

The Financial Statements have been drawn up from 1st October 2023 to 30 September 2024, and have been audited by David Glynn of Accounting Function Ltd

The accounts for HHCC show yet again we have made a significant profit, of £16K, so even if performances on the field for our seniors were difficult reading, we are still in a very healthy position financially.

Annual Subscriptions again have exceeded previous record levels, £52.4K, an increase of 11% from 2023. This is thanks again to the Junior section with 500 kids between U4 and U17 registered. In fact, we are in demand so much that we have had to initiate waiting lists for many of our age groups.

Our other main source of income is the bar, which yet again goes from strength to strength with our total income up to £106K, an increase on last year of over 18%. Our profit margin has increased as well, up to 54%, thanks to the good management of our bar Manager, Nikki Mackinney, and the work of the bar staff. It does help that there is more of a demand for spirits within the club than ever before and we have a greater margin on those compared to the kegs.

Income from functions was up as well, an increase of £3.5K, or 70% in last year, thanks to the sterling work of Lisa Fullicks, and this continues to be an important part of our club, not just financially but also as a good link to the local community.

We received £8.5K from our 2 main sponsors, Owen Caitlin and White, and our old friends Landscape Artisan, and I would like to thank them both for their support of this great club.

Fund Raising or Twenty 20 Legacy fund was down just under 50%, but that is due to the massive efforts made last year to help fund the saga that is the Carlisle Park Net and Training Square projects. It is however a testament to this club, that without a dedicated project, we still manage to raise £9.5K.

Match Fees were down this year, by 35%, which can be attributed to a couple of factors. A number of games called off / abandoned was far in excess that previous year, together with the fact we now have 5ths in the League, meaning providing a tea is mandatory. We have also had even more juniors performing in senior cricket, which bodes well for the future, but in the present, it does reduce the income from match fees.

As we grow, both in numbers and with our facilities at Bushy Park, obviously there will be an increase in expenditure.

Our Staffing, including Bar staff and cleaning, has risen by 28%, thanks partially to the increased bar usage, but we also gave all casual staff a pay rise but I am sure you will all agree, we would rather have dedicated bar staff, instead of volunteers trying to manage on a match day.

Day to day costs of running the club, such as Annual Rent, water and electricity have also increased, by 17%, but that is to be expected with the amount of usage we have in the pavilion.

With the increased number of juniors, we have had to spend more on their training, whether it been new equipment for our KWIKs and new Hard ball teams, or external net hires at St James, Hampton Prep and Bushy Park Sports. We have also had to increase the number of coaches to support these numbers, and I am proud to say we have funded 7 new Foundation 1 and Core coaches this season. This has led to an increase in coaching costs, plus playing equipment for the juniors and, with us expanding into the Surrey Junior leagues, we have had an increase in the annual subscriptions.

One point that I would like to raise is that we need to take better care of our junior equipment, including balls. Each year, we seem to have no balls for the winter nets, despite buying enough new balls the previous year to play over 150 games. Our coaches need to manage that better, ensuring kit, balls etc are put away each time of use.

This year was a new shirt deal for both Seniors and Juniors, so you see an increase of playing kit of just under 50%. As we provide a new shirt for all players, senior, Junior and KWIK, every 2 years this should even out next year, and our stock levels for the KWIK shirts should cover most of the new intake for 2025

Pavilion Maintenance has increased dramatically, as we invested some of the previous surplus funds into a new Shed for junior equipment and the chairs for the veranda, plus the new Honours boards sitting proudly in the home changing room. We also had to provide a Fire Risk assessment document for the ever-vigilant Royal Parks, which was just over £600, and the full 5 year electrical check was also completed at a cost of just over £1200.

Although the Social / Catering expenditure is consistent with last year, it hides the monumental effort of the Sunday morning kitchen staff, which managed to make a profit of £2500, which helped fund other social events, such as Presidents Day, the coach for the U17s semi-final to Barnet, plus the food for the end of season junior awards. So a big thank you for Ria Broad, Sarah Rouse, Louise Barrs and all the other helpers during the season.

You will see on the Balance Sheet we have also used our surplus funds to good use, with new covers at a cost of £6.5K, together with 2 new Combi nets (£8K). We have also provided improved ground equipment for Tom at Carlisle Park. Hopefully the council will have sorted themselves out for next year and we will also have nets and a pavilion at Carlisle Park.

As ever, there are so many people to thank for their efforts in keeping the club in the strong position it is currently in. From the Committee to the coaches and helpers who have managed to give the kids a summer of cricket, the selection committee and players for the number of games played, and beers consumed. Thanks also to our Groundsmen, Steve Fidler and Tom Hampton, who have yet again provided pitches and facilities to be proud of, despite the extensive use, they may even say overuse.

Finally, I can assure you that the Committee are actively working on using the surplus funds to improve your club, whether that is new facilities, improved facilities or

improvement to the clubhouse. When these decisions are made we will ensure that everyone is made aware of the benefits to the club.