



Treasurer's report on 2010
Presented at AGM on 21st March 2011

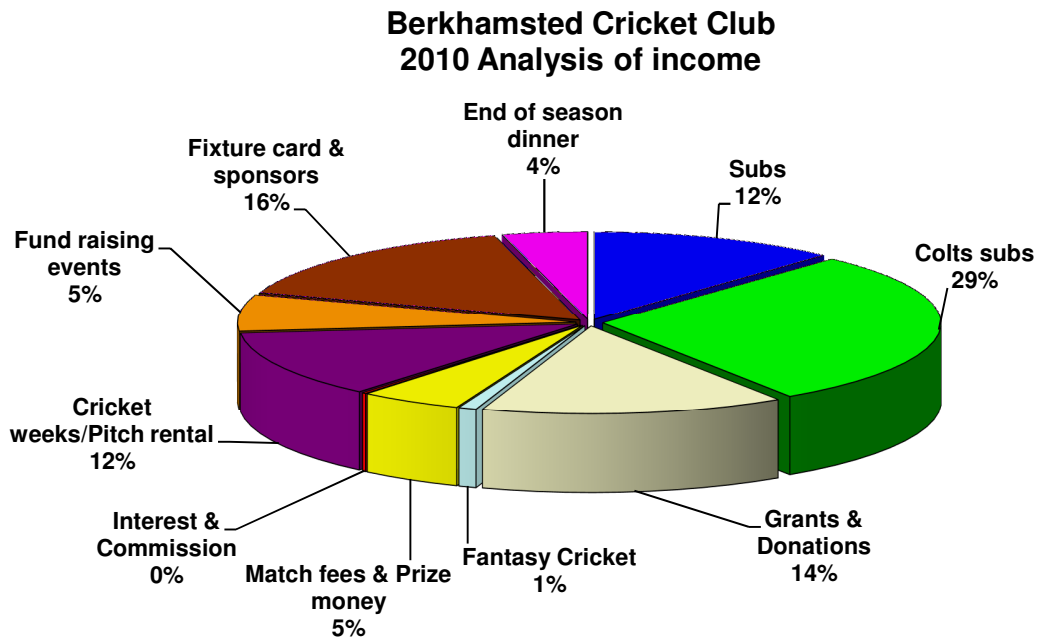
Overview

2010 saw a 40% increase in the Club's income and a 33% increase in its expenditure, enabling it to move from a small loss in 2009 to a small profit in 2010. Given the Club aims to breakeven over the year, and only spends income it has received, this was an excellent result. Indeed our income was some 23% above the plan we prepared at the start of the year, and allowed us to bring forward some expenditure on ground maintenance equipment.

At the end of the year our reserves were £4,262, of which £3,675 are held in the Paul Beard Memorial Fund to cover the future cost of coaching courses. Unlike previous years, we had built up sufficient cash balances to see us through the winter without recourse to temporary loans.

Income

The chart below analyses where our income came from:



The key observation from this chart is the overall balance across the different sources of funds, with the sustainable sources dominating the mix. We regard Grants and donations as a volatile source (given their unpredictable timing and the squeeze on Grants in this pre-Olympic period) and these represented only 14% of our income in 2010. This compares very favourably with the equivalent chart a few years ago when the sustainable sources accounted for less than half our total income.

