & 1st XV Match Day Income

	13 games		14 games *	
	2025/26		2024/25	
		Ave/gm *		Ave/gm
Lunches (Nos.)	2,672	206	2,823	202
President	133		129	
Corporate	889		879	
Lunch Clubs etc	521		649	
Standard	1,129		1,166	
	<u>2,672</u>		<u>2,823</u>	
	£		£	
Bar	180,764	13,905	188,006	13,429
Gate	23,853	1,835	26,329	1,881
Guess the Score	6,733	518	7,793	557
Shop (Gross)	5,322	409	7,219	516
TOTAL £	<u>216,672</u>	16,667	<u>229,346</u>	16,382

*includes the postponed game

Income from the 13 1stXV match days, including lunch income, came to £249k, 30% of the total TS income for the year.

Pre-season and the 26/27 budget

2026/27 - Budget

Profit and Loss a/c

	£
Turnover (Income)	911,820
Cost of Sales	326,575
Gross Profit	<u>585,245</u>
Administrative Costs	568,509
Operating Profit / (Loss)	<u>16,736</u>



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Although the TS has a good strong footing, further revenue generation is key to cover the expected costs for this season. Cashflow and debtor management will need to closely monitored as we head into our 10th season in Nat1.

Tour & Pre Season;

- 4th August – Ampthill (H) Training Game
- 13th – 15th August - Tour to Wales - Merthyr RFC (A) – Saturday 15th August – paid for by Club Stortford
- 22nd August - Dorking (A)

Coaching Staff;

- Tom Coleman – Head Coach
- Rob Cain - Forward / Defence Coach
- Ben Scully - Backs / Skills Coach
- Rob Faiers - Assistant Forwards Coach
- Ben Sheath - S & C
- Ryan Clark - Head Physio
- Peter Curtis - Team Manager

The Lunch prices will be increased this season;

- Lunch Club £40
- Members £45
- Corporates £65

This is inline with the increased costs of both the caterer and also the increased operational cost of Home Games.



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Home Game Entry;

We will be introducing electronic ticketing for all Home Games this season with a discount offered for all booking made prior to the game.

We are planning to enhance the Match Day offering and will publish the plans in the run up to the beginning of the season. Greene King have offered to supply either their Jeep Bar or Coach Bar which will be in operation at some home games. Dates TBC

Finally a huge thank you to all the members of the TS and all the wonderful volunteers that help BSRFC throughout the year – giving up their time for a club that they love!

Jamie Baker

TS Chairman