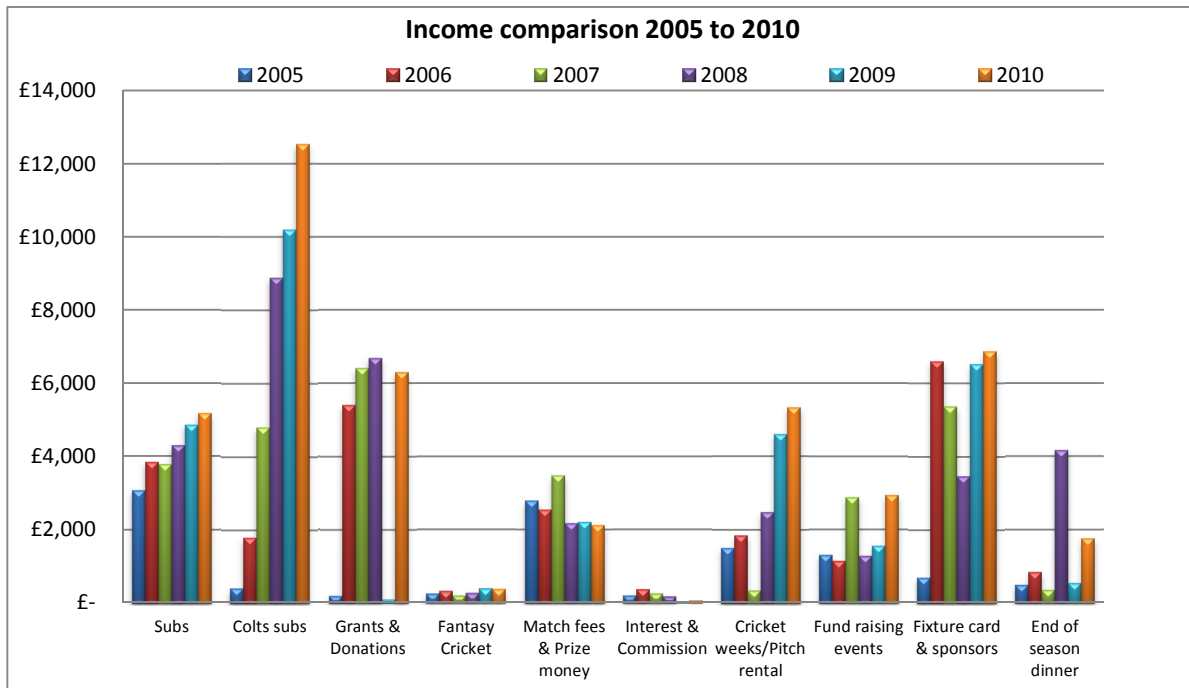
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The chart below shows the increase in our income in 2010 over previous years by income source:



This shows the continued growth in Colts subs income, reflecting the growth in numbers. Adult subs also continued to move up as the Club both gained a small number of additional members and exercised a tougher collection policy in 2010. This will be further reinforced in 2011 as we offer the incentive of reduced match fees for early payment, as well as an alternative sub/fee combination for those who play only a handful of games and have generally escaped paying a sub in the past.

The highlight of the year was the receipt of a £6,000 donation from the Paul Beard Memorial Fund to be applied to the cost of coaching courses. (Note that in 2009 the apparent collapse in Grants and Donations is deceptive as we actually received over £32,000 from the ECB, but this was applied directly to the costs of the new nets so does not show up in the chart).

Income from Fixture card and sponsors, Technik, held up well in tough conditions and we are really indebted to them for their contribution. Thanks are also due to Fine & Country who re-joined our sponsors list towards the end of the year and will play a bigger role in 2011.

We continued to grow our income from the cricket weeks, running six in all and sharing the proceeds with the Sports Club.

A real positive this year has been the efforts of the team led by Tim Buckley to reinvigorate our fund-raising activities and the end of season dinner. Both actions made a substantial financial contribution whilst engaging many of our wider membership and colts parents. Thanks to Chris

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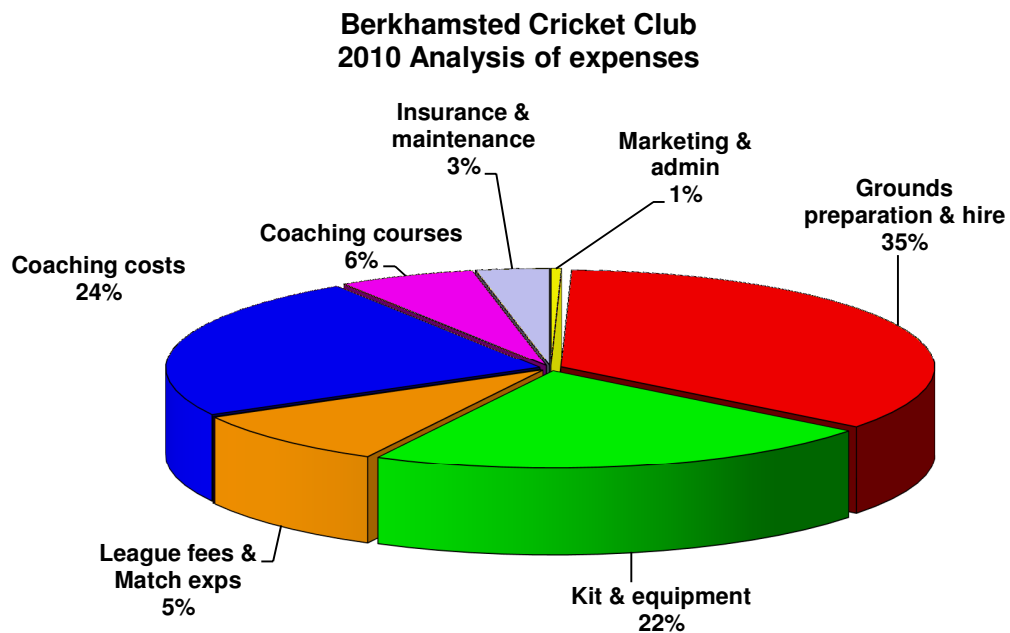
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Turner (Fixture card), Benny Mitchell (50Club), Peter Dudley (Fantasy Cricket) and Steve Tougher (Race Night), for all their hard work.

Expenditure

The chart below analyses how our expenditure breaks down:



This shows clearly that our main costs in 2010 continued to be the cost of maintaining the three squares and our grounds.

Kit and equipment costs include the depreciation of our new non-turf nets in line with paying down of the loan from the ECB, as well the purchase of a new roller for the Cow Roast ground. We will aim to trade in both our rollers for one new one in 2011 now that we have withdrawn from Cow Roast.

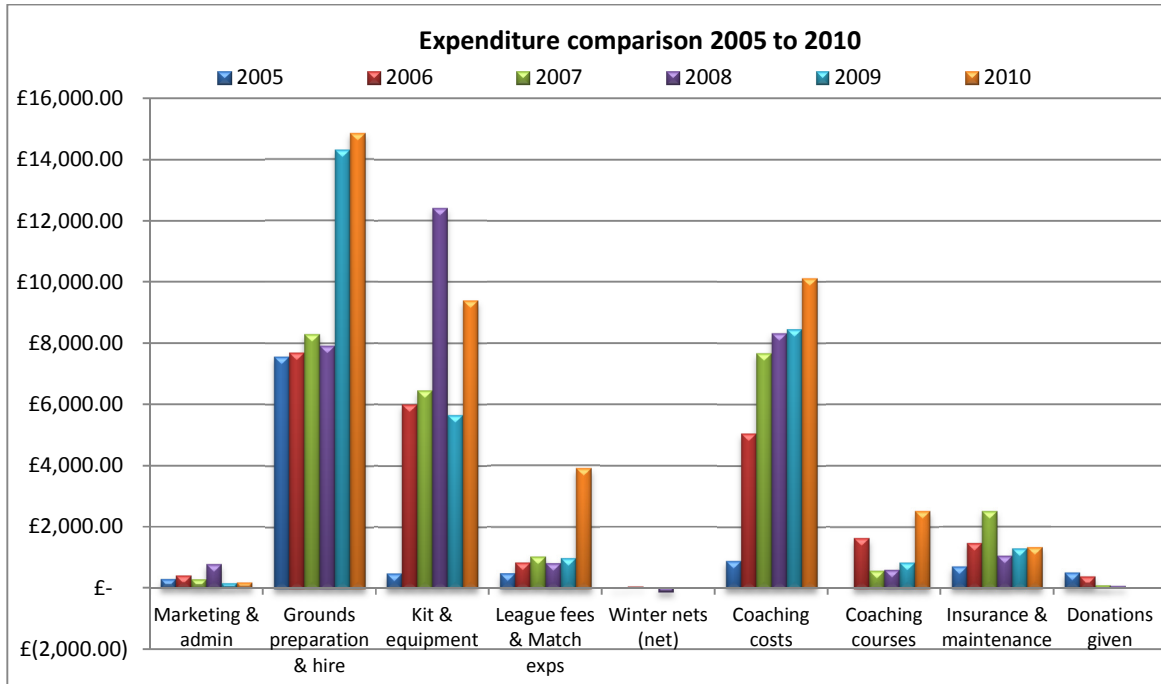
Included in coaching costs is £1,600 for our schools outreach program through which the Club provides cricket coaching to local schools at no cost to the school.

The chart on the following page shows the changes in our expenditure profile over previous years.

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This shows the continued burden of renting and maintaining Cow Roast in our grounds preparation costs. The other cost items reflect the increased membership numbers and are more than matched by the increase in subs. We continue to operate with exceptionally low admin costs.

The increase in Kit and equipment costs reflects the expensing of the new roller, which was only committed to once the income picture was established.

Coaching costs reflect the travel costs associated with bringing in an overseas player for the first time in several years, and who made a significant contribution in terms of the coaching load

Financial position at the end of the year

Thanks to our accumulated reserves and debentures, we were able to end the year with over £4,000 in cash and deposits.

The Cricket Club's annual accounts for 2010 are awaiting audit finalisation by Harts, a local firm of Chartered Accountants (who also review the accounts for Raiders and BSC), and are presented along with this report. Paid up members are welcome to inspect the books at any time.

Julian Dent – 18 March 2011

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